

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.

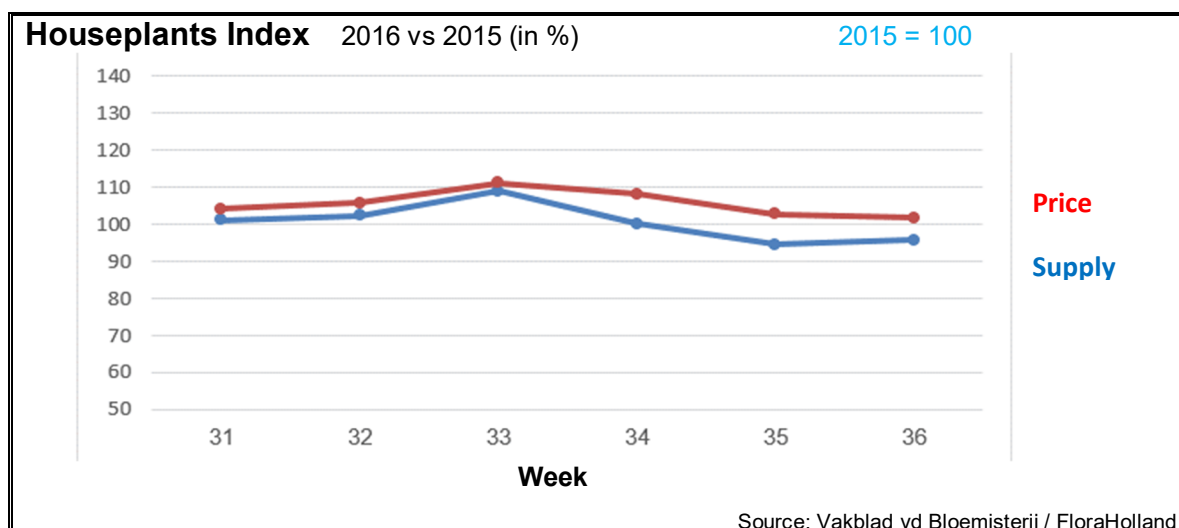
The Market Insider team

Week No. 36-2016

Date: 14/09/2016

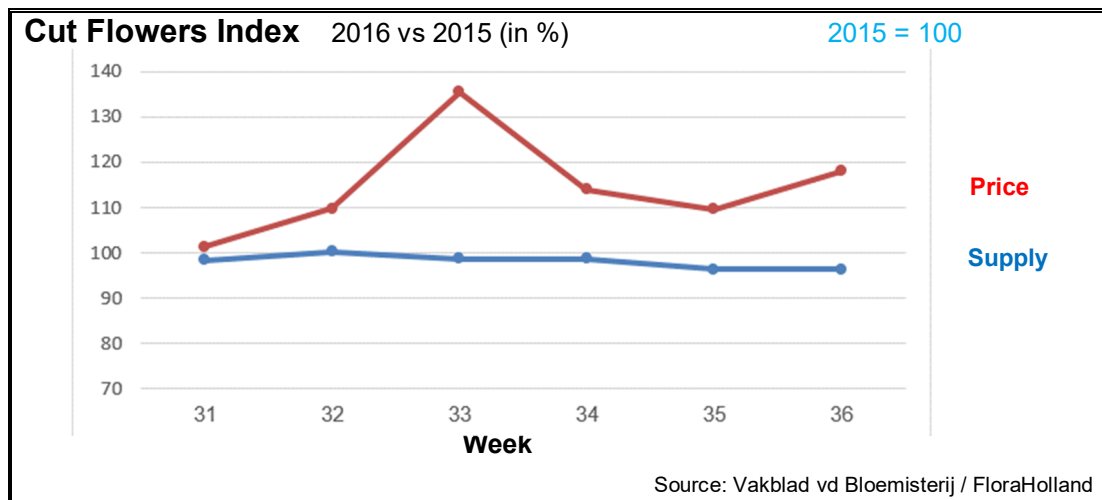
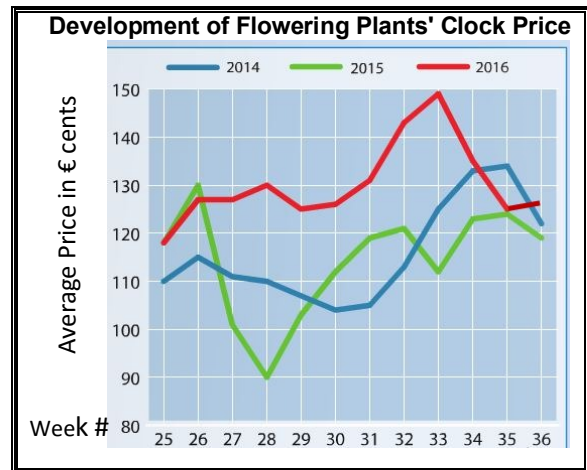
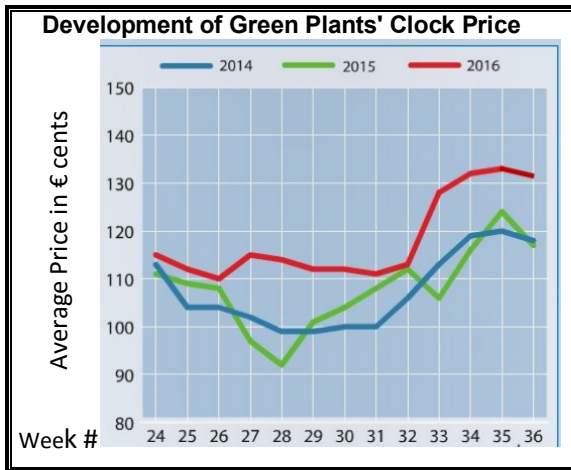
The Royal FloraHolland flower auctions' weekly supply and price index

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



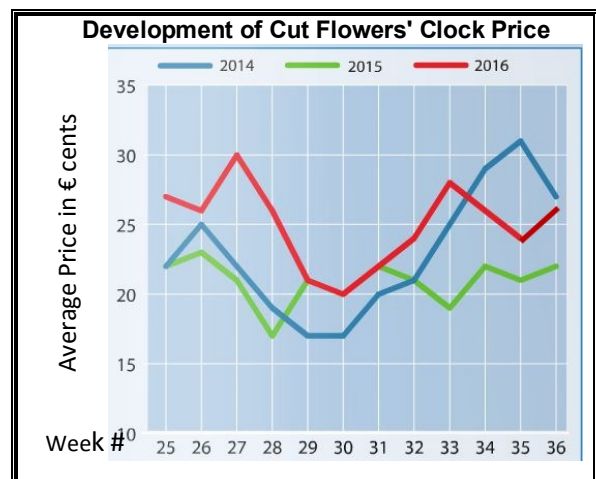
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	-5.9%	-4.6%
Chrysanthemum	-25%	7.9%
Kalanchoe	3.1%	-0.3%
Anthurium	-17%	5.1%
Rose	12%	-13%
Ficus	-14%	27%
Various Houseplants	4.8%	0.7%
Cyclamen	-12%	7.5%
Arrangements	-27%	16%
Dracaena	4.0%	-7%
Dendrobium	48%	-8%
Spathiphyllum	8.1%	6.5%
Begonia	34%	5.3%
Orchid Various	11%	8.4%
Various Green Plants	-17%	11%
Total top 15	-6.4%	0.3%
Total Houseplants	-4.2%	1.7%



