

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.

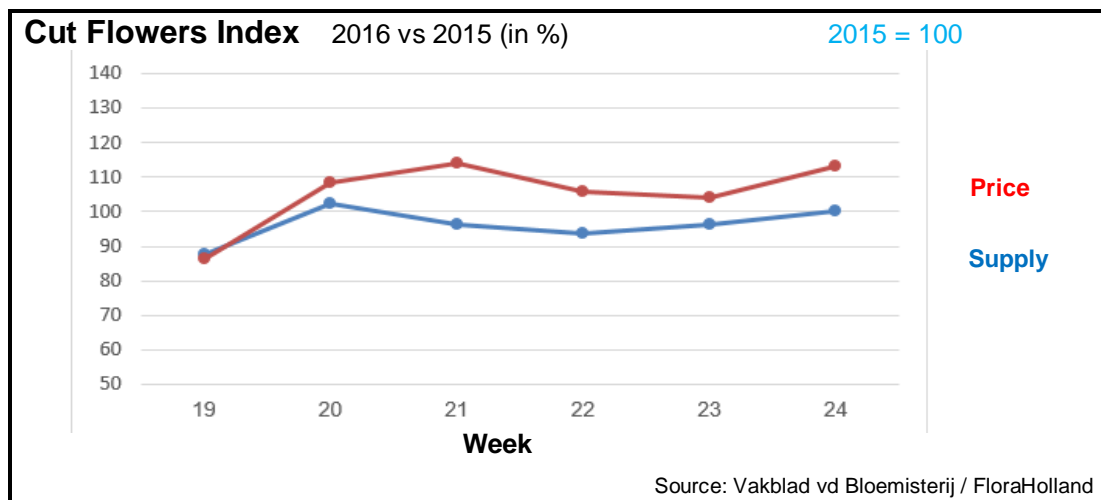
The Market Insider team

Week No. 24-2016

Date: 22/06/2016

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 24 the average price for cut flowers was 22 cent/stem (clock only price was 25 cents) 13% higher than in the same week last year. The total sold quantity was just the same.

Rose big achieved 19% higher price than last year, with 5.5% less stems sold.

Chrysanthemums spray got 9% higher price than last year, with 2.5% more stems sold.

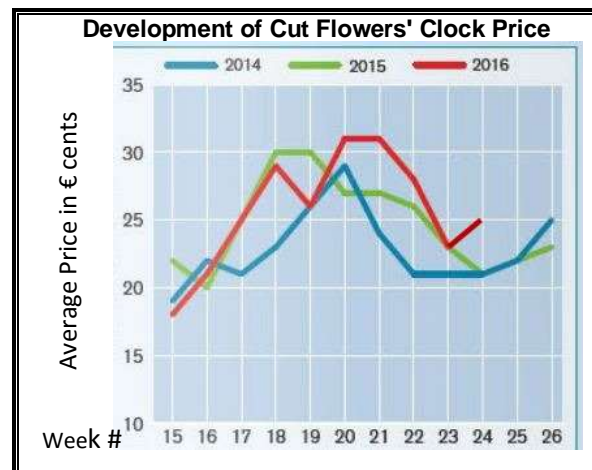
Peony got 23% higher price than last year, with 15.5% less stems sold.

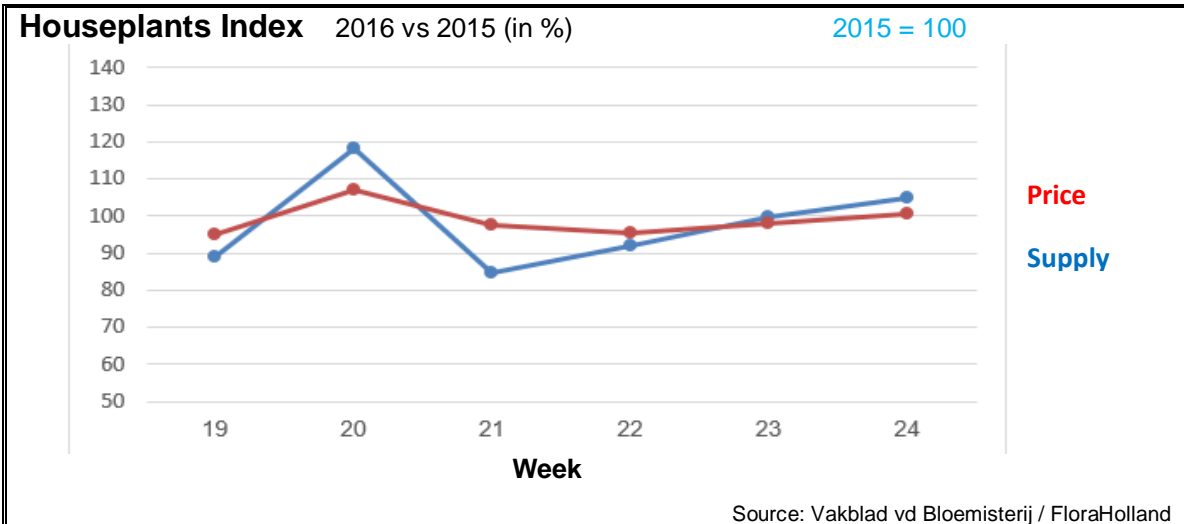
Lisianthus/eustoma was 12% more expensive, with 24% more delivered stems than in 2015.

