

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.

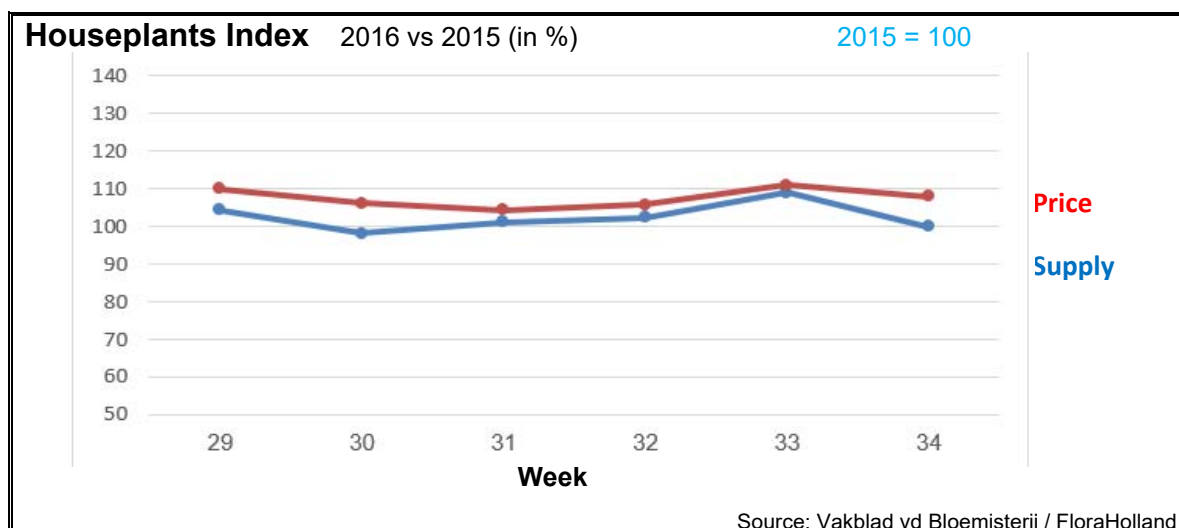
The Market Insider team

Week No. 34-2016

Date: 31/08/2016

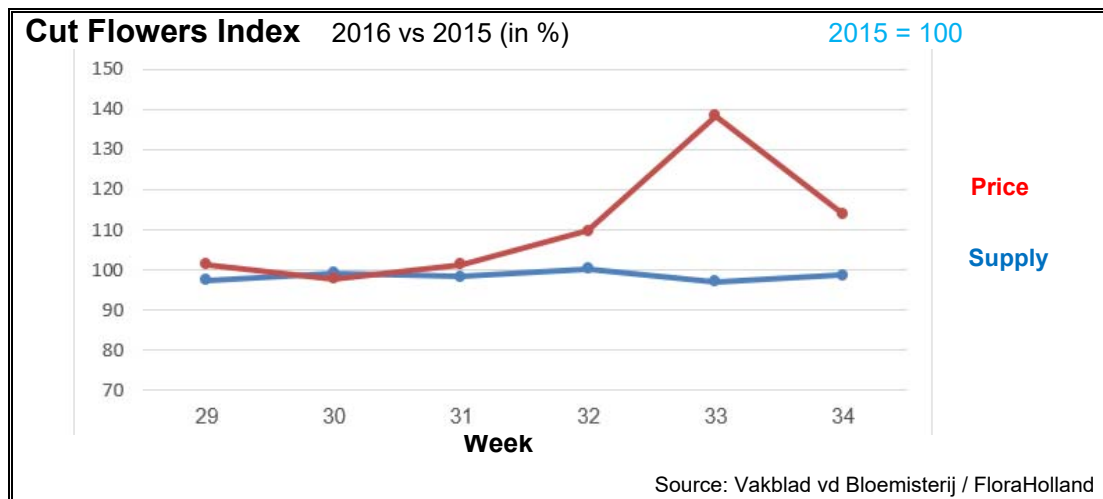
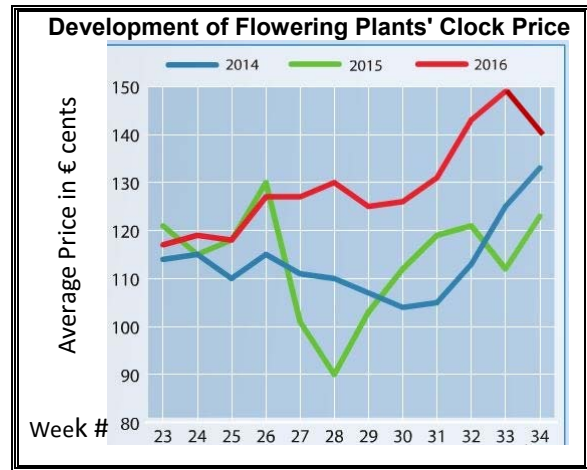
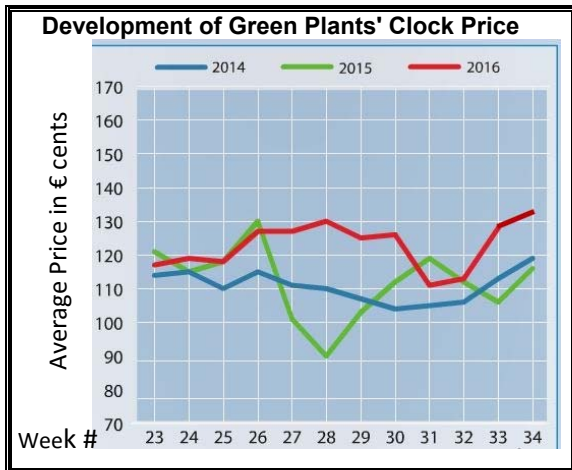
The Royal FloraHolland flower auctions' weekly supply and price index

