

Market Insider

Floriculture Products' Indicative Price Information / European Markets

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis.

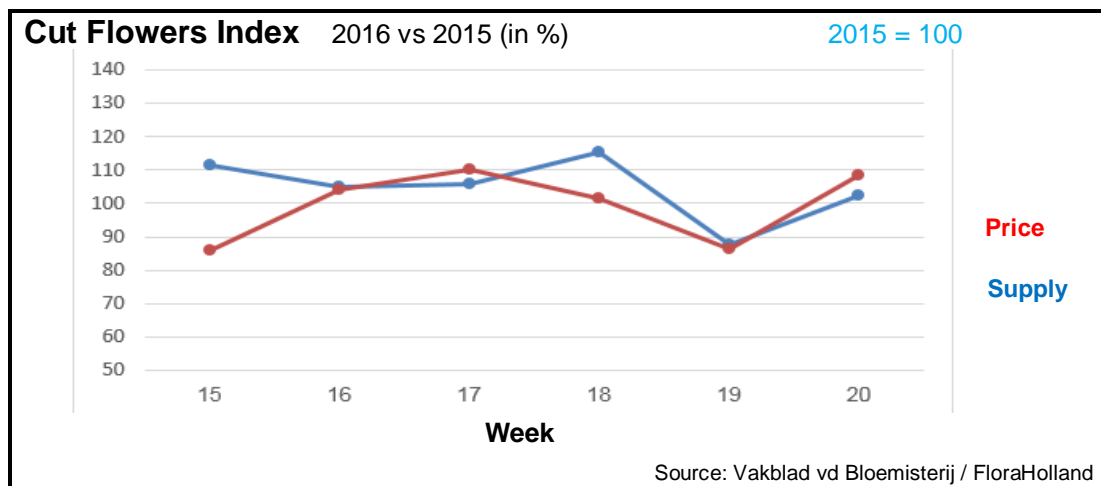
The Market Insider team

Week No. 20-2016

Date: 25/05/2016

The Royal FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



In week 20 the average price for cut flowers was 8.5% higher than in the same week last year. The total sold quantity was 2% bigger.

Roses big got 20% (5 cents) more in price than last year, with 4% fewer stems sold.

Peony achieved 5.5% better price than last year, with 26% more stems sold.

Chrysanthemum spray got 20% better price, with 2.5% more stems sold.

Gerbera mini got 21% less in price than last year, with 11% more stems sold.

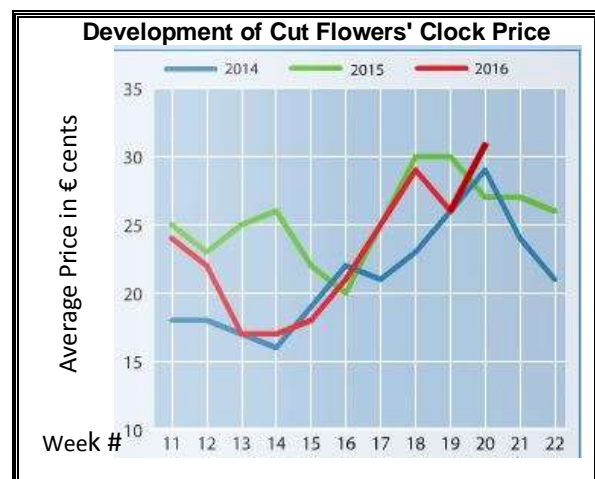
Lily oriental got 7% lower price, with 16% more stems delivered.

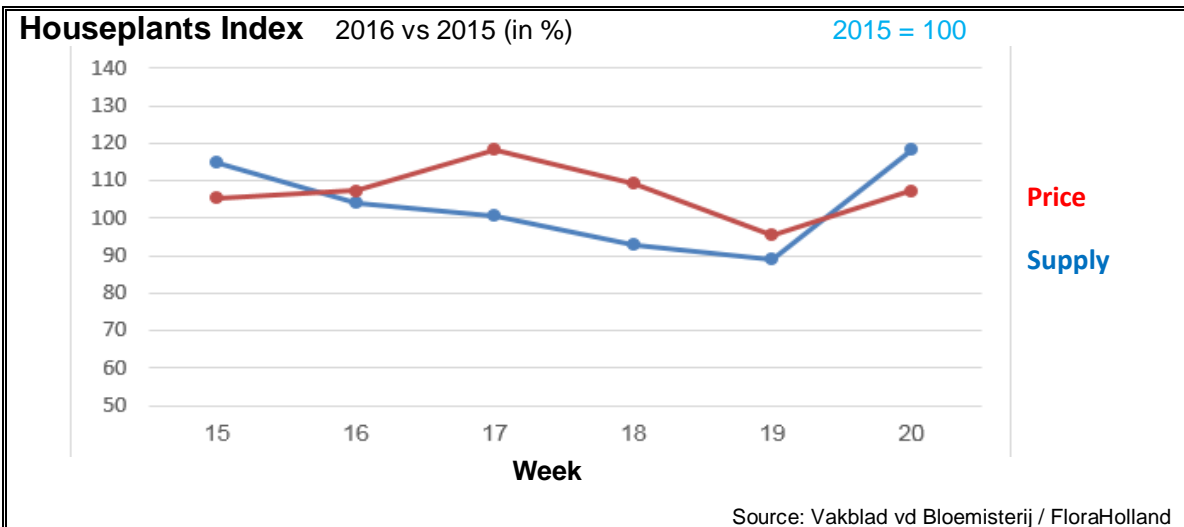
Lisianthus got 15% lower price, with 47% more delivered stems.

