

## Market Insider

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

#### To our readers

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.

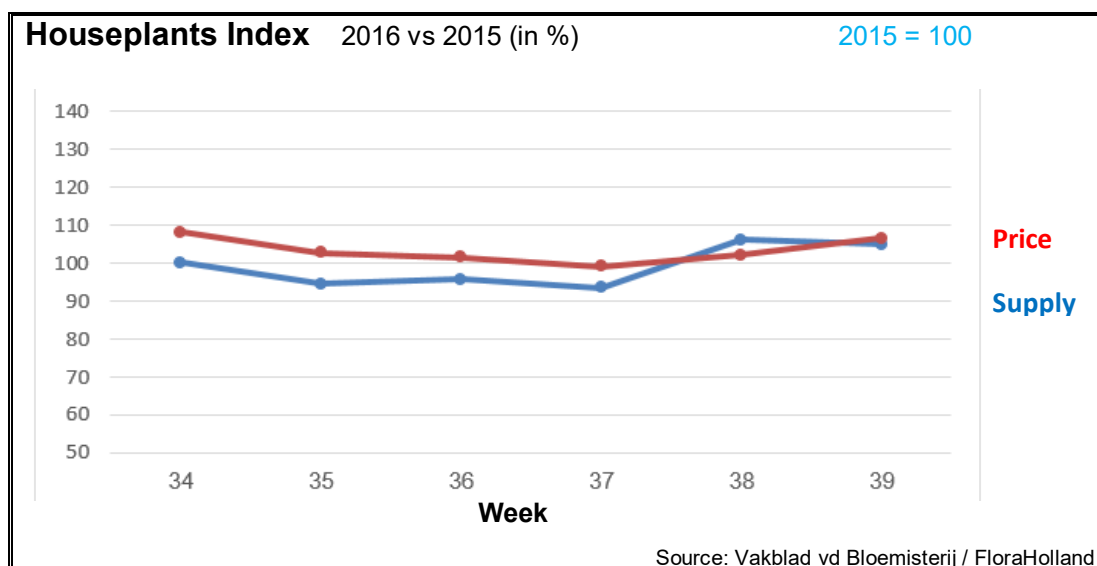
The Market Insider team

Week No. 39-2016

Date: 05/10/2016

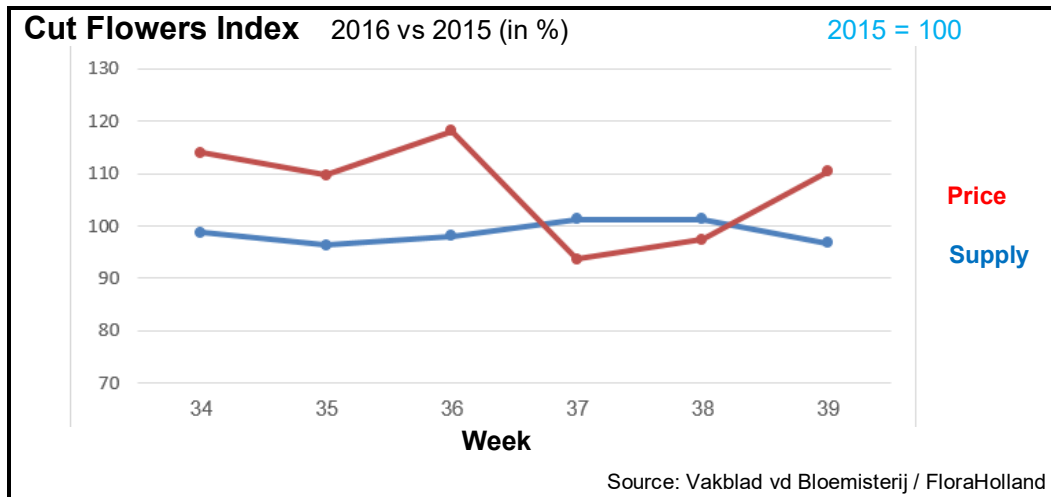
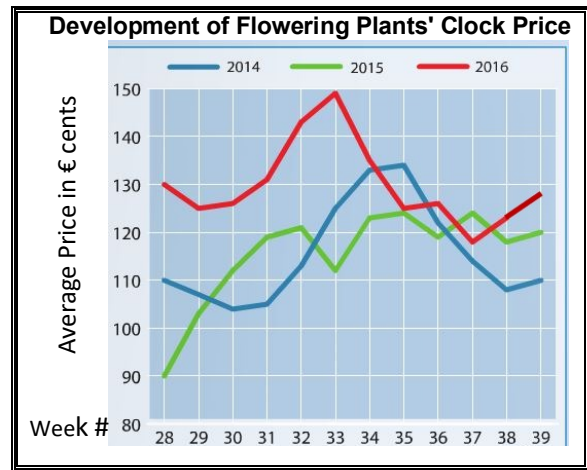
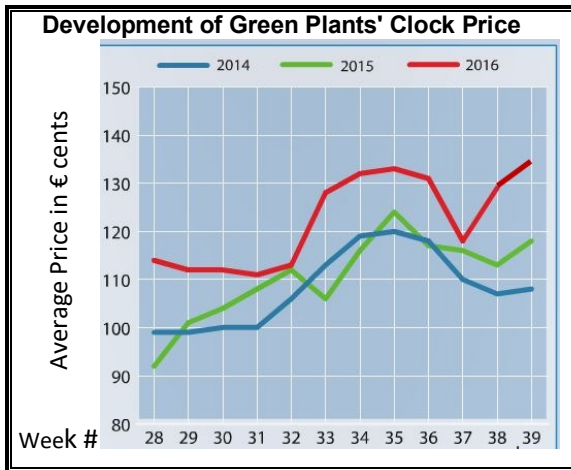
#### The Royal FloraHolland flower auctions' weekly supply and price index

