

## 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.

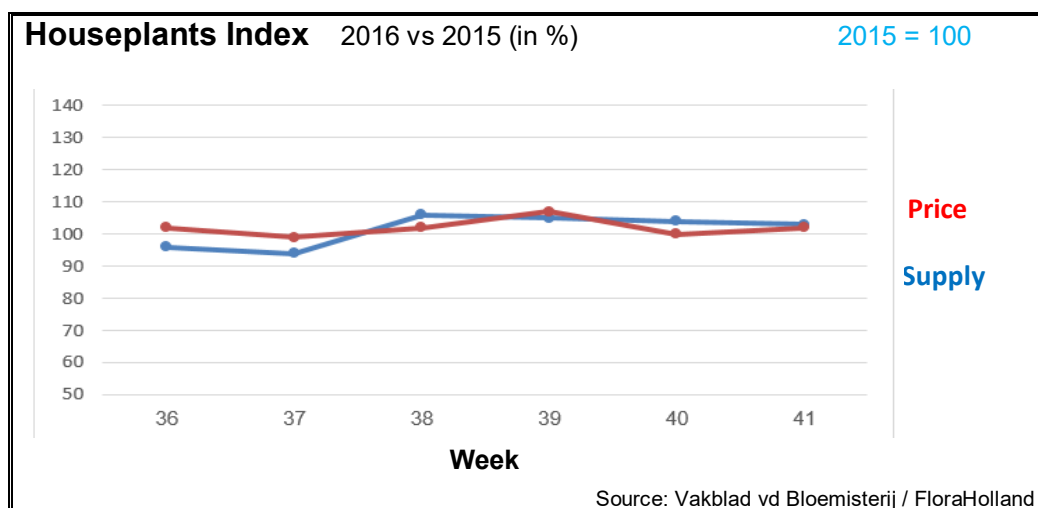
The Market Insider team

Week No. 41-2016

Date: 19/10/2016

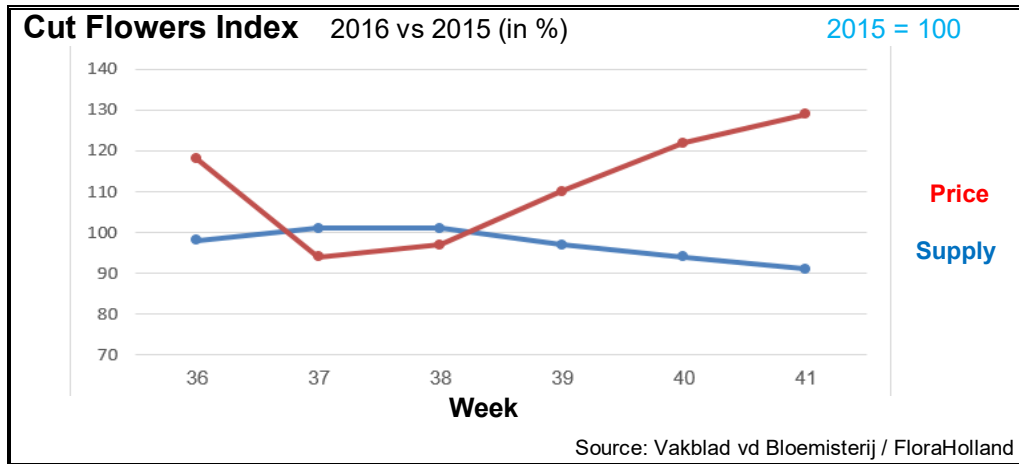
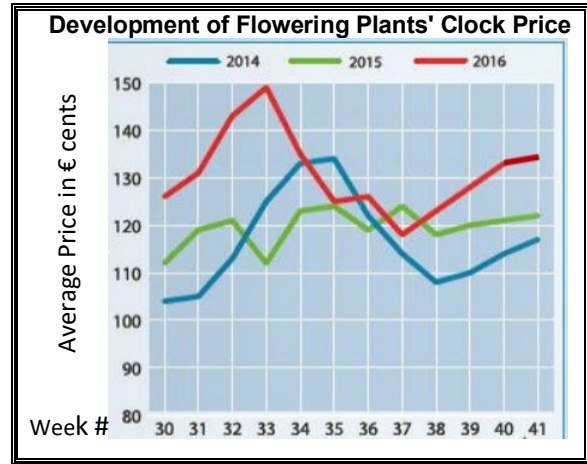
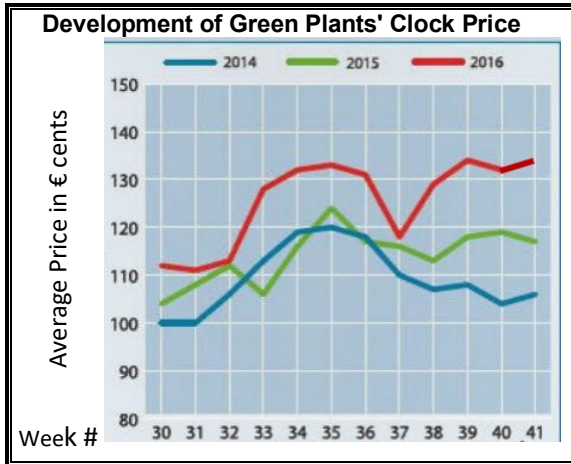
#### The Royal FloraHolland flower auctions' weekly supply and price index

