

Market Insider

Floriculture Products' Indicative Price Information / European Markets

To our readers

The format of this European report recently got partly a new structure. However, these graphics and tables 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. No actual price data is released. We provide this information on a weekly basis.

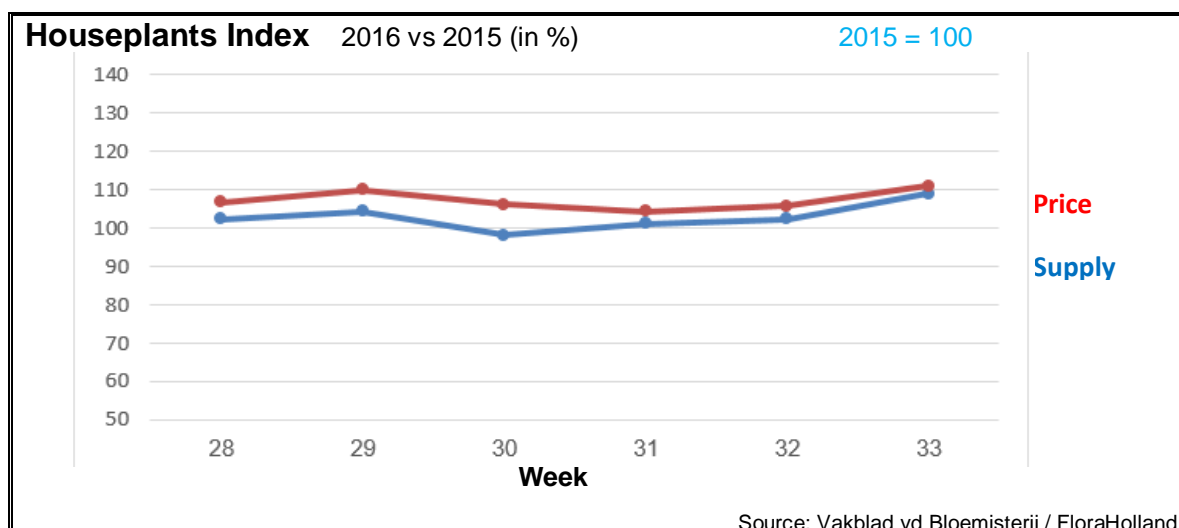
The Market Insider team

Week No. 33-2016

Date: 24/08/2016

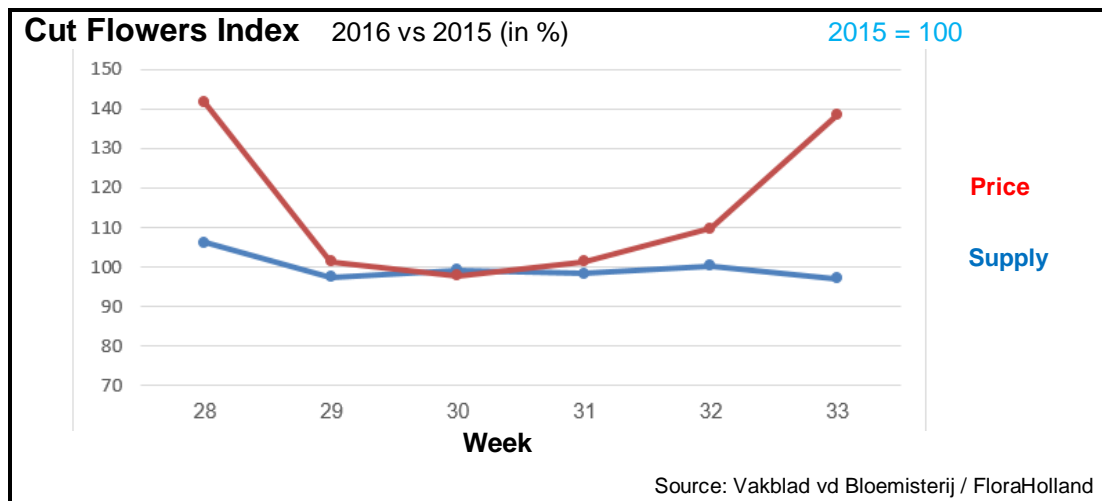
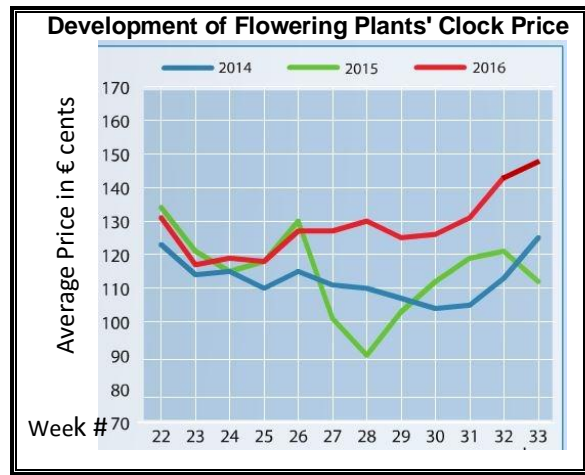
The Royal FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



