

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.

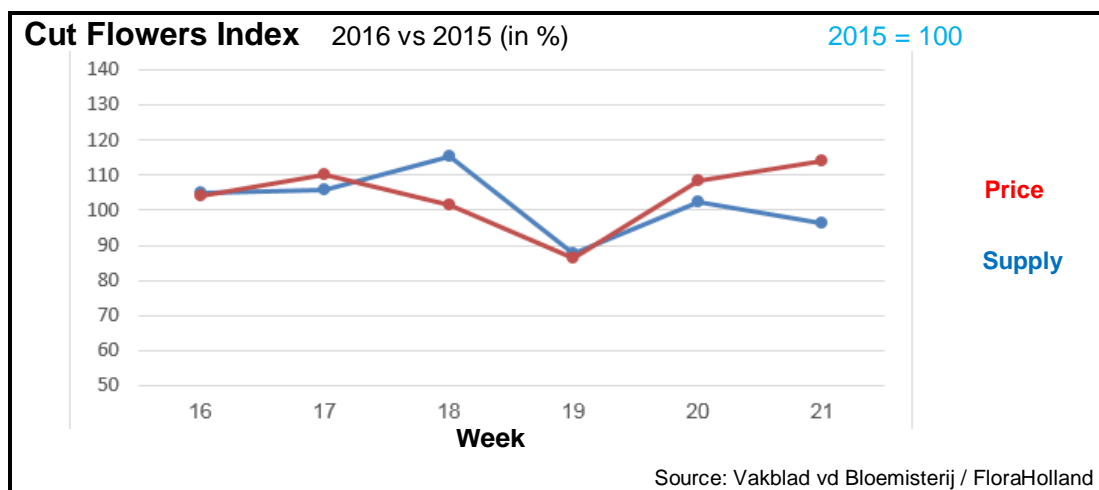
The Market Insider team

Week No. 21-2016

Date: 01/06/2016

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 21 the average price for cut flowers was 14% higher than in the same week last year. The total sold quantity was 3.5% lower.

Peony achieved 43% lower price than last year, with 151% more stems sold.

Lisianthus got 16% lower price, with 53% more delivered stems

Tulip 'single' got 31% lower price, with 33% more stems delivered.

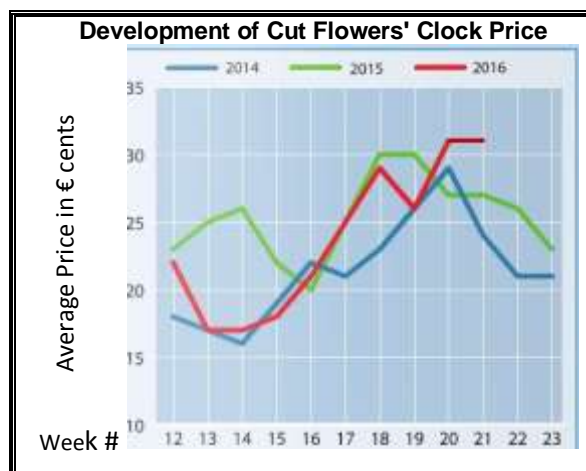
Carnation standard got 49% more in price than last year, with 20% fewer stems sold.

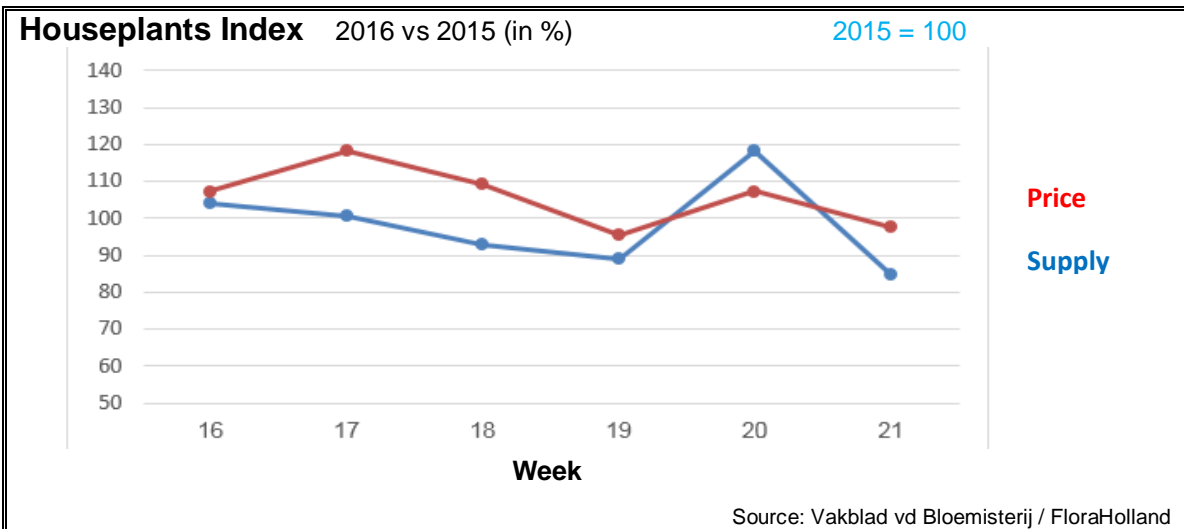
Chrysanthemum spray got 0.7% lower price, with 15% less stems sold.