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



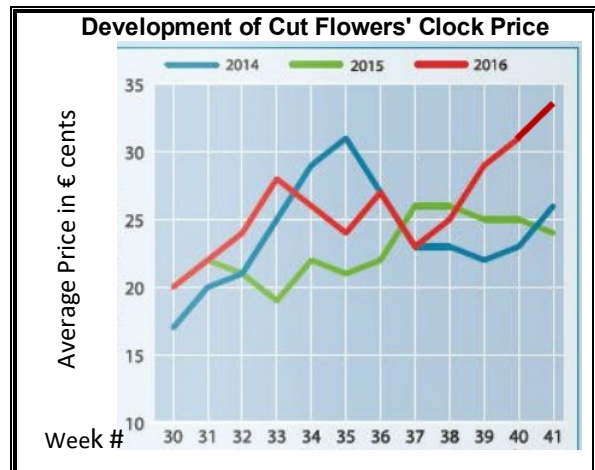
Actual relative supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	-5.7%	3.5%
Chrysanthemum	0.1%	2.6%
Anthurium	7.9%	10%
Kalanchoe	-3.4%	19%
Cyclamen	6.7%	-2.1%
Rose	25%	-10%
Arrangements	-13%	23%
Bromelia Various	125%	-47%
Various Houseplants	66%	-2.1%
Ficus	-5.9%	0.5%
Dendrobium	55%	3.1%
Dracaena	-3.9%	8.4%
Spathiphyllum	-3.4%	6.0%
Hedera	-3.6%	10%
Various Green Plants	27%	-3.4%
<b>Total top 15</b>	<b>4.5%</b>	<b>0.6%</b>
<b>Total Houseplants</b>	<b>2.7%</b>	<b>2.2%</b>



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-12%	42%
Chrysanthemum Spray	-0.4%	14%
Gerbera mini	-8.8%	84%
Chrysanthemum Single	-0.3%	15%
Lilium Oriental	-17%	16%
Chrysanthemum Santini	2.7%	48%
Roses Small	-32%	7%
Eustoma Lisianthus (full)	5.4%	30%
Hydrangea classic	-20%	35%
Hydrangea	-2%	-0.8%
Rose Spray	-28%	63%
Gerbera Big	-3.0%	28%
Alstroemeria	-6.7%	30%
Cymbidium large (stem)	12%	3.0%
Lilium LA-hybrids	-6.7%	30%
Tulip (single)	26%	-6.9%
Zantedeschia/Calla Various	-30%	35%
Hippeastrum/Amarillis	40%	-6.8%
Anthurium	-12%	2.5%
Eustoma Lisianthus Single	-14%	27%
<b>Total top 20</b>	<b>-11%</b>	<b>32%</b>
<b>Total Cut Flowers</b>	<b>-9.3%</b>	<b>29%</b>



Much higher clock prices also for: achillea, aconitum, agapanthus, anemone, anigozanthos, asclepias, aspidistra, aster, carthamus, delphinium, eucalyptus, gladiolus, liatris, matthiola, ornithogalum, phlox, solidago, and zantedeschia.

