

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.

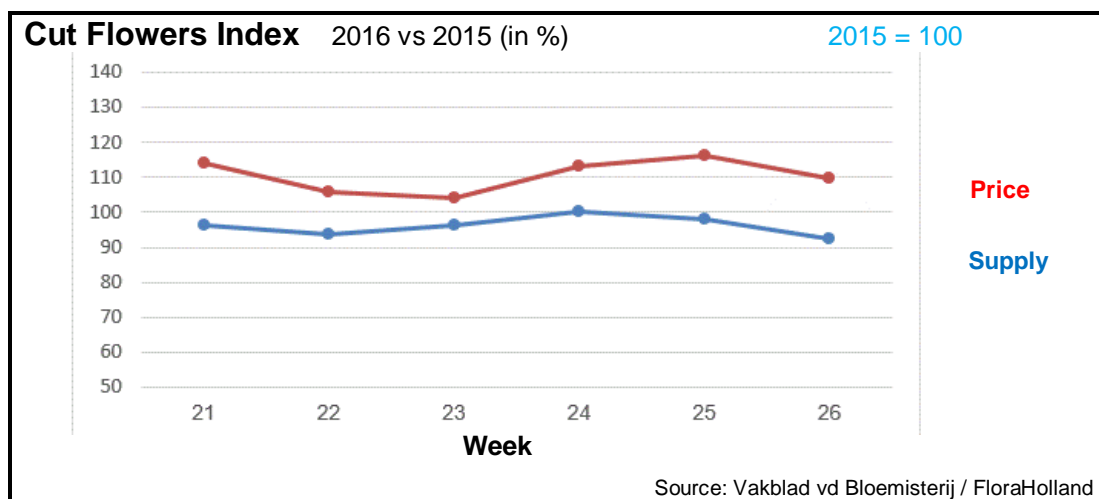
The Market Insider team

Week No. 26-2016

Date: 06/07/2016

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 26 the average price for cut flowers was 9.7% higher than in the same week last year. The total sold quantity was 7.5% lower.

Rose big achieved 4.3% higher price than last year, with 18% fewer number of stems.

Chrysanthemums spray got 12% higher price than last year, for a little less number of stems.

Gerbera mini got about the same price like in 2015, while the supply was 9% higher.

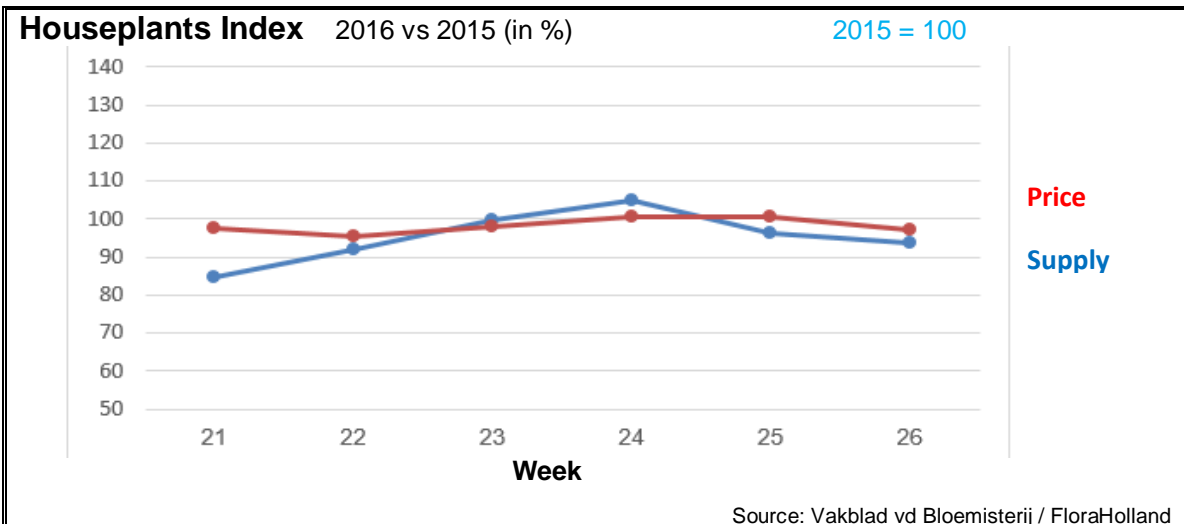
Lily LA was 16% cheaper, with 28% more delivered stems than in 2015.