Cymbidium large achieved 1% better price than last year, with 20% more stems sold.

Many products got better clock prices than last year; stood out with significant higher price: anthurium, asparagus, eucalyptus, gypsophila, helianthus, ornithogalum, pittosporum, ranunculi, scabiosa, and solidago.

Some products got lower clock prices than in last year; remarkable were: aconitum, agapanthus, aspidistra, carthamus, fatsia, and tulip.





In week 20 the average price for houseplants was 7% higher, while supply was 18% higher than in this week last year.

Phalaenopsis was 4% more expensive; with 19% more sold pots than last year.

Kalanchoe got 2.5% more in price, while supply was 22% higher than in 2015.

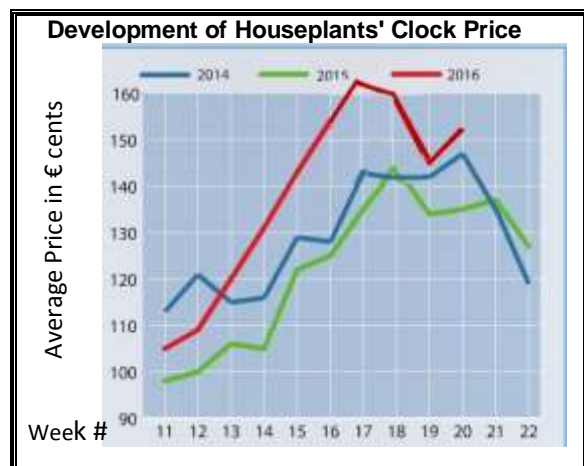
Rose in pot was 5.5% more expensive, while supply was about 27% higher.

Hydrangea/Hortensia achieved 19% higher price, with just 0.5% more sold pots.

Zantedeschia was 13% higher in price than in 2015, even though supply was 29% higher.

Dracaena was 22% cheaper in price, with some 100% more supplied pots.

Ficus was 22% more expensive in price, while supply was about 7% higher than last year.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



Abbreviations used in the report

AUS = Australia	MAL = Malaysia
CHI = China	NLD = Netherlands
COL = Colombia	NZL = New Zealand
ECU = Ecuador	PHI = Philippines
HAI = Hawaii	SGP = Singapore
IND = India	TAI = Taiwan
ISR = Israel	THA = Thailand
ITA = Italy	USA = United States
KEN = Kenya	ZAF = South Africa
KOR = Republic of Korea	ZWE = Zimbabwe
SLA = Sri Lanka	VIE = Vietnam

Price Information: Floriculture Products - Japanese Markets (4 Auctions)

Issue No. W20 Date: 25/05/2016

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

week number : 20 in : 2016

Index:

Quantity	Number of stems auctioned in the four reporting auctions together
Lowest	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
Highest	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
Average	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
Average US\$	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
Main Origin	Main countries of origin; See abbreviations in the table at the head of this report.

Exchange Rate 1 US\$ = 109.57 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,784,240					
Achilea -- D	60		60	55	0.50	
Achilea -- I	0					
Alstroemeria -- D	411,743	10	400	51	0.47	
Alstroemeria -- I	0					
Ammi majus -- D	23,620	10	150	49	0.44	
Ammi majus -- I	0					
Anigozanthos -- D	4,490	25	150	77	0.70	
Anigozanthos -- I	320		170	92	0.84	AUS NLD ZWE
Anthurium Pink -- D	77		160	141	1.29	
Anthurium Pink -- I	8,744	5	130	45	0.41	THA
Anthurium Red -- D	508		180	98	0.89	
Anthurium Red -- I	11,685	1	160	53	0.48	AUS THA USA ZAF
Anthurium White -- D	186		180	106	0.97	
Anthurium White -- I	4,848	1	190	68	0.62	THA
Banksia -- D	0					
Banksia -- I	395	100	300	201	1.83	AUS NZL
Brodea -- D	3,950		55	7	0.06	
Brodea -- I	0					
Bupleurum -- D	37,080	2	150	43	0.39	
Bupleurum -- I	0					
Calla -- D	79,294	7	280	68	0.62	
Calla -- I	2,740	10	180	86	0.79	NLD NZL
Carnations Spray -- D	673,206	1	160	27	0.25	
Carnations Spray -- I	422,268	1	60	27	0.24	COL
Carnations Standard -- D	728,366	1	160	31	0.28	
Carnations Standard -- I	556,857	1	170	25	0.23	COL

