

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.

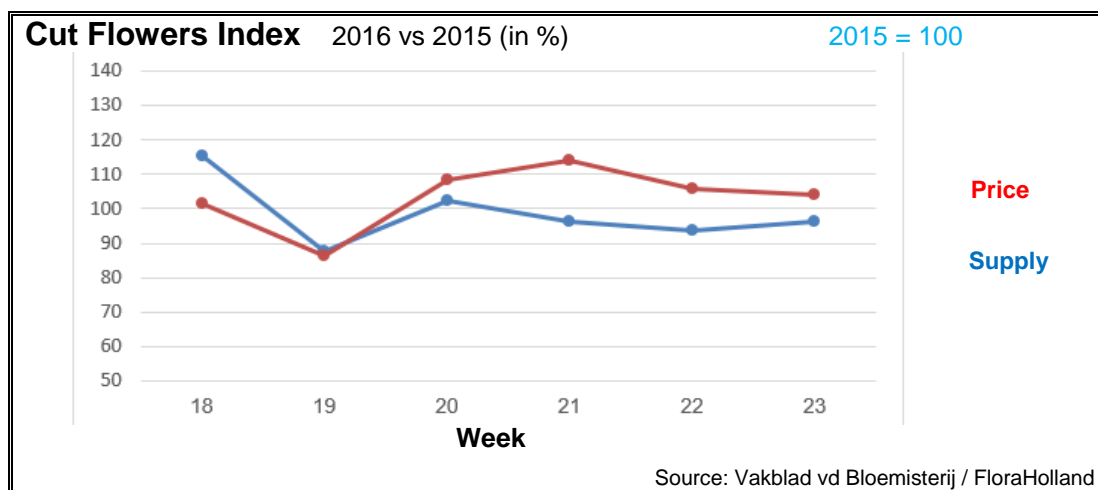
The Market Insider team

Week No. 23-2016

Date: 15/06/2016

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 23 the average price for cut flowers was 3.9% higher than in the same week last year. The total sold quantity was 3.6% lower.

Rose big achieved 19% higher price than last year, with 9% less stems sold.

Peony got 14.5% lower price than last year, with 20% more stems sold.

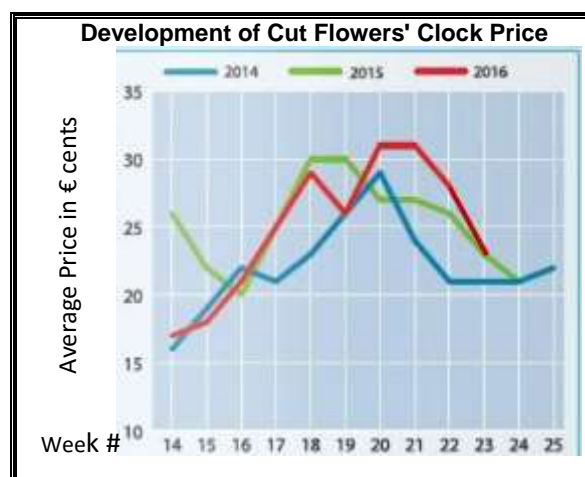
Carnations spray got 14.5% more in price, with 13.5% more stems sold.

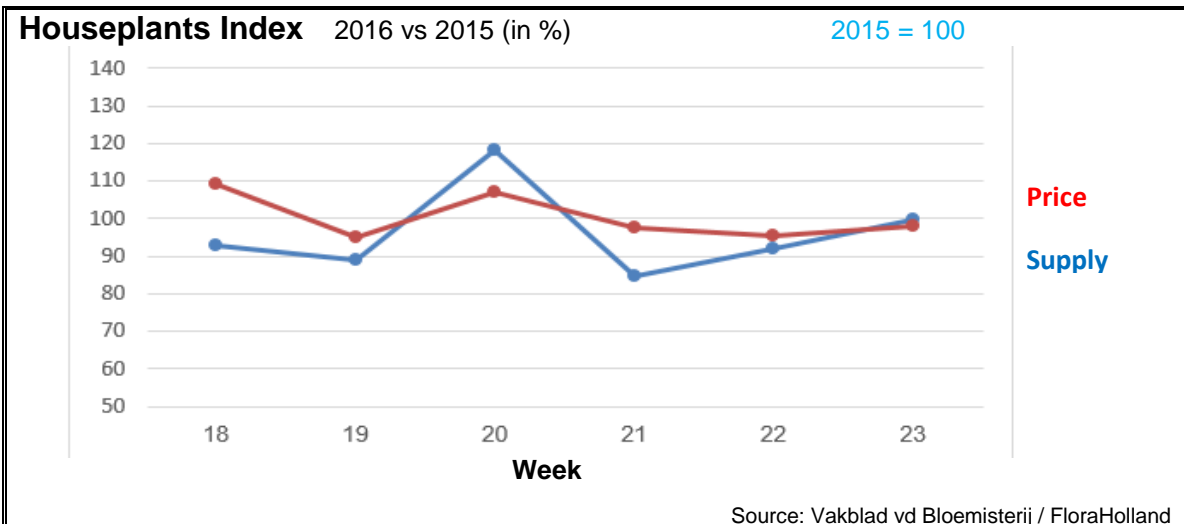
Freesia got 16.5% less in price than last year, with 6% fewer stems sold.