Much lower clock prices for: campanula, gypsophila, and wax flower.

**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. W41 Date: 19/10/2016**

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 : 41 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\$ = 104.13 Yen**

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
<b>Total Cut Flowers Sold</b>	<b>16,413,115</b>					
Alstroemeria -- D	145,490	19	500	112	1.08	
Alstroemeria -- I	25,770	13	135	37	0.35	COL ISR NLD
Ammi majus -- D	13,473	40	150	83	0.79	
Ammi majus -- I	80		90	86	0.83	
Anigozanthos -- D	0					
Anigozanthos -- I	23,120	20	200	80	0.77	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	8,970	15	220	69	0.66	THA
Anthurium Red -- D	210		200	169	1.62	
Anthurium Red -- I	10,824	5	250	82	0.79	AUS THA USA ZAF
Anthurium White -- D	70		150	104	1.00	
Anthurium White -- I	4,242	20	220	92	0.88	THA
Banksia -- D	111		120	110	1.06	
Banksia -- I	295	100	500	226	2.17	AUS NZL
Bupleurum -- D	14,230	26	140	87	0.83	
Bupleurum -- I	0					
Calla -- D	41,428	5	320	115	1.10	
Calla -- I	3,945	58	600	122	1.17	NLD NZL
Carnations Spray -- D	314,275	15	160	56	0.54	
Carnations Spray -- I	1,167,901	7	175	34	0.33	COL
Carnations Standard -- D	397,730	10	160	55	0.53	
Carnations Standard -- I	1,072,490	10	175	46	0.44	COL
Chrysanthemum Spray -- D	651,729	15	155	72	0.69	
Chrysanthemum Spray -- I	742,125	10	240	65	0.62	KOR
Delphinium -- D	86,293	18	400	145	1.39	
Delphinium -- I	0					
Dracaena -- D	44,079	10	1,500	44	0.43	
Dracaena -- I	247,694	5	135	34	0.32	SGP
Euphorbia Marginata -- D	3,520		70	45	0.43	
Euphorbia Marginata -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	511,828	19	700	153	1.47	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	3,950	26	65	46	0.45	NLD
Gentiana -- D	532,130	10	180	67	0.64	
Gentiana -- I	0					
Gerbera -- D	422,888	17	130	44	0.43	
Gerbera -- I	0					
Gladiolus -- D	124,540	15	180	68	0.65	
Gladiolus -- I	0					
Gypsophila -- D	151,885	17	400	152	1.46	
Gypsophila -- I	11,028	15	192	55	0.52	ISR
Heliconia Pendula -- D	2,135		150	61	0.58	
Heliconia Pendula -- I	89		750	408	3.92	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,993	37	160	72	0.70	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,350		240	122	1.17	AUS NZL ZAF
Lily Casablanca -- D	22,869	43	900	360	3.46	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	60,260	22	200	115	1.11	
Lily Longiflorum -- I	1,080		80	72	0.69	KOR NLD
Limonium Sinuatum -- D	210,100	10	140	58	0.55	
Limonium Sinuatum -- I	0					
Nerine -- D	2,196		150	71	0.68	
Nerine -- I	30,310	35	160	88	0.85	NLD NZL
Orchid Anna -- D	350		45	45	0.43	
Orchid Anna -- I	163,705	10	60	32	0.31	SGP THA
Orchid Cymbidium -- D	2,064	50	900	359	3.45	
Orchid Cymbidium -- I	12,041	200	1,200	574	5.51	NLD NZL
Orchid Oncidium -- D	17,608	25	600	102	0.98	
Orchid Oncidium -- I	173,230	10	200	65	0.62	SGP TAI THA
