

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.

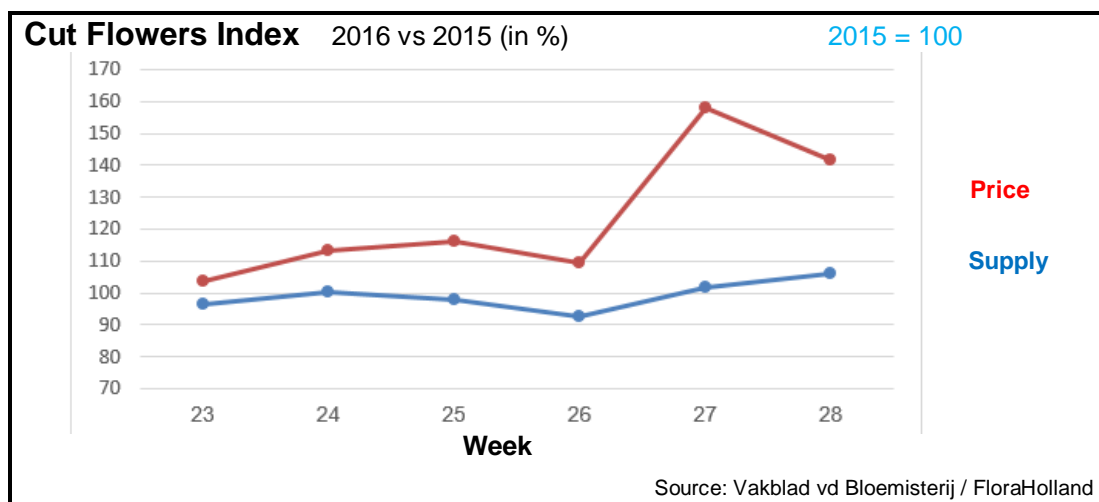
The Market Insider team

Week No. 28-2016

Date: 20/07/2016

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 28 the average price for cut flowers was 42% higher than in the same week last year. The total sold quantity was 6% higher.

Rose big achieved 39% higher price than last year, with 13% more sold stems.
Rose small achieved 2% better price for 3.5% more stems.

Peony got 200% higher price than last year, for 66% fewer number of stems.

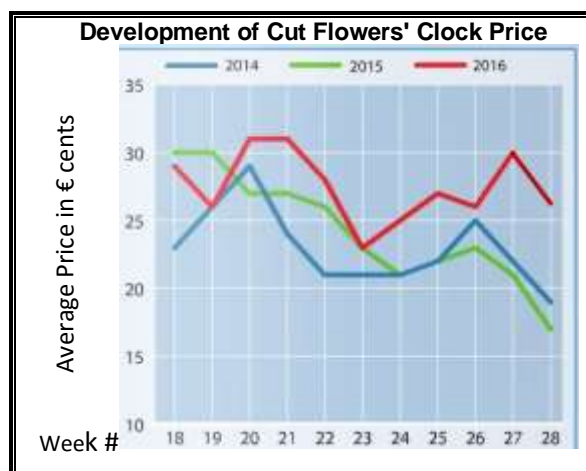
Alstroemeria got 100% more in price, with about the same number of stems sold.