Lisianthus/eustoma was 7% cheaper, with 25% more delivered stems than in week 23 of 2015.

Some products got better clock prices than last year; stood out with significant higher price: anigozanthos, aster, carthamus, dianthus barbatus, leucadendron, pittosporum, ranunculus, and rose small-bud.

More products got lower clock prices than in last year; remarkable were: achillea, aconitum, bouvardia, campanula, fatsia, gladioli, matthiola, solidago, trachelium, and tulip.





In week 23 the average price for houseplants was 2.1% lower, while supply was just 0.4% lower than in this week last year.

Phalaenopsis was 7.4% cheaper; with 1.6% fewer sold pots than last year.

Hydrangea/hortensia got 11.6% more in price, while supply was 4% lower than in 2015.

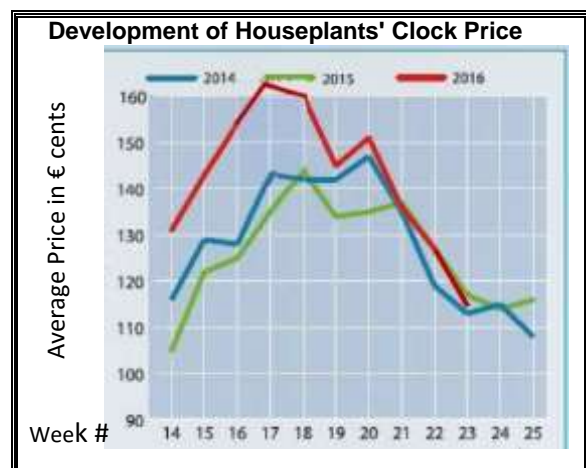
Ficus was 20% more expensive, while supply was 23% lower than last year.

Dracaena was 4.7% higher in price, with some 6% fewer supplied pots.

Bougainvillea achieved 50% higher price, with 73% more sold pots.

Anthurium was 9% more expensive, while supply was about 17% lower

Chrysanthemum was 15% better in price than in 2015, while supply was 18% bigger.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W23 Date: 15/06/2016

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 : 23 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\$ = 105.93 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,062,707					
Achilea -- D	750		80	42	0.40	
Achilea -- I	0					
Alstroemeria -- D	265,975	19	180	66	0.62	
Alstroemeria -- I	0					
Ammi majus -- D	23,480	3	140	66	0.62	
Ammi majus -- I	0					
Anigozanthos -- D	7,800	30	140	77	0.73	
Anigozanthos -- I	480		100	64	0.60	AUS NLD ZWE
Anthurium Pink -- D	643		350	78	0.74	
Anthurium Pink -- I	8,202	15	220	57	0.54	THA
Anthurium Red -- D	926		150	89	0.84	
Anthurium Red -- I	11,884	5	180	60	0.56	AUS THA USA ZAF
Anthurium White -- D	250		116	71	0.67	
Anthurium White -- I	3,887	1	210	75	0.71	THA
Banksia -- D	0					
Banksia -- I	329	50	350	173	1.64	AUS NZL
Brodea -- D	570		35	22	0.21	
Brodea -- I	0					
Bupleurum -- D	37,845	3	100	49	0.46	
Bupleurum -- I	0					
Calla -- D	54,610	20	275	86	0.81	
Calla -- I	2,060		180	100	0.94	NLD NZL
Carnations Spray -- D	463,330	10	160	50	0.47	
Carnations Spray -- I	535,871	10	85	33	0.31	COL
Carnations Standard -- D	491,348	6	160	47	0.45	
Carnations Standard -- I	721,207		175	35	0.33	COL
Chrysanthemum Spray -- D	634,850	7	120	55	0.52	
Chrysanthemum Spray -- I	514,220	15	153	53	0.50	KOR