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-11%	24%
Chrysanthemum Spray	-3.0%	31%
Liliy Oriental	1.1%	17%
Hydrangea	-2.4%	18%
Gerbera mini	-9.8%	1.7%
Roses Small	-12%	3.9%
Eustoma Lisianthus (full)	26%	22%
Chrysanthemum Single	12%	22%
Chrysanthemum Santini	1.8%	77%
Rose Spray	-8.4%	34%
Helianthus	7.6%	11%
Gerbera Big	-1.0%	22%
Hydrangea	-0.8%	19%
Alstroemeria	1.9%	-5.2%
Eustoma Lisianthus Single	-17%	31%
Gypsophila	15%	6.0%
Lilium LA-hybrids	8.5%	1.2%
Zantedeschia/Calla Various	-11%	17%
Gladioli Big	-16%	16%
Freesia Single	-6.7%	13%
Total top 20	-6.5%	22%
Total Cut Flowers	-3.7%	18%



Much higher clock prices also for: agapanthus, anemone, asclepias, eucalyptus, leucadendron, matthiola, paeonia, phlox, rose spray, and solidago. Much lower clock prices for: aconitum, wax flower, fatsia, ornithogalum, and trachelium.

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. W36 Date: 14/09/2016

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 : 36 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\$ = 102.79 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	24,164,719				
Alstroemeria -- D	183,650	5	250	86	0.83
Alstroemeria -- I	4,239	10	135	60	0.58 COL ISR NLD
Ammi majus -- D	17,435	5	120	69	0.67
Ammi majus -- I	350		87	77	0.75
Anigozanthos -- D	0				
Anigozanthos -- I	1,460		160	82	0.80 AUS NLD ZWE
Anthurium Pink -- D	40		200	190	1.85
Anthurium Pink -- I	8,423	8	170	60	0.58 THA
Anthurium Red -- D	576		250	146	1.42
Anthurium Red -- I	17,113	4	240	69	0.67 AUS THA USA ZAF
Anthurium White -- D	70		140	127	1.24
Anthurium White -- I	6,106	1	220	88	0.86 THA
Banksia -- D	388		198	112	1.09
Banksia -- I	1,186	80	350	166	1.62 AUS NZL
Bupleurum -- D	10,885	5	140	95	0.93
Bupleurum -- I	0				
Calla -- D	60,919	2	280	100	0.97
Calla -- I	2,680		160	79	0.77 NLD NZL
Carnations Spray -- D	610,649	2	160	41	0.40
Carnations Spray -- I	1,150,791	1	170	29	0.28 COL
Carnations Standard -- D	527,584	2	580	49	0.48
Carnations Standard -- I	1,181,479		175	34	0.33 COL
Chrysanthemum Spray -- D	876,855	4	110	52	0.51
Chrysanthemum Spray -- I	753,370	1	167	52	0.50 KOR
Delphinium -- D	114,779	1	350	119	1.16
Delphinium -- I	0				
Dracaena -- D	40,247	10	800	39	0.38
Dracaena -- I	302,547	1	160	28	0.27 SGP
Euphorbia Marginata -- D	7,760		75	46	0.45
Euphorbia Marginata -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	732,591	1	1,800	98	0.95	
Eustoma -- I	0					
Gentiana -- D	2,228,133	1	238	23	0.22	
Gentiana -- I	0					
Gerbera -- D	471,824	1	100	23	0.22	
Gerbera -- I	0					
Gladiolus -- D	156,617	1	95	55	0.54	
Gladiolus -- I	0					
Gypsophila -- D	271,159	10	225	57	0.56	
Gypsophila -- I	14,372		63	45	0.44	ISR
Heliconia Pendula -- D	2,265		200	32	0.31	
Heliconia Pendula -- I	84		417	255	2.48	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,949	20	150	60	0.59	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	9,382		180	101	0.98	AUS NZL ZAF
Lily Casablanca -- D	47,880	43	900	276	2.69	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	120,435	10	170	70	0.68	