Orchid Phalaenopsis -- D	10,141	100	1,650	482	4.63	
Orchid Phalaenopsis -- I	12,406	132	900	561	5.39	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	135,949	10	60	29	0.28	THA
Ornithogalum -- D	2,640	54	125	103	0.99	
Ornithogalum -- I	50,748	12	110	28	0.27	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,170	70	1,680	381	3.65	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,980	35	1,300	149	1.43	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,190	41	240	148	1.42	AUS NZL
<b>Rose Total -- D</b>	<b>1,055,123</b>	<b>4</b>	<b>600</b>	<b>84</b>	<b>0.81</b>	
<b>Rose Total -- I</b>	<b>367,780</b>	<b>5</b>	<b>625</b>	<b>65</b>	<b>0.62</b>	
Rose Amada -- D	13,195	39	250	118	1.13	
Rose Amada -- I	0					
Rose Avalanche -- D	89,351	10	220	87	0.83	
Rose Avalanche -- I	1,440	8	69	33	0.32	IND NLD
Rose Carpe Diem -- D	19,592	20	180	78	0.75	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	33,665	40	171	96	0.93	COL
Rose Gold Rush -- D	15,615	20	150	73	0.70	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	120		70	65	0.62	
Rose Gold Strike -- I	2,880	10	50	30	0.29	COL IND
Rose Noblesse -- D	4,580		86	38	0.36	
Rose Noblesse -- I	3,045		44	32	0.31	IND
Rose Red Roses D --	29,517	5	500	74	0.71	
Rose Red Roses I --	23,990		171	90	0.86	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Rose Red Star -- D	6,615		25	170	73	0.70	
Rose Red Star -- I	0						
Rose Samourai -- D	66,900		15	220	93	0.89	
Rose Samourai -- I	7,485		40	141	81	0.78	IND
Rose Sweet Avalanche -- D	44,310		15	180	73	0.70	
Rose Sweet Avalanche -- I	310			45	38	0.36	
Rose Sweet Unique -- D	1,720		30	150	69	0.67	
Rose Sweet Unique -- I	4,455		30	125	78	0.75	
Rose Teresa -- D	7,860		10	130	67	0.64	
Rose Teresa -- I	0						
Rose Tineke -- D	23,290		5	170	61	0.58	
Rose Tineke -- I	100			15	15	0.14	IND
Rose Yves Piaget -- D	16,068		24	210	105	1.01	
Rose Yves Piaget -- I	220			120	107	1.03	NLD
Rose Spr Babe -- D	8,860		40	185	111	1.06	
Rose Spr Babe -- I	3,496		36	147	75	0.72	KOR
Rose Spr Lovely Lydia -- D	6,315		40	185	102	0.98	
Rose Spr Lovely Lydia -- I	1,680		40	90	62	0.59	KOR
Rose Spr Shooting Star -- D	5,190		30	220	100	0.96	
Rose Spr Shooting Star -- I	0						
Sandersonia -- D	9,280		55	204	125	1.20	
Sandersonia -- I	320		80	150	119	1.15	NZL
Trachelium -- D	600			90	67	0.64	
Trachelium -- I	550			140	109	1.04	ISR NLD
Waxflowers -- D	400				23	0.22	
Waxflowers -- I	37,543		20	120	69	0.66	AUS
<b>Green Foliage</b>							
Beargrass -- D	5			300	292	2.80	
Beargrass -- I	1,370		10	350	94	0.90	USA
Leatherleaves -- D	75,280		7	60	31	0.30	
Leatherleaves -- I	233,690		2	40	16	0.15	USA
Ruscus Israel -- D	0						
Ruscus Israel -- I	7,200			40	29	0.28	ISR
Ruscus Italian -- D	1,390			100	69	0.66	
Ruscus Italian -- I	10,570		20	80	43	0.42	ITA
Salal -- D	0						
Salal -- I	12,803		27	720	154	1.48	USA