

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.

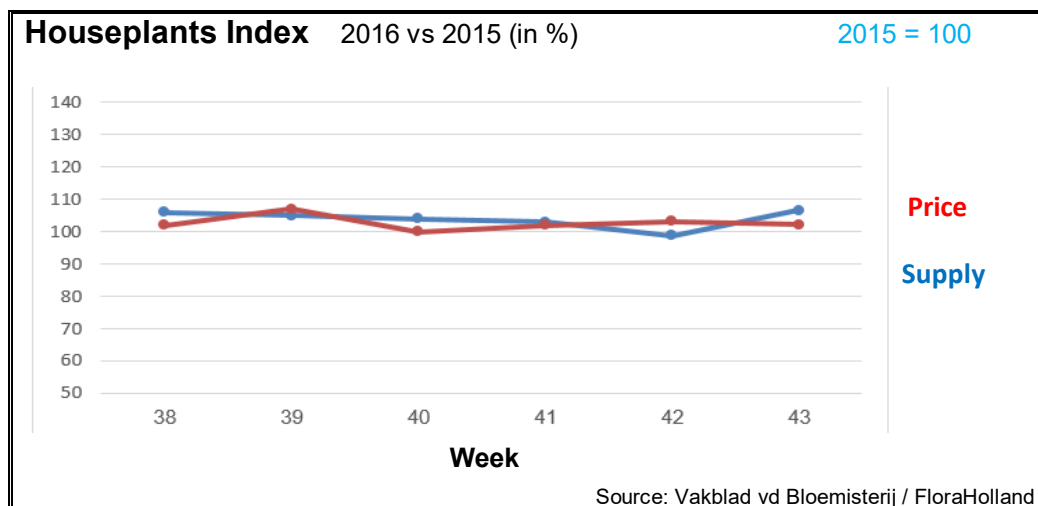
The Market Insider team

Week No. 43-2016

Date: 02/11/2016

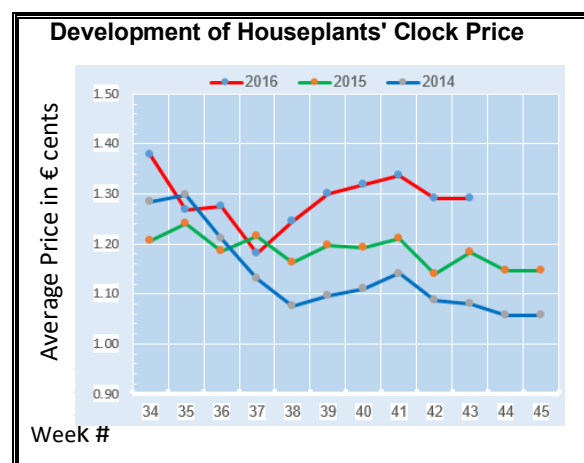
The Royal FloraHolland flower auctions' weekly supply and price index

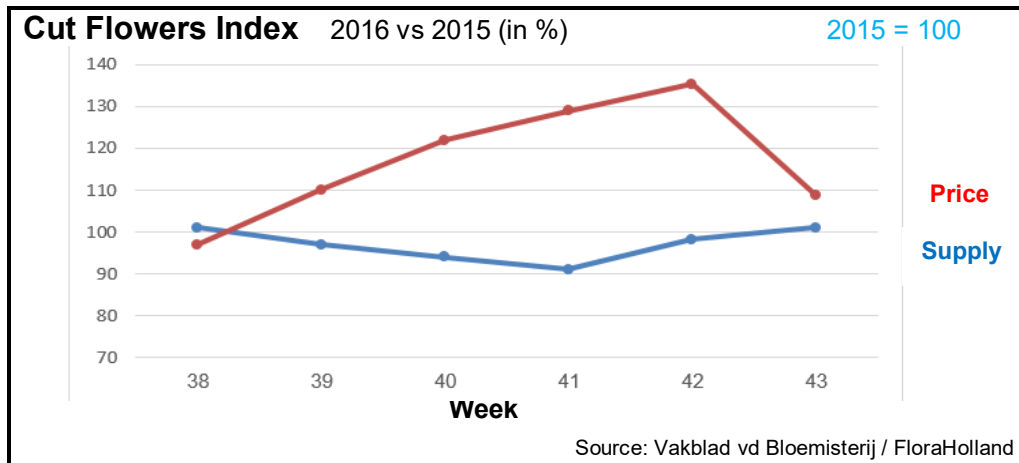
(Representing the relative supply and average price, compared to the same weeks of last year)