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



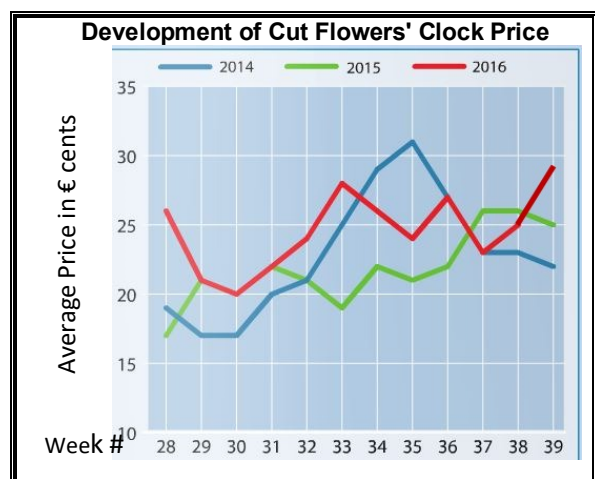
#### Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	15%	-2.3%
Chrysanthemum	20%	13%
Kalanchoe	2.4%	19%
Anthurium	-11%	7.4%
Cyclamen	-5.8%	-1.7%
Arrangements	11%	7.3%
Rose	5.0%	-3.2%
Ficus	-12%	10%
Dracaena	-0.3%	4.2%
Various Houseplants	-24%	15%
Spathiphyllum	0.0%	-0.1%
Orchid Various	83%	-15%
Dendrobium	17%	0.1%
Hedera	18%	0.9%
Various Green Plants	0.8%	16%
<b>Total top 15</b>	<b>7.1%</b>	<b>4.1%</b>
<b>Total Houseplants</b>	<b>5.1%</b>	<b>6.7%</b>



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-15%	31%
Chrysanthemum Spray	0.3%	3.8%
Lily Oriental	-9.1%	-4.9%
Chrysanthemum Single	3.0%	6.5%
Roses Small	-10%	2.2%
Gerbera mini	1.6%	-9.1%
Hydrangea	-4.4%	19%
Eustoma Lisianthus (full)	34%	-9.7%
Chrysanthemum Santini	-5.5%	29%
Rose Spray	-9.7%	39%
Hydrangea classic	-12%	32%
Gerbera Big	1.6%	-3.5%
Alstroemeria	1.1%	-0.3%
Helianthus	-5.5%	41%
Lilium LA-hybrids	14%	-4.1%
Cymbidium large (stem)	20%	-5.1%
Zantedeschia/Calla Various	-4.0%	8.0%
Freesia Single	-2.8%	-5.7%
Eustoma Lisianthus Single	-17%	-6.5%
Carnation Standaard	8.9%	3.2%
<b>Total top 20</b>	<b>-6.7%</b>	<b>14%</b>
<b>Total Cut Flowers</b>	<b>-3.3%</b>	<b>10%</b>



Much higher clock prices also for: achillea, aconitum, agapanthus, anemone, asclepias, dianthus barbatus, eucalyptus, fatsia, leucadendron, and solidago.

Much lower clock prices for: campanula, delphinium, and limonium.