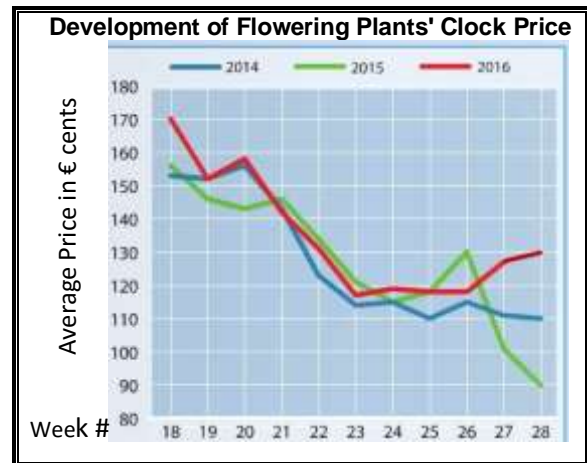
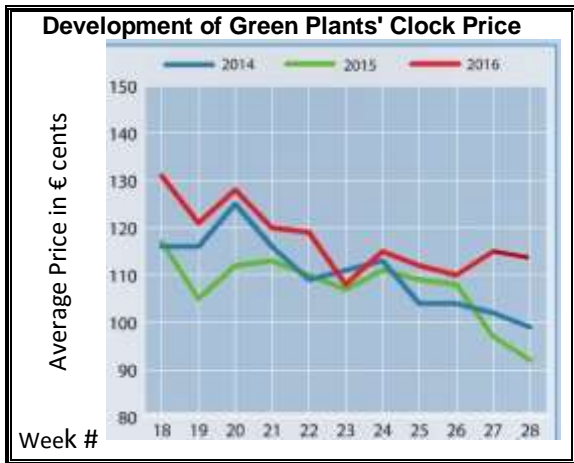
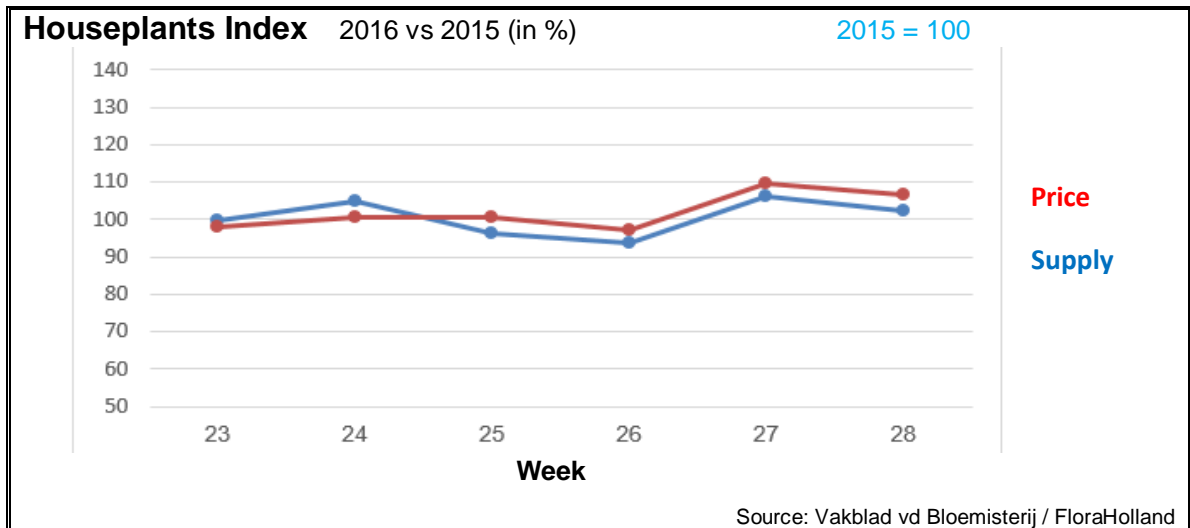
Gerbera mini got 32% higher price than in 2015, while the supply was 17% higher.

Lisianthus/eustoma got 54% higher price than in 2015, while the supply was 25% higher.

Almost all products got much better clock prices than last year; stood out with extremely higher price, more than +50%: achillea, aconitum, asclepias, campanula, carthamus, wax flower, chrysanthemum spray, clarkia, delphinium, gerbera large, gladioli, gypsophila, helianthus, lily, matthiola, peony, scabiosa, solidago, and zantedeschia.

Only but liatris, trachelium, and tulips got lower clock price than last year.





In week 28 the average price for houseplants was 7% higher, while supply was 2% higher than in the same week last year.

Phalaenopsis got 6% lower price, for 10% fewer sold units.

Zantedeschia was 20% cheaper, with about 100% more sold pots than last year.

Hydrangea/hortensia was 55% more expensive, while supply was 7% lower than last year.

Kalanchoe was 23% higher in price, with some 7% fewer supplied pots.

Rose-in-pot got 34% more in price, while supply was 3% lower than in 2015

Spathiphyllum and begonia got about the same prices than last year, with 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. W28 Date: 20/07/2016