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



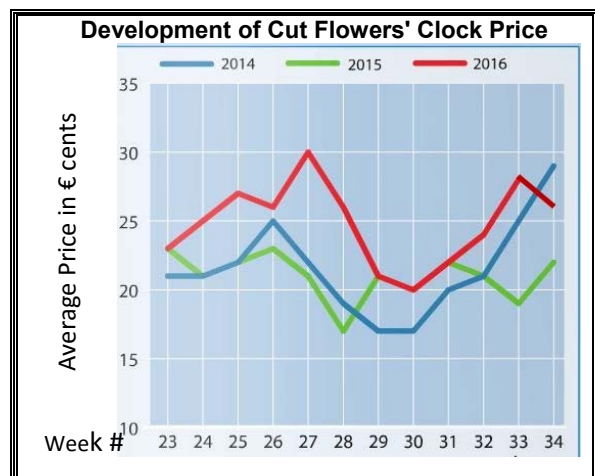
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	1.1%	2.0%
Chrysanthemum	-16%	1.6%
Kalanchoe	-4.2%	18%
Anthurium	8.2%	6.3%
Rose	-10%	2.9%
Ficus	-15%	37%
Various Houseplants	62%	-8.5%
Arrangements	115%	-18%
Dracaena	7.4%	-4.8%
Cyclamen	-5.4%	33%
Dendrobium	30%	18%
Spathiphyllum	-3.9%	10%
Orchid Various	18%	-0.1%
Bromelia Various	217%	-31%
Zantedeschia	21%	-7.0%
Total top 15	1.4%	7.3%
Total Houseplants	-0.1%	8.1%



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-6.8%	31%
Chrysanthemum Spray	-10%	-5.6%
Lily Oriental	-1.1%	2.3%
Hydrangea	2.8%	25%
Roses Small	-6.8%	5.8%
Gerbera mini	13%	-4.4%
Rose Spray	22%	23%
Chrysanthemum Single	-18%	30%
Eustoma Lisianthus (full)	24%	17%
Chrysanthemum Santini	0.9%	72%
Gerbera Big	4.8%	6.6%
Helianthus	0.6%	22%
Gladioli Big	6.3%	7.5%
Alstroemeria	10%	-12%
Gypsophila	-8.7%	52%
Lilium LA-hybrids	3.6%	8.7%
Zantedeschia/Calla Various	-18%	50%
Freesia Single	-11%	17%
Eustoma Lisianthus Single	-17%	20%
Carnation Standaard	20%	-3.3%
Total top 20	-3.1%	16%
Total Cut Flowers	-1.3%	14%



Much higher clock prices also for: achillea, agapanthus, aster, carthamus, dianthus barbatus, paeonia, phlox, and solidago.

