

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.

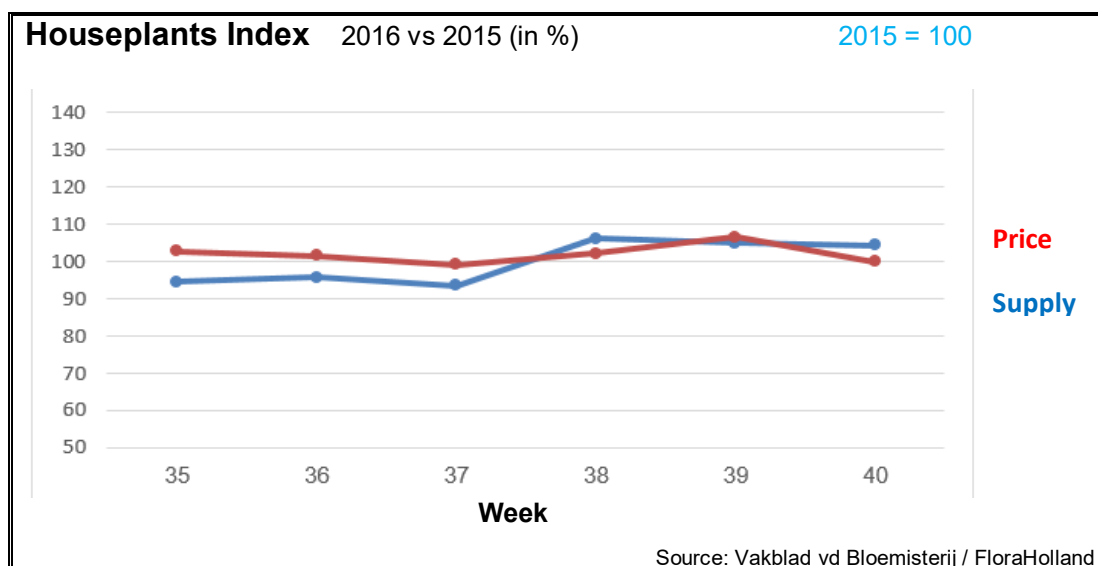
The Market Insider team

Week No. 40-2016

Date: 12/10/2016

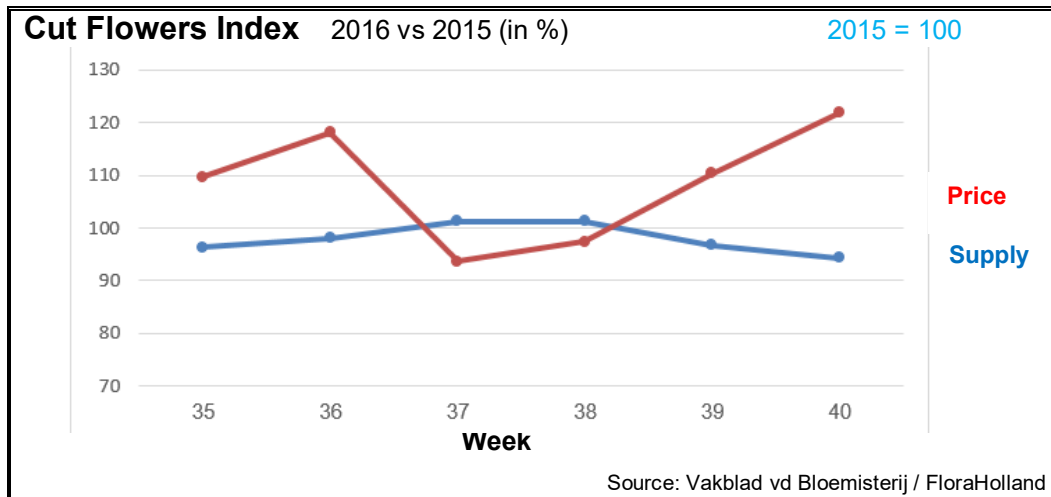
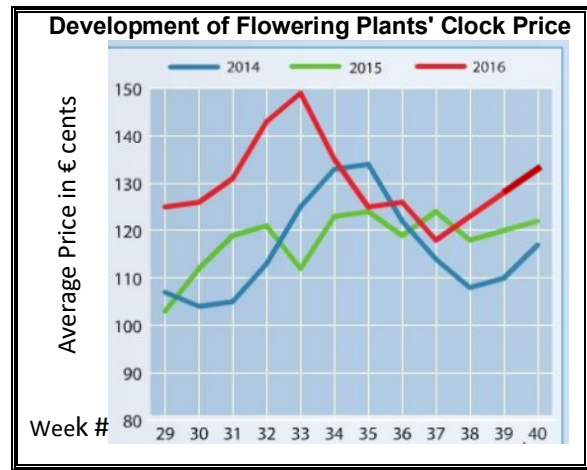
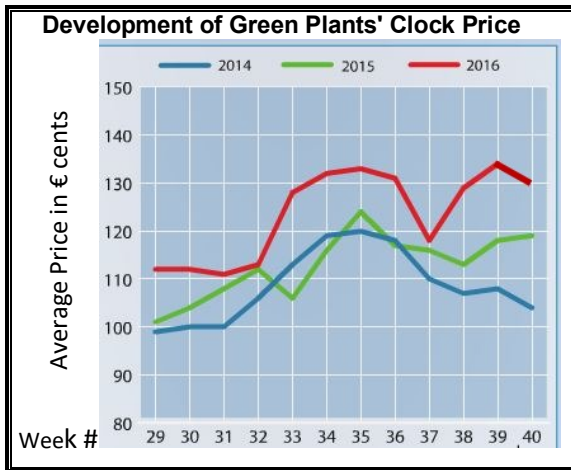
The Royal FloraHolland flower auctions' weekly supply and price index

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



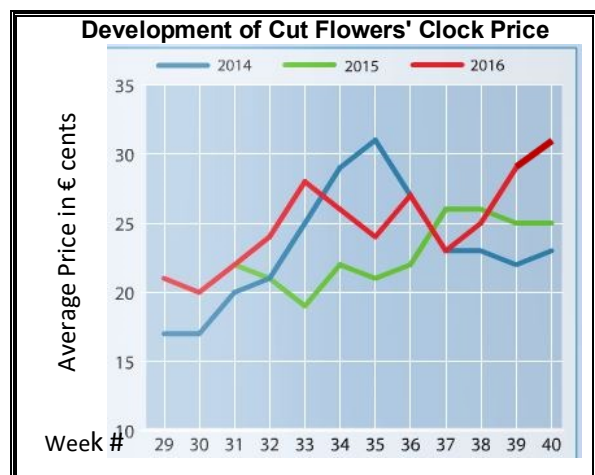
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	-8.8%	1.5%
Chrysanthemum	28%	7.5%
Anthurium	-11%	17%
Rose	33%	-13%
Kalanchoe	-0.6%	16%
Cyclamen	7.0%	-3.7%
Arrangements	0.6%	5.0%
Ficus	12%	4.0%
Dracaena	12%	7.6%
Various Houseplants	-16%	11%
Spathiphyllum	10%	7.4%
Hedera	8.6%	11%
Dendrobium	-3.2%	10%
Various Green Plants	18%	2.4%
Orchid Various	-34%	-5.3%
Total top 15	4.5%	-2.9%
Total Houseplants	4.4%	-0.1%