Monthly statistic – September 2016

September 2016	Change vs 2015		Price €
	Quantity	Price	
<b>Top15 Cut Flowers</b>			<b>2016</b>
Roses Big	-10%	12%	0.225
Chrysanthemum Spray	-2.5%	4.5%	0.227
Liliy	1.2%	-9.9%	0.396
Hydrangea	-5.7%	17%	1.338
Gerbera	-1%	-4.9%	0.109
Eustoma Lisianthus	13%	2.2%	0.436
Chrysanthemum Single	3.7%	-6.0%	0.381
Alstroemeria	4.8%	-5.5%	0.204
Freesia	9.4%	-11%	0.149
Helianthus	20%	-0.6%	0.224
Zantedeschia/Calla	-4.9%	-0.2%	0.333
Cymbidium	13%	-9.4%	3.310
Dianthus/Carnations	8.9%	-1.8%	0.157
Hypericum	12%	-4.0%	0.194
Gladioli	-7.0%	6.8%	0.171
<b>Total Cut Flowers</b>	<b>-2.1%</b>	<b>3%</b>	<b>0.236</b>

September 2016	Change vs 2015		Price €
	Quantity	Price	
<b>Top15 Houseplants</b>			<b>2016</b>
Phalaenopsis	1.3%	-3.5%	3.576
Chrysanthemum	-0.5%	5.9%	0.969
Kalanchoe	2.7%	11%	0.739
Anthurium	-14%	9.3%	3.272
Bromelia	2.4%	-2.3%	2.009
Rose	5.6%	-14%	0.909
Cyclamen	-19%	-0.6%	0.822
Ficus	-12%	6.6%	3.056
Arrangements	-7.9%	-0.1%	3.311
Dracaena	-1.7%	2.9%	1.860
Various Houseplants	-8.0%	3.8%	1.689
Spathiphyllum	0.3%	5.0%	1.254
Dendrobium	23%	-5.8%	3.466
Orchid Various	18%	-7.9%	3.599
Hedera	6.9%	-1.5%	0.659
<b>Total Houseplants</b>	<b>-1.3%</b>	<b>2.1%</b>	<b>1.718</b>

**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. W39 Date: 05/10/2016**

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 : 39 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\$ = 102.41 Yen**

<u>Product Name &amp; 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>	
<b>D = Domestic I = Imported</b>					
<b>Total Cut Flowers Sold</b>	<b>15,571,783</b>				
Alstroemeria -- D	156,025	19	250	103	1.01
Alstroemeria -- I	19,060		130	31	0.30 COL ISR NLD
Ammi majus -- D	15,910	9	150	76	0.74
Ammi majus -- I	40		85	85	0.83
Anigozanthos -- D	0				
Anigozanthos -- I	3,620	36	250	91	0.88 AUS NLD ZWE
Anthurium Pink -- D	30		400	253	2.47
Anthurium Pink -- I	8,089	10	180	58	0.57 THA
Anthurium Red -- D	332		350	160	1.56
Anthurium Red -- I	11,342	3	220	65	0.63 AUS THA USA ZAF
Anthurium White -- D	95		140	98	0.96
Anthurium White -- I	5,176	1	220	71	0.69 THA
Banksia -- D	114		130	107	1.04
Banksia -- I	624	100	400	177	1.73 AUS NZL
Bupleurum -- D	15,810	9	140	77	0.75
Bupleurum -- I	0				
Calla -- D	50,525	18	300	104	1.02
Calla -- I	3,259	19	220	123	1.21 NLD NZL
Carnations Spray -- D	349,785	5	160	52	0.51
Carnations Spray -- I	824,545	10	70	32	0.32 COL
Carnations Standard -- D	358,645	3	160	53	0.52
Carnations Standard -- I	836,006	5	175	39	0.38 COL
Chrysanthemum Spray -- D	568,015	4	140	53	0.52
Chrysanthemum Spray -- I	539,825	5	128	42	0.41 KOR
Delphinium -- D	110,761	10	380	111	1.08
Delphinium -- I	0				
Dracaena -- D	50,906	5	1,500	35	0.34
Dracaena -- I	237,967	1	160	27	0.26 SGP
Euphorbia Marginata -- D	2,960		68	46	0.45
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	517,957		5,000	128	1.25	
Eustoma -- I	150		114	83	0.81	
Freesia -- D	0					
Freesia -- I	1,300	16	60	36	0.35	NLD
Gentiana -- D	868,932	2	238	40	0.39	
Gentiana -- I	0					
Gerbera -- D	347,718	10	120	36	0.35	
Gerbera -- I	0					
Gladiolus -- D	134,873	10	120	65	0.64	
Gladiolus -- I	0					
Gypsophila -- D	170,850	17	300	95	0.93	
Gypsophila -- I	13,560		220	42	0.41	ISR
Heliconia Pendula -- D	2,345		120	44	0.43	
Heliconia Pendula -- I	66		600	282	2.75	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,067	25	150	62	0.60	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	9,680		162	95	0.93	AUS NZL ZAF
Lily Casablanca -- D	38,750	22	900	264	2.58	
Lily Casablanca -- I	960	35	120	81	0.79	KOR
Lily Longiflorum -- D	69,110	5	170	83	0.81	
Lily Longiflorum -- I	3,610	15	65	33	0.33	KOR
Limonium Sinuatum -- D	206,080	10	110	44	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	80		100	77	0.75	
Molucella -- I	0					
Nerine -- D	3,210		180	50	0.49	
Nerine -- I	18,021	33	185	89	0.87	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	90,955	5	90	23	0.23	SGP THA
Orchid Cymbidium -- D	615	134	650	300	2.93	
Orchid Cymbidium -- I	13,366	90	1,100	538	5.25	NLD NZL
Orchid Oncidium -- D	14,384	15	550	100	0.98	
Orchid Oncidium -- I	194,265	1	180	49	0.48	SGP TAI THA
Orchid Phalaenopsis -- D	11,956	11	1,600	467	4.56	
Orchid Phalaenopsis -- I	9,947	233	880	615	6.00	AUS NZL
Orchid Sonia -- D	250		16	16	0.16	
Orchid Sonia -- I	151,930	5	50	20	0.19	THA
Ornithogalum -- D	5,910	40	110	80	0.78	
Ornithogalum -- I	26,015	8	70	24	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,817	70	1,700	370	3.61	AUS ZAF
Protea others -- D	80		150	144	1.41	
Protea others -- I	1,845	25	1,650	297	2.90	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	620	75	260	202	1.97	AUS
<b>Rose Total -- D</b>	<b>987,755</b>	<b>1</b>	<b>1,000</b>	<b>80</b>	<b>0.78</b>	
<b>Rose Total -- I</b>	<b>329,934</b>	<b>5</b>	<b>425</b>	<b>70</b>	<b>0.68</b>	
Rose Amada -- D	11,957	28	220	116	1.13	
Rose Amada -- I	0					
Rose Avalanche -- D	84,120	5	200	82	0.80	
Rose Avalanche -- I	1,450	5	90	68	0.66	IND
Rose Carpe Diem -- D	23,035	12	185	71	0.69	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	57			100	0.98	
Rose Freedom -- I	31,450	42	171	103	1.00	COL
Rose Gold Rush -- D	15,590	11	171	71	0.69	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	340		70	47	0.46	
Rose Gold Strike -- I	2,100	20	63	33	0.32	COL IND
Rose Noblesse -- D	2,905	5	132	34	0.33	
Rose Noblesse -- I	1,500		40	29	0.28	IND NLD