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

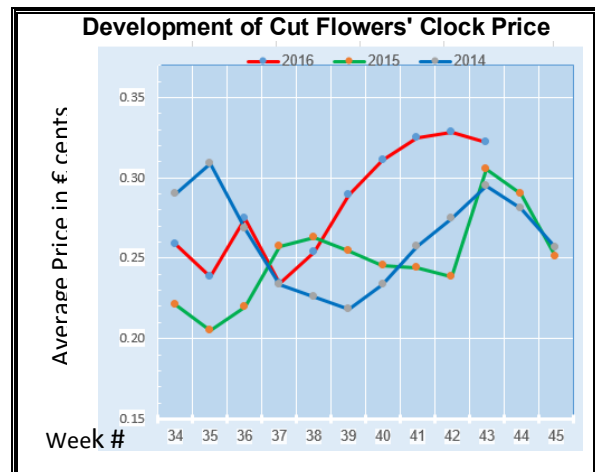
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-2.0%	2.2%
Chrysanthemum	11%	-2.9%
Anthurium	39%	6.9%
Kalanchoe	31%	11%
Cyclamen	-22%	5.9%
Arrangements	17%	-0.6%
Rose	-16%	1.3%
Hippeastrum/Amaryllis	1.3%	12%
Dracaena	16%	10%
Various Houseplants	22%	-12%
Ficus	-16%	2.2%
Hyacinth	57%	-1.9%
Bromelia Various	372%	-43%
Spathiphyllum	23%	-2.0%
Hedera	-4.5%	6.4%
Total top 15	8.7%	-0.4%
Total Houseplants	6.6%	2.1%





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	3.9%	13%
Chrysanthemum Spray	1.1%	-8.9%
Chrysanthemum Single	21%	1.3%
Gerbera mini	0.1%	52%
Lily Oriental	-19%	11%
Cymbidium large (stem)	-25%	12%
Chrysanthemum Santini	-1.7%	30%
Roses Small	-15%	2.1%
Gerbera Big	0.9%	41%
Anthurium	-22%	-22%
Hydrangea classic	-17%	47%
Hippeastrum/Amaryllis	54%	-10%
Eustoma Lisianthus (full)	22%	8.6%
Rose Spray	-7.2%	27%
Tulip (single)	55%	-17%
Alstroemeria	4.7%	0.7%
Lilium LA-hybrids	2.6%	10%
Carnation Standard	15%	19%
Zantedeschia/Calla Various	-8.1%	21%
Hydrangea	-0.5%	-1.9%
Total top 20	1.4%	7.9%
Total Cut Flowers	1.1%	8.9%



Much higher clock prices also for: achillea, agapanthus, anigozanthos, asclepias, carthamus, dianthus barbatus, gladiolus, limonium, ornithogalum, pittedosporum, and solidago.

Much lower clock prices for: anthurium, campanula, wax flowers, and ranunculus.

