

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.

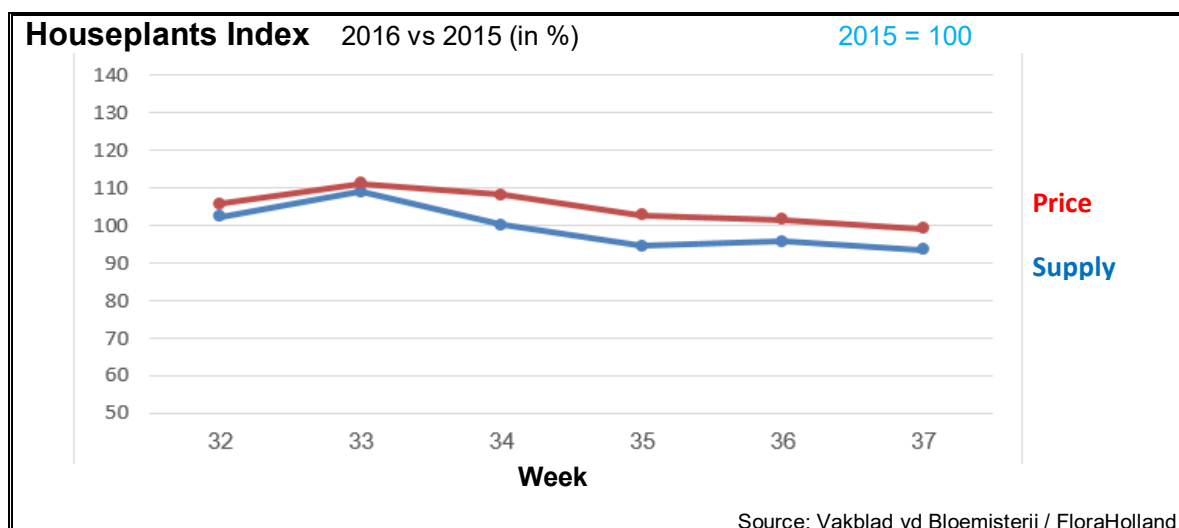
The Market Insider team

Week No. 37-2016

Date: 21/09/2016

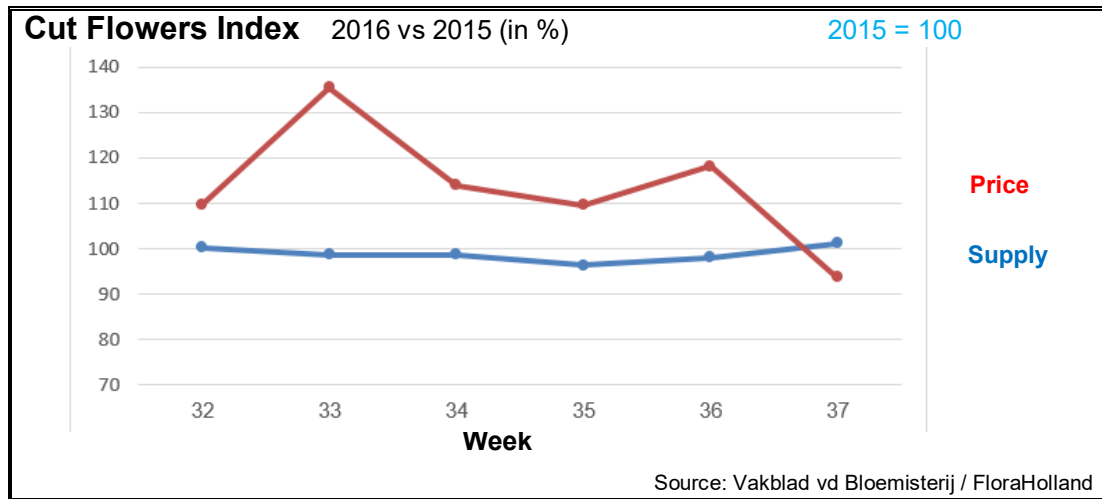
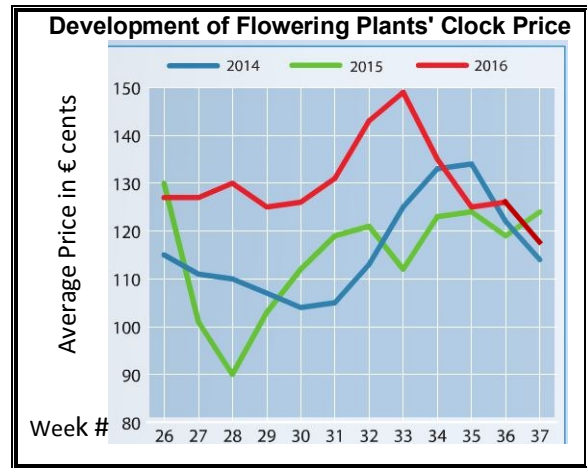
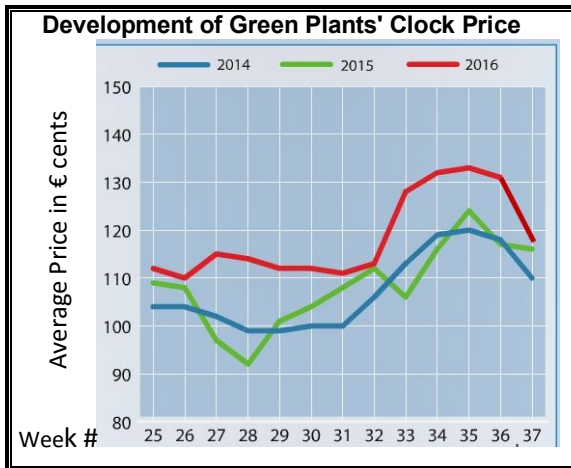
The Royal FloraHolland flower auctions' weekly supply and price index