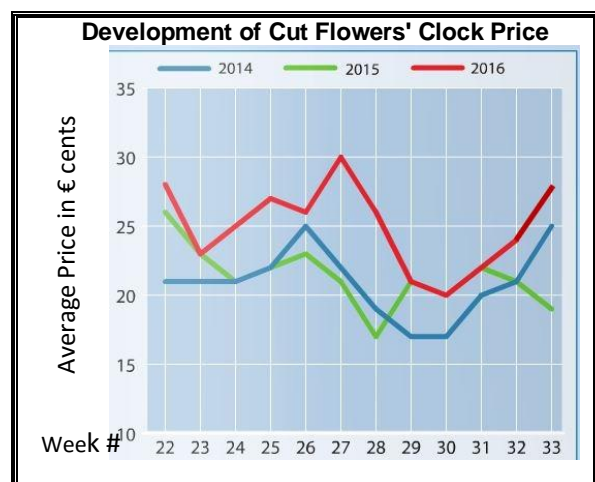
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	21%	-1.7%
Chrysanthemum	-3.2%	28%
Kalanchoe	4.1%	20%
Rose	-8.5%	8.0%
Anthurium	10%	10%
Ficus	18%	18%
Zantedeschia	197%	-8.6%
Dracaena	37%	1.6%
Various Houseplants	54%	18%
Cyclamen	15%	57%
Spathiphyllum	14%	-2.5%
Arrangements	43%	-15%
Orchid Various	0.5%	16%
Dendrobium	-5.9%	30%
Begonia	8.4%	8.2%
Total top 15	12%	12%
Total Houseplants	9.1%	11%



Actual relative supply and average price compared to the same weeks of last year

Top 20 Cut Flowers	Quantity	Price
Roses Big	-13%	60%
Chrysanthemum Spray	14%	29%
Lily Oriental	-7.6%	3.8%
Hydrangea	8.5%	40%
Gerbera mini	14%	-0.2%
Roses Small	-18%	2.3%
Rose Spray	-2.3%	74%
Chrysanthemum Single	12%	20%
Eustoma Lisianthus (full)	31%	16%
Chrysanthemum Santini	6.4%	85%
Helianthus	-11%	91%
Gladioli Big	-6.7%	39%
Gerbera Big	12%	25%
Gypsophila	-10%	86%
Alstroemeria	1.6%	16%
Lilium LA-hybrids	-7.3%	24%
Zantedeschia/Calla Various	-24%	83%
Carnation Standaard	15%	12%
Freesia Single	-18%	35%
Eustoma Lisianthus Single	-13%	20%
Total top 20	-2.9%	38%
Total Cut Flowers	-2.9%	38%