Cymbidium large achieved 11% lower price than last year, with 13% less stems sold.

Many products got better clock prices than last year; stood out with significant higher price: anigozanthos, bouvardia, delphinium, dianthus barbatus, eucalyptus, gerbera large, helianthus, limonium, matthiola, phlox, pittosporum, ranunculi, scabiosa, solidago, and zantedeschia.

Some products got lower clock prices than in last year; remarkable were: agapanthus, fatsia, and gladioli.





In week 21 the average price for houseplants was 2.4% lower, while supply was 15% lower than in this week last year.

Hibiscus was 6% cheaper; with 35% fewer sold pots than last year.

Zantedeschia got 5% more in price, while supply was 28% lower than in 2015.

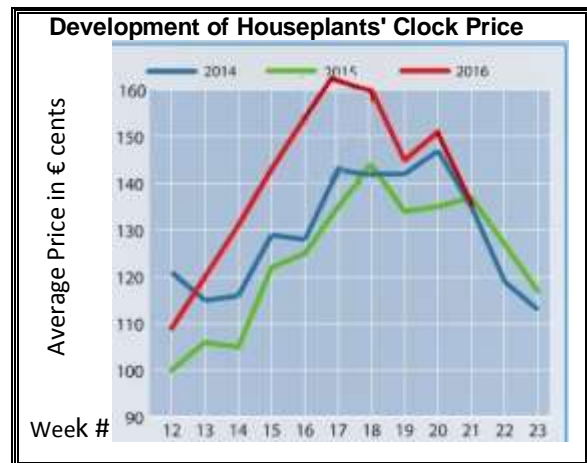
Anthurium was 3.5% more expensive, while supply was about 26% lower.

Kalanchoe achieved 2.6% lower price, with 26% more sold pots.

Ficus was 18% more expensive, while supply was about 21% lower than last year.

Campanula was 5.3% lower in price than in 2015, even though supply was 19% smaller.

Bromeliad 'various' was 24% higher in price, with some 46% more supplied pots.



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. W21 Date: 01/06/2016

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 : 21 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\$ = 110.97 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	17,311,618					
Achilea -- D	80		60	56	0.50	
Achilea -- I	0					
Alstroemeria -- D	359,288	4	500	54	0.48	
Alstroemeria -- I	80			180	1.62	COL ISR NLD
Ammi majus -- D	31,530	1	150	56	0.50	
Ammi majus -- I	0					
Anigozanthos -- D	5,950	30	130	81	0.73	
Anigozanthos -- I	660		170	93	0.84	AUS NLD ZWE
Anthurium Pink -- D	47		150	144	1.30	
Anthurium Pink -- I	10,308	13	170	50	0.45	THA
Anthurium Red -- D	404		180	109	0.98	
Anthurium Red -- I	11,846	1	280	54	0.49	AUS THA USA ZAF
Anthurium White -- D	96		180	88	0.79	
Anthurium White -- I	5,304	5	210	75	0.68	THA
Banksia -- D	0					
Banksia -- I	478	90	300	180	1.62	AUS NZL
Brodea -- D	7,630		55	13	0.12	
Brodea -- I	0					
Bupleurum -- D	34,530	6	150	48	0.43	
Bupleurum -- I	0					
Calla -- D	68,672	3	325	78	0.70	
Calla -- I	2,010	35	200	98	0.88	NLD NZL
Carnations Spray -- D	541,770	1	160	33	0.30	
Carnations Spray -- I	463,161	5	170	29	0.26	COL
Carnations Standard -- D	632,218	2	250	36	0.33	
Carnations Standard -- I	543,239	1	175	30	0.27	COL