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



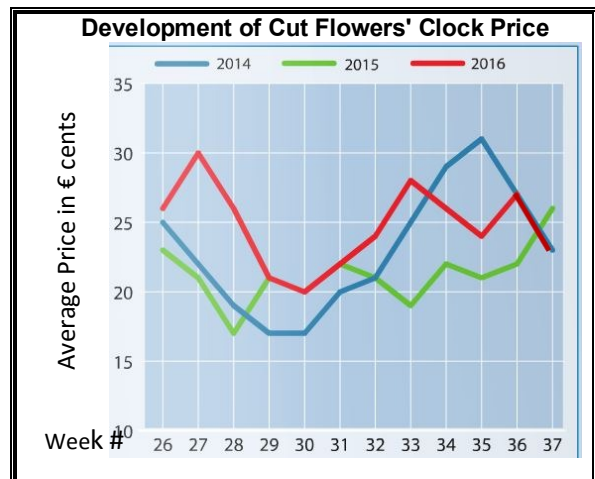
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	-7.4%	-5.6%
Chrysanthemum	4.7%	5.7%
Kalanchoe	-4.6%	0.7%
Anthurium	-17%	5.3%
Rose	-0.7%	-9.0%
Cyclamen	-19%	1.5%
Ficus	-9.1%	1.5%
Arrangements	43%	-28%
Dracaena	-18%	20%
Various Houseplants	-10%	-6.3%
Spathiphyllum	-12%	11%
Dendrobium	25%	-3.7%
Lily	57%	-14%
Hedera	3.7%	-2.1%
Various Green Plants	6.9%	6.7%
Total top 15	-4.0%	-3.7%
Total Houseplants	-6.4%	-0.9%