Much lower clock prices for: campanula and ornithogalum

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. W34 Date: 31/08/2016

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 : 34 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\$ = 102.82 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	16,153,042				
Alstroemeria -- D	163,644	10	200	86	0.84
Alstroemeria -- I	4,020	3	80	30	0.29 COL ISR NLD
Ammi majus -- D	5,880	10	120	72	0.70
Ammi majus -- I	170		90	76	0.74
Anigozanthos -- D	0				
Anigozanthos -- I	280		100	75	0.73 AUS NLD ZWE
Anthurium Pink -- D	84		200	174	1.69
Anthurium Pink -- I	10,401	1	200	53	0.52 THA
Anthurium Red -- D	568		250	138	1.34
Anthurium Red -- I	18,043	1	240	64	0.62 AUS THA USA ZAF
Anthurium White -- D	50		120	82	0.80
Anthurium White -- I	7,646	4	230	96	0.93 THA
Banksia -- D	153		110	96	0.93
Banksia -- I	874	50	300	151	1.47 AUS NZL
Bupleurum -- D	7,035	12	140	107	1.04
Bupleurum -- I	0				
Calla -- D	38,663	9	280	92	0.90
Calla -- I	1,608		220	94	0.91 NLD NZL
Carnations Spray -- D	537,861	1	160	40	0.39
Carnations Spray -- I	513,967		65	28	0.27 COL
Carnations Standard -- D	402,880	2	160	48	0.47
Carnations Standard -- I	663,818	1	175	33	0.32 COL
Chrysanthemum Spray -- D	696,030	1	120	46	0.45
Chrysanthemum Spray -- I	489,640	1	180	46	0.45 KOR
Delphinium -- D	104,324	1	350	113	1.10
Delphinium -- I	0				
Dracaena -- D	38,520	8	300	34	0.33
Dracaena -- I	236,029	1	140	27	0.26 SGP
Euphorbia Marginata -- D	5,160		65	47	0.46
Euphorbia Marginata -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	519,790	1	650	116	1.12	
Eustoma -- I	0					
Gentiana -- D	796,820	2	150	40	0.39	
Gentiana -- I	0					
Gerbera -- D	373,008	2	120	19	0.19	
Gerbera -- I	0					
Gladiolus -- D	150,145	4	90	47	0.45	
Gladiolus -- I	0					
Gypsophila -- D	132,690	5	250	81	0.79	
Gypsophila -- I	12,338		80	47	0.46	ISR
Heliconia Pendula -- D	4,325		180	35	0.34	
Heliconia Pendula -- I	90		417	207	2.01	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,640	10	280	52	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,517		210	100	0.97	AUS NZL ZAF
Lily Casablanca -- D	35,745	16	900	290	2.82	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	74,750	5	170	68	0.66	
Lily Longiflorum -- I	18,910	10	80	23	0.22	KOR NLD
Limonium Sinuatum -- D	413,715	1	110	31	0.30	
Limonium Sinuatum -- I	0					
Nerine -- D	250		45	33	0.32	
Nerine -- I	6,660	50	160	89	0.87	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	9,335	12	100	52	0.51	SGP THA
Orchid Cymbidium -- D	119	255	650	431	4.19	
Orchid Cymbidium -- I	12,748	80	1,100	564	5.48	NLD NZL
Orchid Oncidium -- D	8,376	11	550	127	1.24	
Orchid Oncidium -- I	99,795	1	230	91	0.89	SGP TAI THA
Orchid Phalaenopsis -- D	11,489	17	1,600	440	4.28	
Orchid Phalaenopsis -- I	9,834	165	840	524	5.09	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	169,110	10	60	24	0.23	THA
Ornithogalum -- D	15,065	25	90	58	0.56	
Ornithogalum -- I	437		50	36	0.35	NLD ZAF
Protea King -- D	0					
Protea King -- I	689	5	1,500	284	2.76	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,540	27	850	168	1.64	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	440	37	260	180	1.75	AUS NZL
Rose Total -- D	965,922		600	47	0.46	
Rose Total -- I	174,667		435	50	0.48	
Rose Amada -- D	14,124	10	190	75	0.73	
Rose Amada -- I	0					
Rose Avalanche -- D	87,029	2	180	54	0.52	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	19,610	2	150	44	0.43	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	23,058	7	168	68	0.67	COL
Rose Gold Rush -- D	21,380	3	175	43	0.42	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	850		60	17	0.17	
Rose Gold Strike -- I	600	4	25	11	0.10	COL IND
Rose Noblesse -- D	2,650		30	11	0.11	
Rose Noblesse -- I	240		16	15	0.15	IND NLD
Rose Red Roses D --	26,190		250	36	0.35	
Rose Red Roses I --	15,290		168	56	0.54	
Rose Red Star -- D	6,010	2	175	33	0.32	
Rose Red Star -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Samourai -- D	67,165		200	55	0.54	
Rose Samourai -- I	4,180	15	141	48	0.47	IND
Rose Sweet Avalanche -- D	37,525	3	170	38	0.36	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	1,910	5	130	29	0.28	
Rose Sweet Unique -- I	3,540	15	80	44	0.42	
Rose Teresa -- D	7,880	2	100	34	0.33	
Rose Teresa -- I	0					
Rose Tineke -- D	20,950	1	140	28	0.28	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	11,785	2	150	42	0.41	
Rose Yves Piaget -- I	350		65	27	0.26	NLD
Rose Spr Babe -- D	8,660	10	150	61	0.60	
Rose Spr Babe -- I	70		120	75	0.73	KOR
Rose Spr Lovely Lydia -- D	6,950	10	150	51	0.49	
Rose Spr Lovely Lydia -- I	640	55	65	64	0.62	KOR
Rose Spr Shooting Star -- D	5,845	10	160	58	0.56	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	13,180	4	264	67	0.65	
Sandersonia -- I	0					
Trachelium -- D	160		100	59	0.57	
Trachelium -- I	700		100	92	0.90	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	10,610	10	100	45	0.44	AUS
Green Foliage						
Beargrass -- D	3		300	300	2.92	
Beargrass -- I	740	10	350	231	2.25	USA
Leatherleaves -- D	81,250	5	60	31	0.30	
Leatherleaves -- I	225,155	1	35	17	0.17	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	7,425		40	31	0.30	ISR
Ruscus Italian -- D	7,165	10	90	38	0.37	
Ruscus Italian -- I	5,095	1	70	37	0.36	ITA
Salal -- D	0					
Salal -- I	16,180	8	700	93	0.90	USA