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-15%	45%
Chrysanthemum Spray	-2.7%	8.6%
Gerbera mini	2.8%	39%
Chrysanthemum Single	3.0%	13%
Lily Oriental	-10%	5.1%
Roses Small	-20%	11%
Chrysanthemum Santini	-5.9%	42%
Hydrangea	3.6%	7.0%
Eustoma Lisianthus (full)	18%	12%
Rose Spray	-23%	59%
Hydrangea classic	-17%	33%
Gerbera Big	-4.8%	1.6%
Alstroemeria	-15%	27%
Cymbidium large (stem)	31%	-1.8%
Zantedeschia/Calla Various	-16%	24%
Lilium LA-hybrids	10%	-11%
Helianthus	-24%	114%
Tulip (single)	66%	-11%
Eustoma Lisianthus Single	-17%	13%
Anthurium	-6.0%	-4.8%
Total top 20	-9.0%	27%
Total Cut Flowers	-5.7%	22%



Much higher clock prices also for: achillea, aconitum, agapanthus, anemone, asclepias, aspidistra, aster, delphinium, dianthus barbatus, eucalyptus, helianthus, and matthiola.

Much lower clock prices for: aspidistra, campanula, chamelaucium/wax-flower, and gypsophila.

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. W40 Date: 12/10/2016

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 : 40 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\$ = 103.95 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	16,372,320				
Alstroemeria -- D	167,195	19	300	107	1.03
Alstroemeria -- I	16,670	10	132	38	0.37 COL ISR NLD
Ammi majus -- D	17,720	8	150	81	0.78
Ammi majus -- I	230		90	90	0.87
Anigozanthos -- D	0				
Anigozanthos -- I	4,510	37	250	90	0.87 AUS NLD ZWE
Anthurium Pink -- D	0				
Anthurium Pink -- I	9,670	10	180	66	0.64 THA
Anthurium Red -- D	221		200	152	1.46
Anthurium Red -- I	11,457	10	250	78	0.75 AUS THA USA ZAF
Anthurium White -- D	107		180	97	0.93
Anthurium White -- I	4,388	10	220	92	0.88 THA
Banksia -- D	118		220	130	1.25
Banksia -- I	634	100	350	193	1.85 AUS NZL
Bupleurum -- D	14,765	11	140	79	0.76
Bupleurum -- I	0				
Calla -- D	54,900	20	300	109	1.05
Calla -- I	5,597	20	220	105	1.01 NLD NZL
Carnations Spray -- D	357,575	10	160	55	0.53
Carnations Spray -- I	1,103,588	10	170	32	0.31 COL
Carnations Standard -- D	406,782	4	160	54	0.52
Carnations Standard -- I	1,022,680	9	175	43	0.42 COL
Chrysanthemum Spray -- D	617,575	10	150	65	0.63
Chrysanthemum Spray -- I	548,376	10	160	58	0.56 KOR
Delphinium -- D	104,553	18	400	125	1.20
Delphinium -- I	0				
Dracaena -- D	47,204	5	1,500	42	0.40
Dracaena -- I	235,936	3	160	32	0.31 SGP
Euphorbia Marginata -- D	4,640		65	46	0.44
Euphorbia Marginata -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	568,584	10	4,000	140	1.34	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	1,950	29	60	47	0.45	NLD
Gentiana -- D	719,270	1	238	51	0.49	
Gentiana -- I	0					
Gerbera -- D	376,121	5	120	44	0.42	
Gerbera -- I	0					
Gladiolus -- D	153,751	10	130	64	0.62	
Gladiolus -- I	0					
Gypsophila -- D	151,650	17	300	118	1.14	
Gypsophila -- I	10,460		160	48	0.46	ISR
Heliconia Pendula -- D	3,110		120	43	0.41	
Heliconia Pendula -- I	96		500	336	3.23	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,947	30	200	69	0.66	AUS NZL ZAF
Leucospermum Cordifolium -- D	15			60	0.58	
Leucospermum Cordifolium -- I	6,662		180	112	1.08	AUS NZL ZAF
Lily Casablanca -- D	40,505	40	900	298	2.87	
Lily Casablanca -- I	960	55	102	74	0.71	KOR