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin	
		Lowest	Highest	Average	US\$		
D = Domestic I = Imported							
Chrysanthemum Spray -- D	756,500	2	120	49	0.44		
Chrysanthemum Spray -- I	522,430	10	153	44	0.40	KOR	
Delphinium -- D	207,755	2	250	71	0.64		
Delphinium -- I	0						
Dracaena -- D	24,278	10	800	43	0.39		
Dracaena -- I	226,612	1	140	28	0.26	SGP	
Eustoma -- D	419,792	7	750	141	1.27		
Eustoma -- I	0						
Gentiana -- D	12,360	21	220	79	0.71		
Gentiana -- I	0						
Gerbera -- D	423,179	5	120	24	0.22		
Gerbera -- I	0						
Gladiolus -- D	99,230	7	130	68	0.61		
Gladiolus -- I	0						
Gypsophila -- D	327,050	1	350	43	0.38		
Gypsophila -- I	20,174		80	32	0.28	ISR	
Heliconia Pendula -- D	2,485		162	38	0.34		
Heliconia Pendula -- I	146		333	154	1.39	SGP	
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	2,910	26	85	57	0.52	AUS NZL ZAF	
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	700		220	139	1.25	AUS NZL ZAF	
Lily Casablanca -- D	18,505	40	1,000	409	3.69		
Lily Casablanca -- I	0						
Lily Longiflorum -- D	50,812	5	200	94	0.84		
Lily Longiflorum -- I	1,920		90	58	0.52	KOR	
Limonium Sinuatum -- D	514,268	1	100	29	0.26		
Limonium Sinuatum -- I	0						
Molucella -- D	7,304	6	120	63	0.57		
Molucella -- I	0						
Nerine -- D	0						
Nerine -- I	680		250	123	1.11	NLD NZL	
Orchid Anna -- D	0						
Orchid Anna -- I	31,940	15	100	56	0.51	SGP THA	
Orchid Cymbidium -- D	8,623	60	5,000	477	4.30		
Orchid Cymbidium -- I	2,681	400	1,300	885	7.98	NZL	
Orchid Oncidium -- D	4,442	25	700	189	1.70		
Orchid Oncidium -- I	79,223	1	220	115	1.03	SGP TAI THA	
Orchid Phalaenopsis -- D	11,479	31	1,600	354	3.19		
Orchid Phalaenopsis -- I	13,530	1	880	346	3.12	AUS NZL	
Orchid Sonia -- D	0						
Orchid Sonia -- I	102,120	15	70	41	0.37	THA	
Ornithogalum -- D	11,879	23	150	53	0.48		
Ornithogalum -- I	1,846	30	85	72	0.65	NLD ZAF	
Protea King -- D	105		1,000	741	6.68		
Protea King -- I	694	87	2,500	409	3.69	AUS ZAF	
Protea others -- D	0						
Protea others -- I	1,575	45	550	137	1.23	AUS NZL	
Rose Total -- D	1,210,934	1	2,500	60	0.54		
Rose Total -- I	210,169	1	455	41	0.37		
Rose Amada -- D	12,324	29	210	92	0.83		
Rose Amada -- I	0						
Rose Avalanche -- D	95,745	10	180	64	0.57		
Rose Avalanche -- I	200		40	32	0.29	IND NLD	
Rose Carpe Diem -- D	26,972	13	150	61	0.55		
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	21,941	11	120	66	0.59	COL	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Rush -- D	22,525	10	175	58	0.53	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	600		60	38	0.34	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	5,850	2	60	24	0.22	
Rose Noblesse -- I	0					
Rose Red Roses D --	34,471	2	420	48	0.43	
Rose Red Roses I --	16,852		90	46	0.41	
Rose Red Star -- D	11,825	10	150	54	0.49	
Rose Red Star -- I	0					
Rose Samourai -- D	60,080	10	180	75	0.67	
Rose Samourai -- I	0					
Rose Sweet Avalanche -- D	42,145	15	140	56	0.51	
Rose Sweet Avalanche -- I	580	9	30	14	0.13	
Rose Sweet Unique -- D	2,830	20	100	58	0.52	
Rose Sweet Unique -- I	1,672	6	80	20	0.18	COL
Rose Teresa -- D	8,530	10	120	45	0.40	
Rose Teresa -- I	0					
Rose Tineke -- D	29,364	2	130	44	0.40	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	15,580	2	185	73	0.66	
Rose Yves Piaget -- I	210		70	64	0.58	NLD
Rose Spr Babe -- D	8,925	20	110	62	0.56	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,305	20	110	63	0.56	
Rose Spr Lovely Lydia -- I	900	55	65	62	0.56	KOR
Rose Spr Shooting Star -- D	8,280	19	150	63	0.57	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	21,860	17	200	82	0.74	
Sandersonia -- I	0					
Trachelium -- D	2,350		80	40	0.36	
Trachelium -- I	800		150	97	0.87	ISR NLD
Tulip -- D	0					
Tulip -- I	400		150	69	0.62	NLD
Waxflowers -- D	860		70	62	0.56	
Waxflowers -- I	1,780		120	32	0.29	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.70	
Beargrass -- I	239	200	350	246	2.22	USA
Leatherleaves -- D	96,330	2	50	24	0.22	
Leatherleaves -- I	156,115	3	35	19	0.17	USA
Ruscus Israel -- D	5,190		55	23	0.21	
Ruscus Israel -- I	10,380		40	27	0.24	ISR
Ruscus Italian -- D	2,875	1	100	60	0.54	
Ruscus Italian -- I	11,150	1	70	39	0.35	ITA
Salal -- D	20			30	0.27	
Salal -- I	16,620	18	650	112	1.01	USA