Helianthus got 7% more in price, with 54% more stems sold.



Many products got better clock prices than last year; stood out with significant higher price: achillea, asparagus, aspidistra, campanula, carthamus, clarkia, delphinium, dianthus barbatus, eucalyptus, eustoma, gypsophila, limonium, ornithogalum, peony, pittosporum, and rose small.

Only but a few products got lower clock prices than in last year; remarkable were: aster, fatsia, matthiola, scabiosa, and trachelium.



In week 26 the average price for houseplants was just 3% lower, while supply was 6% lower than in this week last year.

Phalaenopsis was 6% cheaper, with 1% more sold pots than last year.

Lower prices were also for kalanchoe (-2%), roses (-3%), and anthurium (-1%).

Ficus was 70% more expensive, while supply was 17% lower than last year.

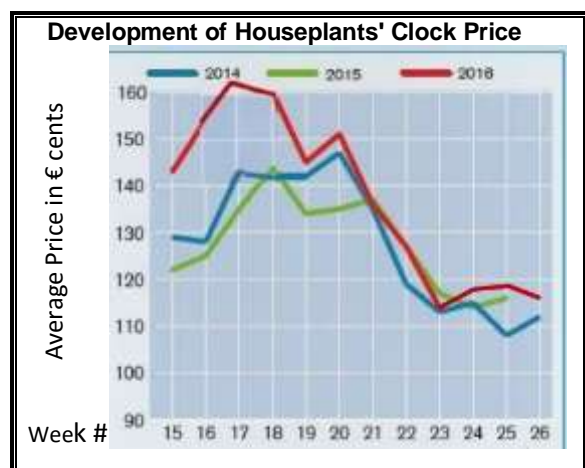
Dracaena was 10% higher in price, with some 18% fewer supplied pots.

Hydrangea/hortensia got 8% more in price, while supply was 58% lower than in 2015.

The group palms was 10% more expensive, while supply was 44% higher.

Pot lily was 17% cheaper; with 45% more sold pots than last year.

Spathiphyllum was 6% lower in price, with about the same number of 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. W26 Date: 06/07/2016