Gypsophila got 16% more in price, with 27% more stems sold.

Many products got better clock prices than last year; stood out with significant higher price: anigozanthos, asclepias, asparagus, aspidistra, aster, campanula, carthamus, dianthus barbatus, ornithogalum, pittosporum, and trachelium.

Yet, quite some products got lower clock prices than in last year; remarkable were: achillea, aconitum, fatsia, gladioli, helianthus, scabiosa, solidago, and tulip.





In week 24 the average price for houseplants was 1% higher, while supply was 5% higher than in this week last year.

Phalaenopsis was 2.5% cheaper; with 8% more sold pots than last year.

Kalanchoe achieved 2% higher price, with 3% more sold pots.

Hydrangea/hortensia got 17% more in price, while supply was 11.5% lower than in 2015.

Calla/zantedeschia was 2.5% cheaper, while supply was about 63% higher.

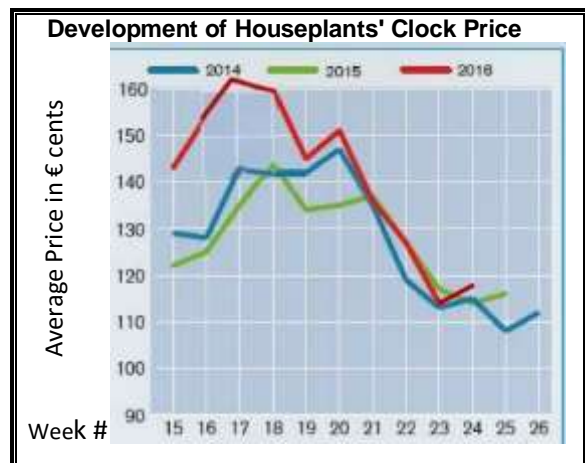
Anthurium was 9.5% more expensive, while supply was about 6% lower.

Chrysanthemum was 15.5% better in price than in 2015, while supply was 17.5% smaller.

Campanula was 12% cheaper; with 24% more sold pots than last year.

Ficus was 12.5% more expensive, while supply was 7.5% lower than last year.

Dracaena was 3% higher in price, with some 12% 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. W24 Date: 22/06/2016