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-4.4%	-2.1%
Chrysanthemum Spray	0.4%	-9.1%
Roses Small	2.6%	4.9%
Lily Oriental	-1.8%	-23%
Hydrangea	-8.9%	12%
Gerbera mini	-0.1%	-3.0%
Eustoma Lisianthus (full)	24%	3.2%
Rose Spray	10%	13%
Chrysanthemum Santini	-11%	33%
Chrysanthemum Single	9.2%	-26%
Gerbera Big	-6.2%	0.1%
Hydrangea	-18%	17%
Alstroemeria	-1.7%	-11%
Helianthus	40%	-34%
Cymbidium large (stem)	47%	-27%
Gypsophila	46%	-15%
Zantedeschia/Calla Various	-8.5%	-6.3%
Lilium LA-hybrids	11%	-18%
Eustoma Lisianthus Single	-16%	5.2%
Gladioli Big	-17%	4.6%
Total top 20	-0.8%	-3.9%
Total Cut Flowers	1.2%	-6.3%



Much higher clock prices also for: agapanthus, anemone, asclepias, and peonia.

Much lower clock prices for: aconitum, anthurium, aspidistra, campanula, carthamus, wax flower, delphinium, liatris, ornithogalum, scabiosa, trachelium, and tulip.

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. W37 Date: 21/09/2016

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 : 37 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\$ = 101.91 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	32,802,116					
Alstroemeria -- D	157,915	19	300	94	0.93	
Alstroemeria -- I	13,654	13	90	38	0.38	COL ISR NLD
Ammi majus -- D	10,610	30	150	80	0.79	
Ammi majus -- I	450		110	88	0.86	
Anigozanthos -- D	0					
Anigozanthos -- I	2,380	47	160	86	0.84	AUS NLD ZWE
Anthurium Pink -- D	10		120	120	1.18	
Anthurium Pink -- I	9,177	5	200	63	0.62	THA
Anthurium Red -- D	330		350	173	1.70	
Anthurium Red -- I	11,348	3	250	74	0.73	AUS THA USA ZAF
Anthurium White -- D	110		140	103	1.01	
Anthurium White -- I	6,651	5	220	82	0.80	THA
Banksia -- D	243		180	102	1.00	
Banksia -- I	815	90	380	188	1.85	AUS NZL
Bupleurum -- D	10,700	10	150	94	0.93	
Bupleurum -- I	0					
Calla -- D	50,802	1	280	102	1.00	
Calla -- I	3,910	3	300	73	0.72	NLD NZL
Carnations Spray -- D	462,105	5	160	50	0.49	
Carnations Spray -- I	2,411,960	1	165	32	0.32	COL
Carnations Standard -- D	465,695	3	160	52	0.51	
Carnations Standard -- I	2,169,338		175	34	0.33	COL
Chrysanthemum Spray -- D	1,053,475	10	121	63	0.62	
Chrysanthemum Spray -- I	2,500,740	1	200	53	0.52	KOR
Delphinium -- D	76,518	15	400	139	1.36	
Delphinium -- I	0					
Dracaena -- D	44,737	5	650	39	0.38	
Dracaena -- I	286,715	1	160	31	0.30	SGP
Euphorbia Marginata -- D	7,810		68	48	0.47	
Euphorbia Marginata -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	611,098	9	600	129	1.26	
Eustoma -- I	0					
Gentiana -- D	2,819,535		238	50	0.49	
Gentiana -- I	0					
Gerbera -- D	395,989	3	150	33	0.33	
Gerbera -- I	0					
Gladiolus -- D	173,905	9	115	63	0.62	
Gladiolus -- I	0					
Gypsophila -- D	172,820	17	300	95	0.93	
Gypsophila -- I	11,180		100	53	0.52	ISR
Heliconia Pendula -- D	2,148		200	40	0.39	
Heliconia Pendula -- I	120		417	204	2.00	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,444	21	160	71	0.70	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,756		180	101	0.99	AUS NZL ZAF
Lily Casablanca -- D	50,805	43	900	318	3.12	
Lily Casablanca -- I	360		60	35	0.34	KOR
Lily Longiflorum -- D	145,160	20	250	117	1.15	
Lily Longiflorum -- I	83,530	20	100	75	0.73	KOR NLD
Limonium Sinuatum -- D	527,065	1	130	50	0.49	
Limonium Sinuatum -- I	0					
Molucella -- D	80		100	90	0.88	
Molucella -- I	0					
Nerine -- D	1,480		100	36	0.35	
Nerine -- I	18,715	34	180	90	0.88	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	45,920	12	100	47	0.46	SGP THA
Orchid Cymbidium -- D	602	153	650	300	2.94	
Orchid Cymbidium -- I	15,756	10	1,100	563	5.53	NLD NZL
Orchid Oncidium -- D	13,335	15	500	108	1.06	
Orchid Oncidium -- I	150,270	2	200	76	0.75	SGP TAI THA
Orchid Phalaenopsis -- D	14,406	25	1,600	482	4.73	
Orchid Phalaenopsis -- I	9,730	120	850	607	5.96	AUS NZL
Orchid Sonia -- D	200		25	22	0.22	
Orchid Sonia -- I	337,570	10	75	28	0.27	THA
Ornithogalum -- D	10,610	17	100	65	0.64	
Ornithogalum -- I	418		70	63	0.62	NLD ZAF
Protea King -- D	0					
Protea King -- I	301	190	1,500	633	6.22	AUS ZAF
Protea others -- D	30			153	1.50	
Protea others -- I	1,367	40	1,500	396	3.89	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	830	34	260	163	1.60	AUS NZL
Rose Total -- D	1,004,925	1	500	84	0.83	
Rose Total -- I	404,286	1	425	64	0.62	
Rose Amada -- D	12,165	23	235	113	1.11	
Rose Amada -- I	0					
Rose Avalanche -- D	84,633	5	270	99	0.97	
Rose Avalanche -- I	2,700	12	150	82	0.80	IND NLD
Rose Carpe Diem -- D	17,645	10	180	76	0.74	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,686	10	171	93	0.91	COL
Rose Gold Rush -- D	17,935	10	171	69	0.68	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	260		80	38	0.37	
Rose Gold Strike -- I	1,100	15	30	28	0.27	IND
Rose Noblesse -- D	2,880	10	75	29	0.29	
Rose Noblesse -- I	2,720	4	57	29	0.28	IND NLD
Rose Red Roses D --	27,726	7	500	77	0.76	
Rose Red Roses I --	24,289		171	98	0.96	