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 : 28 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\$ = 105.68 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	<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>	
Total Cut Flowers Sold	18,427,719					
Achilea -- D	1,125		40	22	0.21	
Achilea -- I	0					
Alstroemeria -- D	176,980	10	200	83	0.79	
Alstroemeria -- I	0					
Ammi majus -- D	9,430	1	140	63	0.60	
Ammi majus -- I	0					
Anigozanthos -- D	2,045	20	90	30	0.28	
Anigozanthos -- I	100		200	158	1.50	AUS NLD ZWE
Anthurium Pink -- D	100		250	175	1.66	
Anthurium Pink -- I	10,303	10	190	89	0.84	THA
Anthurium Red -- D	404		350	194	1.84	
Anthurium Red -- I	11,166	1	210	96	0.91	AUS THA USA ZAF
Anthurium White -- D	346		140	105	0.99	
Anthurium White -- I	5,857	20	200	122	1.16	THA
Banksia -- D	329		120	108	1.02	
Banksia -- I	406	125	350	187	1.77	AUS NZL
Bupleurum -- D	16,910	15	110	62	0.59	
Bupleurum -- I	0					
Calla -- D	82,109	3	300	70	0.66	
Calla -- I	760		180	102	0.97	NLD NZL
Carnations Spray -- D	489,615	3	160	49	0.46	
Carnations Spray -- I	623,026	5	170	32	0.30	COL
Carnations Standard -- D	528,585	5	160	48	0.46	
Carnations Standard -- I	904,180	1	170	32	0.30	COL
Chrysanthemum Spray -- D	807,320	5	110	51	0.48	
Chrysanthemum Spray -- I	703,140	5	150	48	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	154,355	18	300	104	0.98	
Delphinium -- I	0					
Dracaena -- D	38,225	9	230	38	0.36	
Dracaena -- I	244,774	1	150	28	0.27	SGP
Euphorbia Marginata -- D	8,923		130	45	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	462,779	10	700	145	1.37	
Eustoma -- I	0					
Gentiana -- D	1,218,890	5	200	29	0.27	
Gentiana -- I	0					
Gerbera -- D	300,675	3	110	27	0.25	
Gerbera -- I	0					
Gladiolus -- D	179,290	10	100	50	0.47	
Gladiolus -- I	0					
Gypsophila -- D	179,525	10	640	78	0.74	
Gypsophila -- I	16,178		78	41	0.39	ISR
Heliconia Caribeana -- D	5	320	320	320	3.03	
Heliconia Caribeana -- I	0					
Heliconia Pendula -- D	4,645		250	49	0.46	
Heliconia Pendula -- I	84		500	273	2.58	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,405	30	280	58	0.55	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,585		200	150	1.42	AUS NZL ZAF
Lily Casablanca -- D	35,275	22	1,000	321	3.04	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	101,985	10	300	78	0.74	
Lily Longiflorum -- I	13,830	26	70	35	0.33	KOR
Limonium Sinuatum -- D	440,130	3	90	38	0.36	
Limonium Sinuatum -- I	0					
Molucella -- D	1,920		110	78	0.74	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,050	45	250	124	1.18	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	2,360	45	120	70	0.67	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	13,651	153	1,100	527	4.99	NLD NZL
Orchid Oncidium -- D	5,382	25	500	172	1.63	
Orchid Oncidium -- I	99,145	4	200	72	0.68	SGP TAI THA
Orchid Phalaenopsis -- D	9,882	40	1,600	384	3.63	
Orchid Phalaenopsis -- I	12,737	22	880	394	3.72	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	90,090	10	120	53	0.50	THA
Ornithogalum -- D	19,788	35	120	66	0.62	
Ornithogalum -- I	80		56	56	0.53	NLD ZAF
Protea King -- D	0					
Protea King -- I	458		1,600	225	2.13	AUS ZAF
Protea others -- D	0					
Protea others -- I	685	80	550	217	2.05	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	226		240	221	2.09	AUS NZL
Rose Total -- D	1,039,839	1	600	51	0.48	
Rose Total -- I	126,672	1	445	44	0.42	
Rose Amada -- D	13,126	10	200	85	0.80	
Rose Amada -- I	0					
Rose Avalanche -- D	83,745	5	185	58	0.54	
Rose Avalanche -- I	400	20	40	27	0.25	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		D = Domestic I = Imported	Lowest	Highest	Average	
Rose Carpe Diem -- D	22,130		5	150	51	0.48
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	15,670			120	63	0.59 COL
Rose Gold Rush -- D	20,597		10	175	52	0.49
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	700			30	21	0.20
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,000		10	43	17	0.16
Rose Noblesse -- I	0					
Rose Red Roses D --	29,365		3	420	43	0.41
Rose Red Roses I --	4,990			61	31	0.29
Rose Red Star -- D	10,480		5	156	45	0.42
Rose Red Star -- I	0					
Rose Samurai -- D	63,605		6	185	63	0.60
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	36,910		1	175	43	0.41
Rose Sweet Avalanche -- I	460		4	22	14	0.13
Rose Sweet Unique -- D	1,250		8	70	34	0.32
Rose Sweet Unique -- I	920		10	20	15	0.14 COL
Rose Teresa -- D	7,840		6	120	39	0.37
Rose Teresa -- I	0					
Rose Tineke -- D	24,450		2	130	33	0.31
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,713		2	200	53	0.50
Rose Yves Piaget -- I	660			78	35	0.33 NLD
Rose Spr Babe -- D	8,535		15	120	58	0.55
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,900		8	120	52	0.50
Rose Spr Lovely Lydia -- I	670		55	65	62	0.58 KOR
Rose Spr Shooting Star -- D	6,775		10	156	65	0.61
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	19,030		37	180	83	0.78
Sandersonia -- I	0					
Trachelium -- D	876			70	42	0.40
Trachelium -- I	1,200			140	83	0.78 ISR NLD
Tulip -- D	0					
Tulip -- I	100			130	95	0.90 NLD
Waxflowers -- D	0					
Waxflowers -- I	2,800		15	100	54	0.51 AUS
Green Foliage						
Beargrass -- D	7			300	300	2.84
Beargrass -- I	640		21	350	219	2.07 USA
Leatherleaves -- D	99,500		4	50	26	0.24
Leatherleaves -- I	178,040		1	50	17	0.16 USA
Ruscus Israel -- D	4,850			35	13	0.12
Ruscus Israel -- I	6,945			40	23	0.22 ISR
Ruscus Italian -- D	5,700		35	100	57	0.54
Ruscus Italian -- I	4,790		25	80	54	0.52 ITA
Salal -- D	0					
Salal -- I	15,310		31	800	118	1.12 USA