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 : 24 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\$ = 104.54 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
D = Domestic I = Imported					
Total Cut Flowers Sold	16,981,887				
Achilea -- D	1,890		50	35	0.34
Achilea -- I	0				
Alstroemeria -- D	248,675	10	180	69	0.66
Alstroemeria -- I	0				
Ammi majus -- D	20,010	1	140	63	0.60
Ammi majus -- I	0				
Anigozanthos -- D	6,640	18	140	62	0.59
Anigozanthos -- I	260		130	84	0.80 AUS NLD ZWE
Anthurium Pink -- D	72		180	149	1.43
Anthurium Pink -- I	7,706	5	150	66	0.64 THA
Anthurium Red -- D	452		210	106	1.01
Anthurium Red -- I	10,571	1	230	63	0.60 AUS THA USA ZAF
Anthurium White -- D	30		180	147	1.41
Anthurium White -- I	4,050	3	210	78	0.74 THA
Banksia -- D	0				
Banksia -- I	382	68	300	197	1.89 AUS NZL
Brodea -- D	500		11	5	0.05
Brodea -- I	0				
Bupleurum -- D	31,084	5	100	44	0.42
Bupleurum -- I	0				
Calla -- D	62,960	4	300	78	0.74
Calla -- I	1,500		160	88	0.84 NLD NZL
Carnations Spray -- D	528,320	4	160	49	0.47
Carnations Spray -- I	535,650	1	170	32	0.31 COL
Carnations Standard -- D	468,249	1	770	48	0.46
Carnations Standard -- I	734,533	1	175	34	0.33 COL
Chrysanthemum Spray -- D	692,121	1	120	52	0.49
Chrysanthemum Spray -- I	564,470	10	153	47	0.45 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	206,479	5	250	75	0.72	
Delphinium -- I	0					
Dracaena -- D	29,839	10	800	39	0.37	
Dracaena -- I	248,766	1	135	27	0.26	SGP
Euphorbia Marginata -- D	5,440		90	50	0.48	
Euphorbia Marginata -- I	0					
Eustoma -- D	470,619	10	650	112	1.07	
Eustoma -- I	0					
Gentiana -- D	148,330	20	160	59	0.56	
Gentiana -- I	0					
Gerbera -- D	397,062	3	110	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	159,353	6	120	47	0.45	
Gladiolus -- I	0					
Gypsophila -- D	254,711	2	300	62	0.59	
Gypsophila -- I	16,336		180	39	0.37	ISR
Heliconia Caribea -- D	40	129	355	213	2.04	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,282		200	42	0.40	
Heliconia Pendula -- I	146		417	147	1.40	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,250	11	200	43	0.41	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,380		200	135	1.30	AUS NZL ZAF
Lily Casablanca -- D	24,947	20	1,000	299	2.86	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	72,385	5	500	65	0.62	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	404,900		110	38	0.36	
Limonium Sinuatum -- I	0					
Molucella -- D	3,800	20	130	68	0.65	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	300		250	169	1.62	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	12,970	20	100	62	0.59	SGP THA
Orchid Cymbidium -- D	548		750	436	4.17	
Orchid Cymbidium -- I	10,718	155	1,250	714	6.83	NLD NZL
Orchid Oncidium -- D	5,469	25	450	135	1.29	
Orchid Oncidium -- I	159,695	1	160	43	0.41	SGP TAI THA
Orchid Phalaenopsis -- D	9,643	20	1,600	301	2.88	
Orchid Phalaenopsis -- I	14,126	62	880	310	2.96	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	124,880	15	60	35	0.34	THA
Ornithogalum -- D	4,820	26	140	88	0.84	
Ornithogalum -- I	1,643	14	100	67	0.64	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,248		1,600	179	1.71	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,307	28	450	144	1.38	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	640	24	255	106	1.02	AUS NZL
Rose Total -- D	1,227,582		2,500	51	0.49	
Rose Total -- I	175,334	1	450	44	0.42	
Rose Amada -- D	12,079	10	190	78	0.75	
Rose Amada -- I	0					
Rose Avalanche -- D	84,155	4	180	53	0.51	
Rose Avalanche -- I	140		10	8	0.08	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Carpe Diem -- D	24,511	6	230	63	0.61	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	16,660	10	120	59	0.57	COL
Rose Gold Rush -- D	26,973	10	190	86	0.82	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	180		90	61	0.58	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	4,450	4	40	19	0.18	
Rose Noblesse -- I	0					
Rose Red Roses D --	36,337	1	310	34	0.32	
Rose Red Roses I --	3,540		60	31	0.30	
Rose Red Star -- D	11,520	2	140	41	0.39	
Rose Red Star -- I	0					
Rose Samurai -- D	67,430	1	200	61	0.58	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	44,254	1	150	42	0.40	
Rose Sweet Avalanche -- I	1,260		30	5	0.05	
Rose Sweet Unique -- D	1,600	10	90	52	0.50	
Rose Sweet Unique -- I	580		32	11	0.11	
Rose Teresa -- D	7,620	5	100	36	0.34	
Rose Teresa -- I	0					
Rose Tineke -- D	22,180	2	130	35	0.34	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,182	1	170	61	0.58	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	8,215	20	135	70	0.67	
Rose Spr Babe -- I	30		51	51	0.49	KOR
Rose Spr Lovely Lydia -- D	7,325	15	100	52	0.50	
Rose Spr Lovely Lydia -- I	450	25	65	58	0.55	KOR
Rose Spr Shooting Star -- D	7,330	20	195	82	0.79	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	17,080	17	180	92	0.88	
Sandersonia -- I	0					
Trachelium -- D	4,530		120	43	0.41	
Trachelium -- I	800		140	98	0.94	ISR NLD
Tulip -- D	0					
Tulip -- I	150		50	43	0.41	NLD
Waxflowers -- D	0					
Waxflowers -- I	4,515		150	36	0.34	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.87	
Beargrass -- I	390	5	350	137	1.31	USA
Leatherleaves -- D	105,230	1	50	21	0.20	
Leatherleaves -- I	160,240	1	35	17	0.17	USA
Ruscus Israel -- D	6,300		40	11	0.11	
Ruscus Israel -- I	9,725		35	25	0.24	ISR
Ruscus Italian -- D	5,810	25	90	52	0.49	
Ruscus Italian -- I	4,450	1	50	26	0.25	ITA
Salal -- D	0					
Salal -- I	15,025	6	600	53	0.51	USA