<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	6,590	10	170	63	0.62	
Rose Red Star -- I	0					
Rose Samurai -- D	61,035	5	250	95	0.93	
Rose Samurai -- I	7,824	25	150	84	0.82	IND
Rose Sweet Avalanche -- D	44,555	1	180	75	0.73	
Rose Sweet Avalanche -- I	1,760	26	102	54	0.53	
Rose Sweet Unique -- D	2,190	25	150	58	0.57	
Rose Sweet Unique -- I	10,712	10	156	67	0.66	COL
Rose Teresa -- D	5,110	10	130	65	0.64	
Rose Teresa -- I	0					
Rose Tineke -- D	22,050	5	170	65	0.64	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	12,072	40	230	125	1.22	
Rose Yves Piaget -- I	200			65	0.64	NLD
Rose Spr Babe -- D	8,770	20	200	117	1.15	
Rose Spr Babe -- I	1,420	15	150	92	0.90	KOR
Rose Spr Lovely Lydia -- D	6,990	20	240	105	1.03	
Rose Spr Lovely Lydia -- I	1,590	55	75	67	0.66	KOR
Rose Spr Shooting Star -- D	6,075	30	220	94	0.92	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,440	40	195	111	1.09	
Sandersonia -- I	0					
Trachelium -- D	590		70	55	0.54	
Trachelium -- I	930		135	104	1.03	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	17,505	5	100	67	0.66	AUS
Green Foliage						
Beargrass -- D	6		347	258	2.53	
Beargrass -- I	890	10	350	66	0.65	USA
Leatherleaves -- D	91,020	10	55	29	0.29	
Leatherleaves -- I	236,409	1	35	17	0.17	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	13,200		45	27	0.26	ISR
Ruscus Italian -- D	5,630		80	32	0.31	
Ruscus Italian -- I	8,720	16	75	37	0.37	ITA
Salal -- D	0					
Salal -- I	19,305	14	750	141	1.39	USA