

## 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.

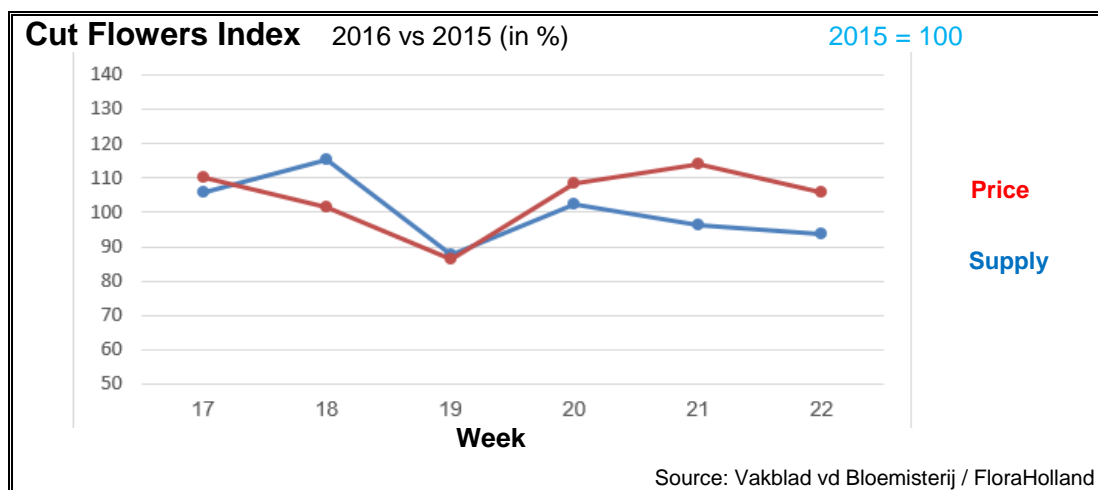
The Market Insider team

Week No. 22-2016

Date: 08/06/2016

#### 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 22 the average price for cut flowers was 6% higher than in the same week last year. The total sold quantity was 6% lower.

Rose big achieved 18% lower price than last year, with 18% less stems sold

Peony achieved 34% lower price than last year, with 100% more stems sold.

Chrysanthemum spray got 0.5% lower price, with 5% less stems sold.

Gerbera mini got 3% less in price than last year, with 11% more stems sold.

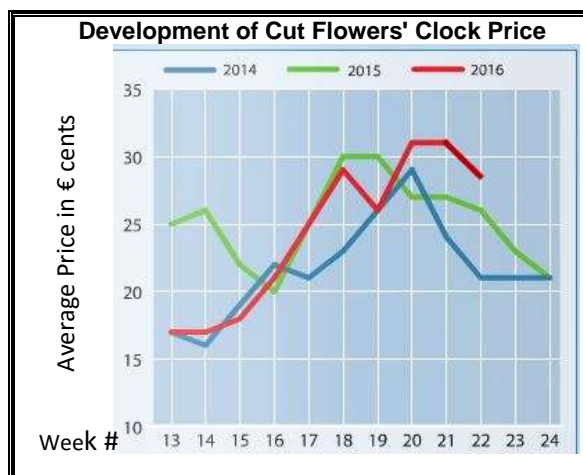
Lily oriental got 4.5% lower price, with 5.5% fewer stems delivered.

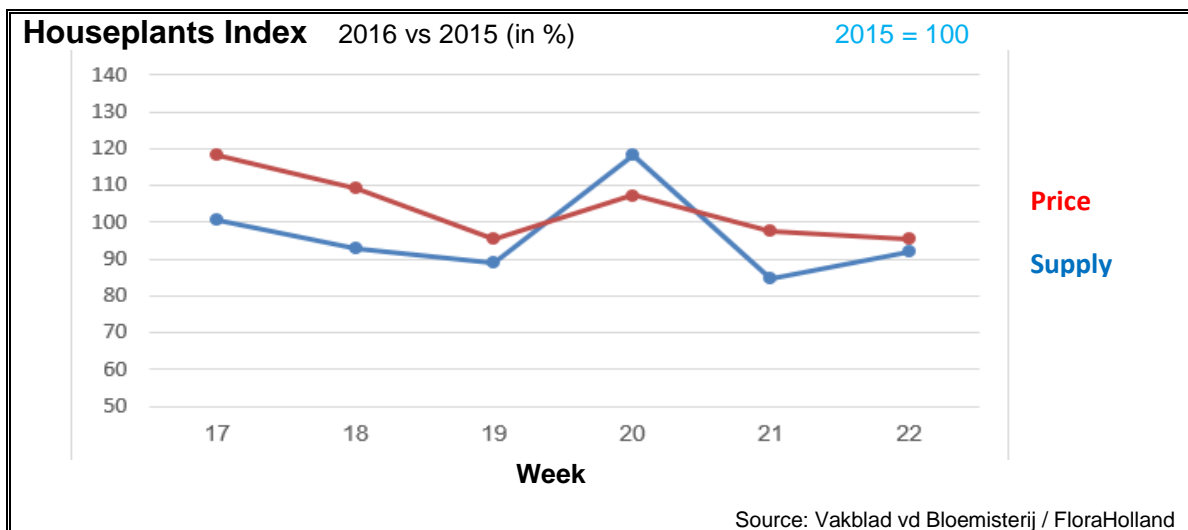
Hortensia/hydrangea got 11% lower price, with 13% more stems delivered.