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 : 26 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\$ = 101.76 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
<u>D = Domestic I = Imported</u>						
Total Cut Flowers Sold	16,315,292					
Achilea -- D	390		60	36	0.36	
Achilea -- I	0					
Alstroemeria -- D	179,825	5	180	73	0.72	
Alstroemeria -- I	240		5	4	0.04	COL
Ammi majus -- D	15,985	1	110	55	0.54	
Ammi majus -- I	0					
Anigozanthos -- D	4,255	20	150	45	0.44	
Anigozanthos -- I	320		100	58	0.57	AUS NLD ZWE
Anthurium Pink -- D	46		500	223	2.19	
Anthurium Pink -- I	10,883	19	200	74	0.73	THA
Anthurium Red -- D	256		350	143	1.41	
Anthurium Red -- I	13,101	1	200	75	0.74	AUS THA USA ZAF
Anthurium White -- D	68		100	92	0.90	
Anthurium White -- I	5,176	25	220	97	0.96	THA
Banksia -- D	66		120	120	1.18	
Banksia -- I	507	32	333	182	1.79	AUS NZL
Bupleurum -- D	11,975		80	54	0.53	
Bupleurum -- I	0					
Calla -- D	71,277	1	500	73	0.72	
Calla -- I	1,020		180	102	1.00	NLD NZL
Carnations Spray -- D	430,340	10	160	50	0.49	
Carnations Spray -- I	523,430	3	65	30	0.30	COL
Carnations Standard -- D	458,265	3	160	46	0.46	
Carnations Standard -- I	737,070	1	175	30	0.30	COL
Chrysanthemum Spray -- D	674,408	2	120	46	0.45	
Chrysanthemum Spray -- I	647,440	6	160	40	0.40	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	172,304	5	380	81	0.79	
Delphinium -- I	0					
Dracaena -- D	41,738	7	1,038	35	0.35	
Dracaena -- I	239,481	1	250	27	0.26	SGP
Euphorbia Marginata -- D	5,900		141	50	0.49	
Euphorbia Marginata -- I	0					
Eustoma -- D	466,077	1	650	124	1.22	
Eustoma -- I	0					
Gentiana -- D	401,670	12	200	43	0.42	
Gentiana -- I	0					
Gerbera -- D	332,958	1	110	23	0.22	
Gerbera -- I	0					
Gladiolus -- D	145,925	9	90	47	0.46	
Gladiolus -- I	0					
Gypsophila -- D	209,585	4	740	68	0.66	
Gypsophila -- I	16,288		80	37	0.36	ISR
Heliconia Caribea -- D	5	305	305	305	3.00	
Heliconia Caribea -- I	6	280	280	280	2.75	
Heliconia Pendula -- D	4,540		250	41	0.41	
Heliconia Pendula -- I	71		333	224	2.20	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,305	20	160	51	0.50	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,446		220	138	1.35	AUS NZL ZAF
Lily Casablanca -- D	28,695	36	1,000	306	3.01	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	94,605	10	400	67	0.66	
Lily Longiflorum -- I	240		55	44	0.43	KOR
Limonium Sinuatum -- D	353,597	4	100	48	0.47	
Limonium Sinuatum -- I	0					
Molucella -- D	2,260		130	74	0.73	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	280		300	195	1.92	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	3,430	30	100	62	0.61	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	11,330	80	1,250	561	5.51	NLD NZL
Orchid Oncidium -- D	5,943	7	500	142	1.40	
Orchid Oncidium -- I	116,440	10	160	47	0.46	SGP TAI THA
Orchid Phalaenopsis -- D	9,231	15	1,600	351	3.45	
Orchid Phalaenopsis -- I	13,039	70	880	335	3.29	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	80,360	20	120	46	0.45	THA
Ornithogalum -- D	6,780	40	130	86	0.85	
Ornithogalum -- I	632	35	85	60	0.59	NLD ZAF
Protea King -- D	0					
Protea King -- I	762		1,600	234	2.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,916	60	530	147	1.44	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	280		240	209	2.05	AUS NZL
Rose Total -- D	1,050,453	1	2,500	52	0.51	
Rose Total -- I	151,822	1	445	41	0.40	
Rose Amada -- D	13,198	30	190	81	0.79	
Rose Amada -- I	0					
Rose Avalanche -- D	73,563	1	180	55	0.54	
Rose Avalanche -- I	200		10	10	0.10	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	25,867	4	150	55	0.54	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	15,430		120	59	0.58	COL
Rose Gold Rush -- D	17,733	10	140	58	0.57	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	700		40	31	0.30	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,500	5	50	19	0.18	
Rose Noblesse -- I	0					
Rose Red Roses D --	32,135	1	420	41	0.41	
Rose Red Roses I --	6,050		112	38	0.37	
Rose Red Star -- D	8,780	5	140	50	0.49	
Rose Red Star -- I	0					
Rose Samurai -- D	57,080	5	200	69	0.68	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	34,680	5	140	45	0.44	
Rose Sweet Avalanche -- I	1,400	5	20	11	0.11	
Rose Sweet Unique -- D	1,340	20	80	47	0.46	
Rose Sweet Unique -- I	2,740	5	65	9	0.09	COL
Rose Teresa -- D	6,750	5	90	36	0.35	
Rose Teresa -- I	0					
Rose Tineke -- D	22,679	3	130	33	0.32	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,108	1	170	55	0.54	
Rose Yves Piaget -- I	410		90	50	0.49	NLD
Rose Spr Babe -- D	9,570	15	130	58	0.57	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,195	15	117	55	0.54	
Rose Spr Lovely Lydia -- I	770	30	65	60	0.59	KOR
Rose Spr Shooting Star -- D	8,745	10	165	64	0.62	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	20,040	17	180	80	0.79	
Sandersonia -- I	0					
Trachelium -- D	1,690	11	100	60	0.59	
Trachelium -- I	1,150		135	83	0.81	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,845		120	54	0.53	AUS
Green Foliage						
Beargrass -- D	9		300	289	2.84	
Beargrass -- I	150	350	350	350	3.44	USA
Leatherleaves -- D	100,610	2	50	22	0.21	
Leatherleaves -- I	169,922	4	35	18	0.17	USA
Ruscus Israel -- D	6,500		40	14	0.13	
Ruscus Israel -- I	7,700		35	25	0.25	ISR
Ruscus Italian -- D	5,150	30	90	55	0.54	
Ruscus Italian -- I	3,545	10	80	37	0.37	ITA
Salal -- D	0					
Salal -- I	5,144	40	1,000	100	0.98	USA