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. W33 Date: 24/08/2016

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 : 33 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\$ = 100.29 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	Quantity	Lowest	Highest	Average	US\$
Total Cut Flowers Sold	14,568,814				
Achilea -- D	10			50	0.50
Achilea -- I	0				
Alstroemeria -- D	115,790	10	200	94	0.94
Alstroemeria -- I	2,579		75	39	0.39 COL ISR NLD
Ammi majus -- D	6,960	10	120	65	0.65
Ammi majus -- I	140		100	75	0.75
Anigozanthos -- D	0				
Anigozanthos -- I	420		150	77	0.77 AUS NLD ZWE
Anthurium Pink -- D	22		230	186	1.85
Anthurium Pink -- I	8,408	6	210	73	0.73 THA
Anthurium Red -- D	440		350	161	1.61
Anthurium Red -- I	16,190	5	200	72	0.72 AUS THA USA ZAF
Anthurium White -- D	55		300	95	0.95
Anthurium White -- I	5,935	10	230	100	1.00 THA
Banksia -- D	79		110	72	0.72
Banksia -- I	709	80	400	165	1.64 AUS NZL
Bupleurum -- D	4,950	8	140	101	1.01
Bupleurum -- I	0				
Calla -- D	33,766	14	280	86	0.86
Calla -- I	1,020		220	91	0.90 NLD NZL
Carnations Spray -- D	452,314	1	160	47	0.47
Carnations Spray -- I	551,008	1	170	31	0.31 COL
Carnations Standard -- D	397,670	1	160	48	0.48
Carnations Standard -- I	602,775	1	175	35	0.35 COL
Chrysanthemum Spray -- D	578,450	1	100	55	0.55
Chrysanthemum Spray -- I	453,485		167	53	0.53 KOR
Delphinium -- D	115,795	4	350	107	1.06
Delphinium -- I	0				
Dracaena -- D	21,488	10	220	34	0.34
Dracaena -- I	213,473	1	135	25	0.25 SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	6,530		65	46	0.46	
Euphorbia Marginata -- I	0					
Eustoma -- D	411,759	12	700	143	1.43	
Eustoma -- I	0					
Gentiana -- D	549,867	10	150	50	0.50	
Gentiana -- I	0					
Gerbera -- D	299,722	1	120	20	0.20	
Gerbera -- I	0					
Gladiolus -- D	177,804	1	110	48	0.48	
Gladiolus -- I	0					
Gypsophila -- D	176,589	3	250	77	0.77	
Gypsophila -- I	12,780		80	47	0.47	ISR
Heliconia Pendula -- D	3,275		170	46	0.45	
Heliconia Pendula -- I	84		333	187	1.86	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,930	16	90	42	0.42	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,269		170	120	1.19	AUS NZL ZAF
Lily Casablanca -- D	29,088	43	1,000	334	3.33	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	82,375	5	180	79	0.79	
Lily Longiflorum -- I	41,200	8	90	32	0.32	KOR NLD
Limonium Sinuatum -- D	269,150	5	100	38	0.38	
Limonium Sinuatum -- I	0					
Nerine -- D	0					
Nerine -- I	4,940	43	160	95	0.95	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	6,735	10	110	56	0.56	SGP THA
Orchid Cymbidium -- D	89	250	504	364	3.63	
Orchid Cymbidium -- I	8,953	225	1,000	571	5.69	NLD NZL
Orchid Oncidium -- D	5,865	25	500	158	1.58	
Orchid Oncidium -- I	87,030		250	127	1.27	SGP TAI THA
Orchid Phalaenopsis -- D	10,198	60	1,600	473	4.72	
Orchid Phalaenopsis -- I	8,301	167	840	575	5.74	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	194,440	5	70	28	0.28	THA
Ornithogalum -- D	16,835	20	90	52	0.52	
Ornithogalum -- I	267		93	57	0.56	NLD ZAF
Protea King -- D	0					
Protea King -- I	199		1,400	409	4.08	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,602	30	1,200	165	1.64	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	260		240	182	1.81	AUS
Rose Total -- D	750,037	1	600	51	0.50	
Rose Total -- I	178,274	1	700	45	0.44	
Rose Amada -- D	11,413	8	200	78	0.77	
Rose Amada -- I	0					
Rose Avalanche -- D	56,715	5	200	66	0.66	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	14,956	5	170	50	0.49	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	21,436	10	150	63	0.63	COL
Rose Gold Rush -- D	15,405	5	185	50	0.50	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	400		40	25	0.25	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	1,910		40	17	0.17	
Rose Noblesse -- I	0					
Rose Red Roses D --	23,636	1	270	38	0.38	
Rose Red Roses I --	13,729		129	53	0.53	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Star -- D	4,595	4	140	41	0.41	
Rose Red Star -- I	0					
Rose Samourai -- D	51,930	3	220	56	0.56	
Rose Samourai -- I	5,400	15	110	41	0.41	IND
Rose Sweet Avalanche -- D	22,360	1	150	47	0.47	
Rose Sweet Avalanche -- I	200		5	5	0.05	
Rose Sweet Unique -- D	1,100	3	100	26	0.26	
Rose Sweet Unique -- I	4,820	5	112	36	0.36	
Rose Teresa -- D	5,210	5	90	36	0.36	
Rose Teresa -- I	0					
Rose Tineke -- D	15,550	5	140	40	0.40	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,446	3	150	43	0.43	
Rose Yves Piaget -- I	1,100		72	65	0.65	NLD
Rose Spr Babe -- D	7,985	10	150	63	0.63	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	5,780	10	170	50	0.50	
Rose Spr Lovely Lydia -- I	550	30	65	60	0.60	KOR
Rose Spr Shooting Star -- D	5,350	10	160	60	0.60	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,330	30	175	76	0.76	
Sandersonia -- I	0					
Trachelium -- D	310		100	75	0.75	
Trachelium -- I	950		135	97	0.97	ISR NLD
Tulip -- D	0					
Tulip -- I	300		100	77	0.77	NLD
Waxflowers -- D	0					
Waxflowers -- I	9,320	5	100	42	0.42	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	470	5	350	172	1.72	USA
Leatherleaves -- D	35,970	8	60	30	0.30	
Leatherleaves -- I	187,320	7	45	19	0.19	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	4,935		45	32	0.32	ISR
Ruscus Italian -- D	4,410		90	45	0.45	
Ruscus Italian -- I	4,450	16	70	37	0.37	ITA
Salal -- D	0					
Salal -- I	18,494	3	750	71	0.71	USA