Lisianthus got 4% more in price, with 8.5% more delivered stems.

Most products got better clock prices than last year; stood out with significant higher price: anigozanthos, asclepias, carthamus, delphinium, dianthus barbatus, helianthus, limonium, phlox, pittosporum, rose small, and zantedeschia.

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





In week 22 the average price for houseplants was 4% lower (clock-only price was the same as in 2015), while supply was 8% lower than in this week last year.

Accumulated houseplants' sales turnover for weeks 1 through 22 of 2016 was 5.5% higher than in this period last year.

Phalaenopsis was 10.5% cheaper; with 13% fewer sold pots than last year.

Kalanchoe achieved 1% higher price, with 6% less sold pots.

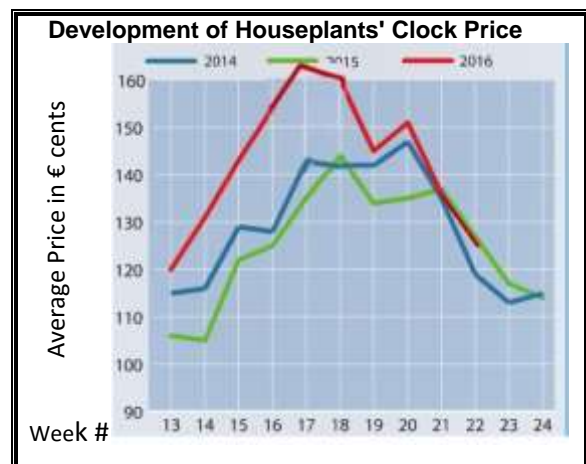
Pot-rose was 19% cheaper, while supply was about 14% lower.

Hydrangea/hortensia got 16% more in price, while supply was 7% lower than in 2015.

Campanula was 9% lower in price than in 2015, while supply was 8.5% bigger.

Ficus was 33% more expensive, while supply was about 22% lower than last year.

Dracaena was 3% higher in price, with some 20% 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. W22 Date: 08/06/2016**

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 : 22 in : 2016**

**Index:**

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

**Exchange Rate** 1 US\$ = 107.73 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>16,380,090</b>					
Achilea -- D	190		60	35	0.32	
Achilea -- I	0					
Alstroemeria -- D	317,255	2	171	56	0.52	
Alstroemeria -- I	0					
Ammi majus -- D	27,450	10	130	58	0.54	
Ammi majus -- I	0					
Anigozanthos -- D	7,255	30	130	84	0.78	
Anigozanthos -- I	1,000		170	72	0.67	AUS NLD ZWE
Anthurium Pink -- D	268		500	100	0.92	
Anthurium Pink -- I	11,757	10	210	61	0.57	THA
Anthurium Red -- D	1,254		180	125	1.16	
Anthurium Red -- I	11,220	10	210	65	0.61	AUS THA USA ZAF
Anthurium White -- D	149		80	69	0.64	
Anthurium White -- I	5,302	10	210	74	0.68	THA
Banksia -- D	0					
Banksia -- I	578	61	350	156	1.44	AUS NZL
Brodea -- D	2,050		50	19	0.18	
Brodea -- I	0					
Bupleurum -- D	30,005	10	120	56	0.52	
Bupleurum -- I	0					
Calla -- D	61,192	16	280	82	0.76	
Calla -- I	1,900		220	100	0.93	NLD NZL
Carnations Spray -- D	463,255	4	160	42	0.39	
Carnations Spray -- I	549,053	10	175	31	0.29	COL
Carnations Standard -- D	544,175	1	160	43	0.40	
Carnations Standard -- I	693,939	2	175	33	0.31	COL