Lily Longiflorum -- D	58,345	20	200	101	0.97	
Lily Longiflorum -- I	960	40	55	46	0.45	KOR
Limonium Sinuatum -- D	215,330	10	135	50	0.48	
Limonium Sinuatum -- I	0					
Nerine -- D	3,187	15	180	67	0.64	
Nerine -- I	25,119	28	160	89	0.85	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	123,580	10	70	30	0.29	SGP THA
Orchid Cymbidium -- D	1,608	150	650	302	2.90	
Orchid Cymbidium -- I	15,983	150	1,200	529	5.09	NLD NZL
Orchid Oncidium -- D	19,587	18	550	99	0.95	
Orchid Oncidium -- I	179,370	5	200	58	0.56	SGP TAI THA
Orchid Phalaenopsis -- D	12,053	40	2,000	496	4.77	
Orchid Phalaenopsis -- I	10,556	280	880	642	6.18	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	112,300	10	57	25	0.24	THA
Ornithogalum -- D	4,825	40	110	87	0.83	
Ornithogalum -- I	35,720	5	100	26	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,209	60	1,500	422	4.06	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,558	10	1,800	200	1.92	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,240	5	280	166	1.60	AUS NZL
Rose Total -- D	1,146,746	1	600	90	0.87	
Rose Total -- I	381,696	5	900	70	0.67	
Rose Amada -- D	14,675	30	235	123	1.18	
Rose Amada -- I	0					
Rose Avalanche -- D	99,474	15	230	107	1.03	
Rose Avalanche -- I	830	8	26	17	0.17	IND NLD
Rose Carpe Diem -- D	25,340	10	180	77	0.74	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	37,254	40	171	105	1.01	COL
Rose Gold Rush -- D	15,940	20	175	76	0.74	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	120		70	50	0.48	
Rose Gold Strike -- I	3,230	19	50	30	0.29	COL IND
Rose Noblesse -- D	5,290	10	80	36	0.35	
Rose Noblesse -- I	640		40	28	0.27	IND
Rose Red Roses D --	33,231	5	500	74	0.72	
Rose Red Roses I --	35,463		171	93	0.89	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Star -- D	6,765	15	180	73	0.70	
Rose Red Star -- I	0					
Rose Samourai -- D	63,680	20	220	102	0.98	
Rose Samourai -- I	11,350	35	132	90	0.86	IND
Rose Sweet Avalanche -- D	45,200	9	190	83	0.80	
Rose Sweet Avalanche -- I	240		35	35	0.34	
Rose Sweet Unique -- D	1,990	30	140	63	0.61	
Rose Sweet Unique -- I	7,065	10	140	76	0.73	COL
Rose Teresa -- D	7,350	10	144	66	0.63	
Rose Teresa -- I	0					
Rose Tineke -- D	31,345	9	170	72	0.69	
Rose Tineke -- I	100		21	21	0.20	IND
Rose Yves Piaget -- D	16,758	30	220	124	1.19	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	9,525	40	200	116	1.11	
Rose Spr Babe -- I	4,098	36	160	80	0.77	KOR
Rose Spr Lovely Lydia -- D	6,740	40	220	112	1.08	
Rose Spr Lovely Lydia -- I	590	60	90	64	0.62	KOR
Rose Spr Shooting Star -- D	4,770	40	220	97	0.93	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	10,770	50	192	116	1.12	
Sandersonia -- I	100	30	150	108	1.04	NZL
Trachelium -- D	500		80	63	0.61	
Trachelium -- I	0					
Waxflowers -- D	500			23	0.22	
Waxflowers -- I	31,090	32	100	68	0.65	AUS
Green Foliage						
Beargrass -- D	9		300	273	2.63	
Beargrass -- I	980	18	350	104	1.00	USA
Leatherleaves -- D	66,910	5	60	28	0.27	
Leatherleaves -- I	242,051	3	45	15	0.14	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,720		40	30	0.29	ISR
Ruscus Italian -- D	2,380		150	39	0.37	
Ruscus Italian -- I	6,050	22	80	46	0.44	ITA
Salal -- D	0					
Salal -- I	13,007	20	645	153	1.47	USA