Lily Longiflorum -- I	3,270	27	100	53	0.52	KOR NLD
Limonium Sinuatum -- D	341,650	3	110	38	0.37	
Limonium Sinuatum -- I	0					
Nerine -- D	4,550		100	42	0.41	
Nerine -- I	14,280	13	170	92	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	23,520	12	110	46	0.45	SGP THA
Orchid Cymbidium -- D	383	150	600	315	3.07	
Orchid Cymbidium -- I	16,459	120	1,200	556	5.41	NLD NZL
Orchid Oncidium -- D	13,709	5	550	114	1.11	
Orchid Oncidium -- I	137,961	3	180	76	0.74	SGP TAI THA
Orchid Phalaenopsis -- D	14,128	40	2,000	475	4.63	
Orchid Phalaenopsis -- I	9,068	250	900	642	6.24	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	218,960	5	50	23	0.22	THA
Ornithogalum -- D	18,730	6	90	60	0.58	
Ornithogalum -- I	480	21	60	36	0.35	NLD ZAF
Protea King -- D	0					
Protea King -- I	576	90	1,800	540	5.25	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,231	7	1,500	272	2.65	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	600	52	260	220	2.14	AUS
Rose Total -- D	1,090,228		600	70	0.68	
Rose Total -- I	368,093		480	58	0.56	
Rose Amada -- D	14,000	20	225	109	1.06	
Rose Amada -- I	0					
Rose Avalanche -- D	93,187		220	80	0.78	
Rose Avalanche -- I	2,745		168	69	0.67	IND NLD
Rose Carpe Diem -- D	17,335	5	175	66	0.64	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,015	16	171	90	0.87	COL
Rose Gold Rush -- D	19,862	10	150	59	0.57	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	530		40	22	0.21	
Rose Gold Strike -- I	3,900	3	42	16	0.16	COL IND
Rose Noblesse -- D	1,810		51	25	0.25	
Rose Noblesse -- I	2,140	5	29	16	0.16	IND NLD
Rose Red Roses D --	30,170	1	520	63	0.62	
Rose Red Roses I --	27,072		180	88	0.86	
Rose Red Star -- D	8,684	10	160	55	0.54	
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	68,050	4	225	80	0.78	
Rose Samourai -- I	9,640	9	141	76	0.73	IND
Rose Sweet Avalanche -- D	47,900	5	185	61	0.59	
Rose Sweet Avalanche -- I	2,250		110	54	0.53	
Rose Sweet Unique -- D	1,665	5	110	42	0.41	
Rose Sweet Unique -- I	6,309	23	123	75	0.73	COL
Rose Teresa -- D	6,950	5	130	56	0.55	
Rose Teresa -- I	0					
Rose Tineke -- D	16,185	5	160	55	0.53	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,425	12	190	86	0.83	
Rose Yves Piaget -- I	20			70	0.68	NLD
Rose Spr Babe -- D	8,289	29	175	93	0.90	
Rose Spr Babe -- I	910	22	150	61	0.59	KOR
Rose Spr Lovely Lydia -- D	7,890	20	185	90	0.87	
Rose Spr Lovely Lydia -- I	630	55	65	64	0.63	KOR
Rose Spr Shooting Star -- D	6,102	20	180	75	0.73	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,635	35	204	95	0.93	
Sandersonia -- I	0					
Trachelium -- D	390		70	50	0.49	
Trachelium -- I	800		135	103	1.00	
Waxflowers -- D	0					
Waxflowers -- I	17,520	5	100	59	0.58	AUS
Green Foliage						
Beargrass -- D	9		200	151	1.47	
Beargrass -- I	3,058	10	350	108	1.05	USA
Leatherleaves -- D	99,890	7	60	29	0.28	
Leatherleaves -- I	226,300	1	35	19	0.18	USA
Ruscus Israel -- D	100			17	0.17	
Ruscus Israel -- I	7,955		40	27	0.26	ISR ITA
Ruscus Italian -- D	5,380		90	41	0.39	
Ruscus Italian -- I	8,650	15	80	38	0.37	ITA
Salal -- D	0					
Salal -- I	23,110	10	750	103	1.00	USA