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Chrysanthemum Spray -- D	690,200	2	110	50	0.46	
Chrysanthemum Spray -- I	477,620	10	153	51	0.48	KOR
Delphinium -- D	189,333	2	250	78	0.72	
Delphinium -- I	0					
Dracaena -- D	35,880	1	800	39	0.36	
Dracaena -- I	238,223	1	135	29	0.27	SGP
Euphorbia Marginata -- D	500		70	62	0.58	
Euphorbia Marginata -- I	0					
Eustoma -- D	431,424	2	700	140	1.30	
Eustoma -- I	0					
Gentiana -- D	36,570	21	300	73	0.67	
Gentiana -- I	0					
Gerbera -- D	432,720	5	110	23	0.21	
Gerbera -- I	0					
Gladiolus -- D	94,683	8	110	67	0.62	
Gladiolus -- I	0					
Gypsophila -- D	230,333	2	350	57	0.53	
Gypsophila -- I	16,418		120	40	0.37	ISR
Heliconia Caribea -- D	20	300	330	315	2.92	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	2,930		380	42	0.39	
Heliconia Pendula -- I	114		400	194	1.80	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,725	21	110	57	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	375		280	133	1.24	AUS NZL ZAF
Lily Casablanca -- D	19,559	27	900	392	3.64	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	81,960	1	250	81	0.75	
Lily Longiflorum -- I	2,200		85	40	0.37	KOR
Limonium Sinuatum -- D	496,618	3	120	33	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	8,760	10	120	64	0.59	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	460		250	164	1.52	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	19,760	30	100	63	0.59	SGP THA
Orchid Cymbidium -- D	5,209	75	800	438	4.06	
Orchid Cymbidium -- I	5,778	87	1,250	734	6.81	NLD NZL
Orchid Oncidium -- D	7,066	10	700	172	1.60	
Orchid Oncidium -- I	87,980	10	200	87	0.81	SGP TAI THA
Orchid Phalaenopsis -- D	11,103	20	1,600	331	3.07	
Orchid Phalaenopsis -- I	15,447	7	880	322	2.99	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	100,770	20	70	44	0.41	THA
Ornithogalum -- D	8,410	5	130	49	0.46	
Ornithogalum -- I	1,407	30	88	76	0.70	NLD ZAF
Protea King -- D	99		1,100	781	7.25	
Protea King -- I	868	100	1,680	243	2.26	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,769	33	800	108	1.00	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	100		240	240	2.23	AUS
<b>Rose Total -- D</b>	<b>1,108,651</b>	<b>1</b>	<b>2,500</b>	<b>58</b>	<b>0.54</b>	
<b>Rose Total -- I</b>	<b>193,100</b>	<b>1</b>	<b>1,200</b>	<b>40</b>	<b>0.38</b>	
Rose Amada -- D	10,784	14	190	86	0.80	
Rose Amada -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Rose Avalanche -- D	83,460		10	200	62	0.57	
Rose Avalanche -- I	1,060		10	30	16	0.15	IND NLD
Rose Carpe Diem -- D	23,781		10	200	59	0.55	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	19,080		30	120	62	0.57	COL
Rose Gold Rush -- D	19,741		9	130	54	0.50	
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	190			50	29	0.27	
Rose Gold Strike -- I	0						
Rose Noblesse -- D	3,470		4	60	27	0.25	
Rose Noblesse -- I	0						
Rose Red Roses D --	30,575		2	420	47	0.44	
Rose Red Roses I --	10,680			90	39	0.36	
Rose Red Star -- D	9,920		5	140	52	0.48	
Rose Red Star -- I	0						
Rose Samurai -- D	53,300		8	200	74	0.69	
Rose Samurai -- I	0						
Rose Sweet Avalanche -- D	42,455		10	150	50	0.47	
Rose Sweet Avalanche -- I	520		15	36	24	0.22	
Rose Sweet Unique -- D	1,850		20	130	54	0.50	
Rose Sweet Unique -- I	960		7	20	14	0.13	COL
Rose Teresa -- D	6,240		10	120	45	0.42	
Rose Teresa -- I	0						
Rose Tineke -- D	26,880		2	130	40	0.38	
Rose Tineke -- I	0						
Rose Yves Piaget -- D	14,724		2	175	69	0.64	
Rose Yves Piaget -- I	180			70	51	0.47	NLD
Rose Spr Babe -- D	8,293		20	122	58	0.54	
Rose Spr Babe -- I	0						
Rose Spr Lovely Lydia -- D	6,685		20	100	58	0.54	
Rose Spr Lovely Lydia -- I	630		55	65	62	0.57	KOR
Rose Spr Shooting Star -- D	6,895		18	171	70	0.65	
Rose Spr Shooting Star -- I	0						
Sandersonia -- D	23,390		17	180	76	0.70	
Sandersonia -- I	0						
Trachelium -- D	4,510			120	49	0.46	
Trachelium -- I	550			140	109	1.01	
Tulip -- D	0						
Tulip -- I	300			65	53	0.49	NLD
Waxflowers -- D	10			80	80	0.74	
Waxflowers -- I	3,060			120	33	0.31	AUS
<b>Green Foliage</b>							
Beargrass -- D	9			300	300	2.78	
Beargrass -- I	430		19	350	190	1.76	USA
Leatherleaves -- D	98,830		5	55	24	0.22	
Leatherleaves -- I	163,180		1	40	19	0.18	USA
Ruscus Israel -- D	5,650			45	20	0.18	
Ruscus Israel -- I	6,900			40	29	0.27	ISR
Ruscus Italian -- D	6,580		20	110	53	0.49	
Ruscus Italian -- I	7,060		3	60	31	0.28	ITA
Salal -- D	0						
Salal -- I	19,898		35	600	64	0.59	USA