<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 Red Roses D --	29,641	5	500	69	0.67	
Rose Red Roses I --	23,764		174	96	0.94	
Rose Red Star -- D	7,487	10	171	66	0.64	
Rose Red Star -- I	0					
Rose Samurai -- D	56,340	10	250	102	1.00	
Rose Samurai -- I	8,705	42	141	90	0.88	IND
Rose Sweet Avalanche -- D	36,480	15	180	68	0.66	
Rose Sweet Avalanche -- I	1,000	30	90	50	0.49	
Rose Sweet Unique -- D	2,640	20	130	56	0.55	
Rose Sweet Unique -- I	5,999	48	150	92	0.90	COL
Rose Teresa -- D	4,765	10	140	60	0.59	
Rose Teresa -- I	0					
Rose Tineke -- D	22,095	1	170	49	0.48	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	15,548	30	200	91	0.89	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	8,970	30	200	110	1.08	
Rose Spr Babe -- I	1,500	10	141	92	0.89	KOR
Rose Spr Lovely Lydia -- D	7,245	30	186	108	1.06	
Rose Spr Lovely Lydia -- I	630	40	65	60	0.59	KOR
Rose Spr Shooting Star -- D	4,300	20	200	91	0.89	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,050	40	200	113	1.10	
Sandersonia -- I	0					
Trachelium -- D	400		75	64	0.62	
Trachelium -- I	550		135	94	0.92	ISR NLD
Tulip -- D	0					
Tulip -- I	100		80	61	0.60	NLD
Waxflowers -- D	500			23	0.22	
Waxflowers -- I	23,905	30	100	58	0.57	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		333	317	3.10	
Beargrass -- I	690		350	83	0.81	USA
Leatherleaves -- D	86,020		55	26	0.26	
Leatherleaves -- I	237,140		35	14	0.13	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,380		40	28	0.27	ISR
Ruscus Italian -- D	3,820		146	31	0.31	
Ruscus Italian -- I	10,195	10	70	33	0.33	ITA
Salal -- D	0					
Salal -- I	14,881	5	600	118	1.16	USA