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Chrysanthemum Spray -- D	741,670	2	125	47	0.42	
Chrysanthemum Spray -- I	496,900	8	150	48	0.44	KOR
Delphinium -- D	208,931	10	250	72	0.66	
Delphinium -- I	0					
Dracaena -- D	30,965	5	900	38	0.35	
Dracaena -- I	239,667	1	140	26	0.24	SGP
Euphorbia Marginata -- D	60		80	80	0.73	
Euphorbia Marginata -- I	0					
Eustoma -- D	408,098	4	1,320	147	1.34	
Eustoma -- I	0					
Freesia -- D	100		12	12	0.11	
Freesia -- I	0					
Gentiana -- D	1,900	45	150	91	0.83	
Gentiana -- I	0					
Gerbera -- D	419,979	1	120	23	0.21	
Gerbera -- I	0					
Gladiolus -- D	86,820	8	120	69	0.63	
Gladiolus -- I	0					
Gypsophila -- D	311,370	5	250	42	0.39	
Gypsophila -- I	24,550		60	27	0.25	ISR
Heliconia Pendula -- D	1,165		250	42	0.38	
Heliconia Pendula -- I	140		333	185	1.69	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,095	10	90	50	0.46	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,080		150	117	1.07	AUS NZL ZAF
Lily Casablanca -- D	13,878	41	1,000	431	3.94	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	53,747	10	180	86	0.79	
Lily Longiflorum -- I	660		50	45	0.41	KOR
Limonium Sinuatum -- D	538,999	4	120	22	0.20	
Limonium Sinuatum -- I	0					
Molucella -- D	5,750	20	120	57	0.52	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	459		260	115	1.05	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	39,005	10	85	46	0.42	SGP THA
Orchid Cymbidium -- D	10,855	27	800	441	4.02	
Orchid Cymbidium -- I	1,314	350	1,300	919	8.39	NZL
Orchid Oncidium -- D	3,811	25	700	204	1.86	
Orchid Oncidium -- I	69,320	1	270	164	1.49	SGP TAI THA
Orchid Phalaenopsis -- D	11,864	10	1,600	342	3.12	
Orchid Phalaenopsis -- I	14,030	80	880	353	3.22	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	96,610	10	60	35	0.32	THA
Ornithogalum -- D	10,680	5	140	49	0.45	
Ornithogalum -- I	868	1	85	67	0.61	NLD ZAF
Protea King -- D	329		1,500	771	7.04	
Protea King -- I	1,158	58	1,500	233	2.13	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,130	10	450	131	1.19	AUS NZL
Riceflowers -- D	260		230	177	1.62	
Riceflowers -- I	0					
Rose Total -- D	1,164,960	3	2,500	66	0.60	
Rose Total -- I	206,239	1	455	47	0.43	
Rose Amada -- D	11,182	30	190	93	0.85	
Rose Amada -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Avalanche -- D	77,600	10	180	73	0.66	
Rose Avalanche -- I	400		20	16	0.15	IND
Rose Carpe Diem -- D	28,158	15	160	69	0.63	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	18,045	30	120	70	0.64	COL
Rose Gold Rush -- D	20,540	10	130	67	0.61	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	670		90	44	0.40	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	6,380	5	70	28	0.25	
Rose Noblesse -- I	0					
Rose Red Roses D --	31,632	5	420	55	0.50	
Rose Red Roses I --	16,081		140	58	0.53	
Rose Red Star -- D	11,119	15	140	57	0.52	
Rose Red Star -- I	0					
Rose Samurai -- D	61,795	24	185	78	0.71	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	36,735	15	170	64	0.59	
Rose Sweet Avalanche -- I	180	10	25	17	0.15	
Rose Sweet Unique -- D	3,990	30	110	65	0.59	
Rose Sweet Unique -- I	3,000	15	90	57	0.52	
Rose Teresa -- D	12,715	11	100	45	0.41	
Rose Teresa -- I	0					
Rose Tineke -- D	25,200	5	130	53	0.48	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,664	11	175	82	0.75	
Rose Yves Piaget -- I	210		65	58	0.53	NLD
Rose Spr Babe -- D	11,050	25	110	64	0.58	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,245	30	135	67	0.61	
Rose Spr Lovely Lydia -- I	960	25	65	58	0.53	KOR
Rose Spr Shooting Star -- D	7,510	20	170	72	0.66	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	18,720	35	180	87	0.80	
Sandersonia -- I	0					
Trachelium -- D	2,150		100	49	0.45	
Trachelium -- I	900		135	102	0.93	ISR NLD
Tulip -- D	0					
Tulip -- I	300		65	56	0.51	NLD
Waxflowers -- D	1,375		70	62	0.57	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	9		333	311	2.84	
Beargrass -- I	220		350	220	2.01	USA
Leatherleaves -- D	97,370	2	60	24	0.21	
Leatherleaves -- I	178,343	2	35	19	0.17	USA
Ruscus Israel -- D	3,800		45	21	0.19	
Ruscus Israel -- I	7,640		40	29	0.26	ISR
Ruscus Italian -- D	150	40	100	60	0.55	
Ruscus Italian -- I	8,750	3	70	47	0.42	ITA
Salal -- D	40		60	45	0.41	
Salal -- I	15,505	30	700	121	1.10	USA