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	187,290	10	270	83	0.78	
Delphinium -- I	0					
Dracaena -- D	31,970	5	200	39	0.36	
Dracaena -- I	247,999	1	135	28	0.27	SGP
Euphorbia Marginata -- D	2,010		120	64	0.60	
Euphorbia Marginata -- I	0					
Eustoma -- D	458,772	14	700	131	1.24	
Eustoma -- I	0					
Gentiana -- D	86,220	21	160	64	0.60	
Gentiana -- I	0					
Gerbera -- D	388,163	5	110	25	0.24	
Gerbera -- I	0					
Gladiolus -- D	103,207	15	120	63	0.60	
Gladiolus -- I	0					
Gypsophila -- D	211,188	15	300	82	0.77	
Gypsophila -- I	16,278		108	42	0.40	ISR
Heliconia Caribea -- D	27	150	300	249	2.35	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,916		200	43	0.41	
Heliconia Pendula -- I	108		333	216	2.03	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,460	19	120	46	0.43	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,125		280	142	1.34	AUS NZL ZAF
Lily Casablanca -- D	25,984	43	1,000	334	3.16	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	92,700	10	200	68	0.64	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	430,345	5	120	37	0.35	
Limonium Sinuatum -- I	0					
Molucella -- D	6,560	20	130	68	0.65	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	340		250	157	1.48	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	19,790	25	100	65	0.61	SGP THA
Orchid Cymbidium -- D	670	150	850	445	4.20	
Orchid Cymbidium -- I	9,530	178	1,300	733	6.92	NLD NZL
Orchid Oncidium -- D	17,098	25	700	112	1.05	
Orchid Oncidium -- I	122,355	20	200	60	0.57	SGP TAI THA
Orchid Phalaenopsis -- D	10,409	20	1,600	300	2.83	
Orchid Phalaenopsis -- I	14,719	20	880	310	2.92	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	135,830	20	65	39	0.37	THA
Ornithogalum -- D	3,815	30	150	72	0.68	
Ornithogalum -- I	1,135	43	100	83	0.79	NLD ZAF
Protea King -- D	38		1,000	789	7.45	
Protea King -- I	374		1,100	158	1.49	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,690	30	1,300	150	1.42	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	200		250	244	2.30	AUS
Rose Total -- D	1,108,849	1	2,500	63	0.60	
Rose Total -- I	166,888	1	700	47	0.44	
Rose Amada -- D	11,684	26	190	91	0.86	
Rose Amada -- I	0					
Rose Avalanche -- D	72,765	20	200	79	0.75	
Rose Avalanche -- I	560		15	16	0.15	IND NLD

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Carpe Diem -- D	22,463	15	150	63	0.59	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	16,512	30	120	70	0.66	COL
Rose Gold Rush -- D	22,290	10	135	65	0.61	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	210		62	44	0.42	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,090	15	60	31	0.29	
Rose Noblesse -- I	0					
Rose Red Roses D --	33,365	5	420	48	0.45	
Rose Red Roses I --	4,740		70	53	0.50	
Rose Red Star -- D	10,200	5	140	56	0.53	
Rose Red Star -- I	0					
Rose Samurai -- D	57,795	20	200	77	0.73	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	40,695	10	160	63	0.60	
Rose Sweet Avalanche -- I	800	16	40	20	0.19	
Rose Sweet Unique -- D	1,350	30	130	60	0.57	
Rose Sweet Unique -- I	300		25	22	0.21	
Rose Teresa -- D	5,780	19	110	51	0.48	
Rose Teresa -- I	0					
Rose Tineke -- D	22,860	10	130	54	0.51	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,878	10	180	70	0.66	
Rose Yves Piaget -- I	580		72	63	0.59	NLD
Rose Spr Babe -- D	8,192	20	106	65	0.61	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,425	25	108	63	0.59	
Rose Spr Lovely Lydia -- I	900	55	65	61	0.58	KOR
Rose Spr Shooting Star -- D	7,785	25	171	73	0.69	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	18,360	17	192	88	0.83	
Sandersonia -- I	0					
Trachelium -- D	5,430		90	39	0.37	
Trachelium -- I	1,200		140	97	0.92	ISR NLD
Tulip -- D	0					
Tulip -- I	369		65	48	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,850		140	44	0.42	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.83	
Beargrass -- I	400	10	350	150	1.41	USA
Leatherleaves -- D	99,090	2	55	22	0.21	
Leatherleaves -- I	199,141	1	35	18	0.17	USA
Ruscus Israel -- D	6,800		50	16	0.15	
Ruscus Israel -- I	15,100		40	24	0.23	ISR
Ruscus Italian -- D	8,710	28	95	49	0.46	
Ruscus Italian -- I	5,100	10	60	38	0.35	ITA
Salal -- D	20			72	0.68	
Salal -- I	24,016	16	1,000	58	0.54	USA