

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

#### To our readers

We are sorry, but this report is not complete this week, due to summer holidays at our European data provider, FloraHolland.

The format of this European report is about to get a new structure, hopefully during Augustus.

The Market Insider team

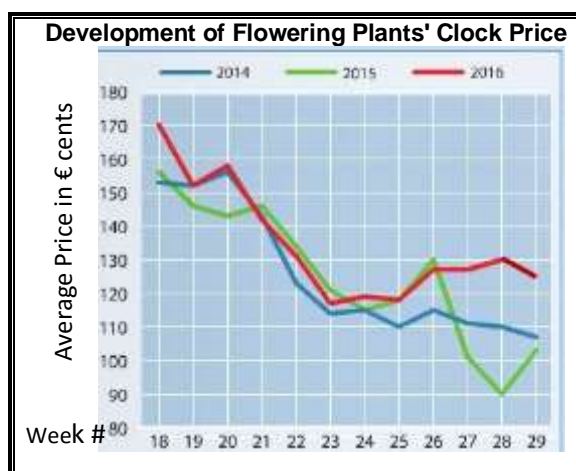
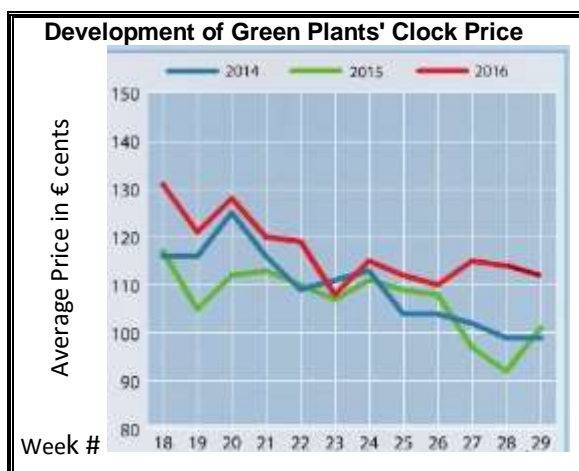
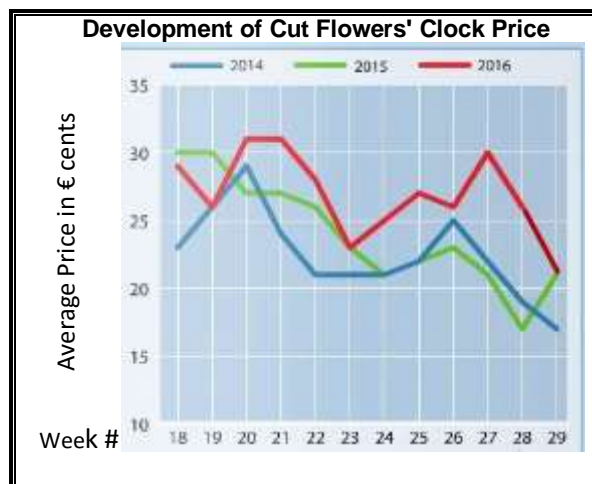
Week No. 29-2016

Date: 27/07/2016

In week 29 the average price for cut flowers was just the same as in this week last year. The total sold quantity was 10% lower.

Some products got better clock prices than last year; stood out with much higher price: achillea, asclepias, carthamus, dianthus barbatus, matthiola, peony, and solidago.

Many products got lower clock price than last year. Among them some with much lower price: campanula, eustoma, fatsia, gerbera mini, liatris, trachelium, and tulip.



In week 29 the average price for houseplants was 18% higher, while supply was 23% lower than in the same week last year.

**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. W29 Date: 27/07/2016**

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 : 29 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\$ = 104.28 Yen**

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>16,783,605</b>					
Achilea -- D	550		40	30	0.29	
Achilea -- I	0					
Alstroemeria -- D	166,350	3	300	83	0.80	
Alstroemeria -- I	180		50	37	0.35	COL
Ammi majus -- D	8,442	1	150	68	0.65	
Ammi majus -- I	0					
Anigozanthos -- D	60		100	92	0.88	
Anigozanthos -- I	100		120	95	0.91	AUS NLD ZWE
Anthurium Pink -- D	74		220	157	1.51	
Anthurium Pink -- I	11,848	1	180	81	0.78	THA
Anthurium Red -- D	324		350	197	1.89	
Anthurium Red -- I	17,292	19	240	94	0.90	AUS THA USA ZAF
Anthurium White -- D	333		180	114	1.09	
Anthurium White -- I	6,183	6	220	117	1.12	THA
Banksia -- D	241		150	105	1.01	
Banksia -- I	522	67	350	199	1.91	AUS NZL
Bupleurum -- D	8,315	5	120	64	0.62	
Bupleurum -- I	0					
Calla -- D	75,050	10	300	75	0.72	
Calla -- I	1,120		180	89	0.86	NLD NZL
Carnations Spray -- D	448,523	4	355	49	0.47	
Carnations Spray -- I	545,633	1	75	31	0.30	COL
Carnations Standard -- D	438,703	3	160	49	0.47	
Carnations Standard -- I	705,935	5	170	34	0.32	COL
Chrysanthemum Spray -- D	695,380	1	100	49	0.47	
Chrysanthemum Spray -- I	547,560	10	160	48	0.46	KOR

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	155,024	15	330	106	1.02	
Delphinium -- I	0					
Dracaena -- D	49,584	2	1,000	35	0.34	
Dracaena -- I	239,193	2	600	27	0.26	SGP
Euphorbia Marginata -- D	5,020		100	45	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	476,845	10	600	126	1.21	
Eustoma -- I	0					
Gentiana -- D	1,220,973	5	170	24	0.23	
Gentiana -- I	0					
Gerbera -- D	298,356	2	120	25	0.24	
Gerbera -- I	0					
Gladiolus -- D	165,882	8	110	53	0.51	
Gladiolus -- I	0					
Gypsophila -- D	128,060	12	350	105	1.01	
Gypsophila -- I	16,266		120	45	0.43	ISR
Heliconia Pendula -- D	6,929		180	40	0.39	
Heliconia Pendula -- I	184		333	203	1.95	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,490	20	300	55	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,478		240	138	1.32	AUS NZL ZAF
Lily Casablanca -- D	68,092	43	900	270	2.59	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	81,230	8	210	76	0.73	
Lily Longiflorum -- I	80		30	30	0.29	KOR
Limonium Sinuatum -- D	363,470	3	85	34	0.33	
Limonium Sinuatum -- I	0					
Molucella -- D	910		120	92	0.88	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,300	45	250	106	1.01	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	1,760	40	150	74	0.71	SGP THA
Orchid Cymbidium -- D	61		500	411	3.94	
Orchid Cymbidium -- I	12,048	135	1,400	501	4.80	NLD NZL
Orchid Oncidium -- D	5,055	20	550	168	1.61	
Orchid Oncidium -- I	113,620	2	180	74	0.71	SGP TAI THA
Orchid Phalaenopsis -- D	9,874	27	1,600	380	3.65	
Orchid Phalaenopsis -- I	11,903	74	880	415	3.98	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	89,790	20	120	64	0.61	THA
Ornithogalum -- D	25,530	24	120	56	0.53	
Ornithogalum -- I	160		60	56	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	964		1,400	202	1.94	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,012	100	1,200	183	1.76	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	280	240	260	248	2.38	AUS
<b>Rose Total -- D</b>	<b>1,008,829</b>	<b>1</b>	<b>450</b>	<b>51</b>	<b>0.49</b>	
<b>Rose Total -- I</b>	<b>135,697</b>	<b>1</b>	<b>445</b>	<b>46</b>	<b>0.44</b>	
Rose Amada -- D	13,646	20	200	90	0.87	
Rose Amada -- I	0					
Rose Avalanche -- D	86,592	5	180	52	0.50	
Rose Avalanche -- I	200		6	6	0.06	IND
Rose Carpe Diem -- D	21,260	5	155	48	0.46	
Rose Carpe Diem -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Freedom -- D	0					
Rose Freedom -- I	16,892	23	130	64	0.62	COL
Rose Gold Rush -- D	21,188	3	150	50	0.48	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	150		40	30	0.29	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	2,955	10	50	19	0.18	
Rose Noblesse -- I	0					
Rose Red Roses D --	27,222	1	270	44	0.42	
Rose Red Roses I --	6,570		130	37	0.35	
Rose Red Star -- D	9,570	10	140	47	0.45	
Rose Red Star -- I	0					
Rose Samurai -- D	59,465	5	200	70	0.67	
Rose Samurai -- I	180	90	130	116	1.11	IND
Rose Sweet Avalanche -- D	45,300	4	150	37	0.35	
Rose Sweet Avalanche -- I	400		7	6	0.06	
Rose Sweet Unique -- D	1,690	5	130	37	0.35	
Rose Sweet Unique -- I	360	3	114	60	0.57	
Rose Teresa -- D	7,750	10	120	47	0.45	
Rose Teresa -- I	0					
Rose Tineke -- D	20,360	5	130	29	0.28	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	15,046	3	150	45	0.43	
Rose Yves Piaget -- I	320		80	55	0.53	NLD
Rose Spr Babe -- D	8,205	10	125	60	0.58	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,195	15	120	55	0.53	
Rose Spr Lovely Lydia -- I	780	30	65	59	0.57	KOR
Rose Spr Shooting Star -- D	7,820	10	150	62	0.59	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	12,110	21	175	78	0.75	
Sandersonia -- I	0					
Trachelium -- D	750		70	43	0.41	
Trachelium -- I	650		100	75	0.72	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	3,950	25	150	57	0.55	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		300	260	2.49	
Beargrass -- I	596	3	350	178	1.71	USA
Leatherleaves -- D	95,230	5	50	25	0.24	
Leatherleaves -- I	169,213	5	70	17	0.17	USA
Ruscus Israel -- D	3,100		40	12	0.12	
Ruscus Israel -- I	6,120		40	25	0.24	ISR
Ruscus Italian -- D	6,700	30	100	51	0.49	
Ruscus Italian -- I	4,950	10	70	37	0.36	ITA
Salal -- D	4			750	7.19	
Salal -- I	17,994	20	700	107	1.03	USA