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. W43 Date: 02/11/2016

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 : 43 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\$ = 104.93 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average US\$</u>	<u>Main Origin</u>	
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>			
<u>D = Domestic I = Imported</u>	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	<u>Main Origin</u>
Total Cut Flowers Sold	16,595,435					
Achilea -- D	150		40	40	0.38	
Achilea -- I	0					
Alstroemeria -- D	154,780	19	450	126	1.20	
Alstroemeria -- I	34,850	13	160	48	0.46	COL ISR NLD
Ammi majus -- D	17,484	15	150	77	0.73	
Ammi majus -- I	440		95	89	0.85	
Anigozanthos -- D	0					
Anigozanthos -- I	28,820	27	200	71	0.67	AUS NLD ZWE
Anthurium Pink -- D	10		180	180	1.72	
Anthurium Pink -- I	8,676	10	300	71	0.68	THA
Anthurium Red -- D	146		210	174	1.66	
Anthurium Red -- I	11,877	10	320	80	0.76	AUS THA USA ZAF
Anthurium White -- D	80		80	80	0.76	
Anthurium White -- I	3,824	13	220	99	0.95	THA
Banksia -- D	42		190	140	1.33	
Banksia -- I	180	137	350	213	2.03	AUS NZL
Bupleurum -- D	10,925	40	160	95	0.91	
Bupleurum -- I	0					
Calla -- D	34,728	33	350	126	1.20	
Calla -- I	6,490	36	300	152	1.45	NLD NZL
Carnations Spray -- D	287,925	10	160	53	0.51	
Carnations Spray -- I	1,164,442	5	170	35	0.33	COL
Carnations Standard -- D	427,055	4	160	44	0.42	
Carnations Standard -- I	1,162,319	6	175	39	0.37	COL
Chrysanthemum Spray -- D	762,110	5	305	69	0.66	
Chrysanthemum Spray -- I	922,725	10	235	53	0.50	KOR
Delphinium -- D	101,161	16	400	129	1.23	
Delphinium -- I	0					
Dracaena -- D	51,760	16	1,200	42	0.40	
Dracaena -- I	254,044	5	160	31	0.30	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	1,820		70	53	0.51	
Euphorbia Marginata -- I	0					
Eustoma -- D	448,405	5	600	167	1.59	
Eustoma -- I	480	88	93	90	0.85	
Freesia -- D	8,400		65	50	0.47	
Freesia -- I	4,050	30	68	50	0.47	NLD
Gentiana -- D	372,525	21	200	59	0.56	
Gentiana -- I	0					
Gerbera -- D	410,786	17	240	51	0.49	
Gerbera -- I	0					
Gladiolus -- D	71,267	20	180	98	0.94	
Gladiolus -- I	0					
Gypsophila -- D	154,663	17	450	159	1.52	
Gypsophila -- I	38,606	17	250	68	0.65	ISR
Heliconia Pendula -- D	2,380		150	64	0.61	
Heliconia Pendula -- I	120		600	276	2.63	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,835	45	180	73	0.70	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,221		230	124	1.18	AUS NZL ZAF
Lily Casablanca -- D	19,840	43	900	444	4.23	
Lily Casablanca -- I	240		200	169	1.61	KOR
Lily Longiflorum -- D	50,440	45	230	142	1.36	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	254,310	5	150	59	0.56	
Limonium Sinuatum -- I	0					
Molucella -- D	360		110	86	0.82	
Molucella -- I	0					
Nerine -- D	2,280		170	103	0.98	
Nerine -- I	33,379	10	180	74	0.70	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	143,790	10	70	25	0.24	SGP THA
Orchid Cymbidium -- D	5,915	92	900	407	3.88	
Orchid Cymbidium -- I	9,475	125	1,200	629	6.00	NLD NZL
Orchid Oncidium -- D	13,254	25	500	133	1.27	
Orchid Oncidium -- I	130,636	10	200	104	0.99	SGP TAI THA
Orchid Phalaenopsis -- D	12,310	53	1,600	475	4.53	
Orchid Phalaenopsis -- I	13,747	200	880	573	5.46	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	154,140	10	55	23	0.22	THA
Ornithogalum -- D	2,095	66	135	112	1.07	
Ornithogalum -- I	74,838	6	110	27	0.26	NLD ZAF
Protea King -- D	0					
Protea King -- I	967	15	1,400	297	2.83	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,939	25	1,620	137	1.31	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	845	90	260	202	1.92	AUS NZL
Rose Total -- D	991,398	5	2,500	90	0.86	
Rose Total -- I	560,151	1	1,200	52	0.50	
Rose Amada -- D	13,220	24	220	117	1.12	
Rose Amada -- I	0					
Rose Avalanche -- D	81,440	30	220	95	0.90	
Rose Avalanche -- I	3,250	20	100	34	0.32	IND NLD
Rose Carpe Diem -- D	17,424	30	200	95	0.91	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	36,732	30	160	93	0.89	COL
Rose Gold Rush -- D	14,549	24	185	82	0.78	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	360		80	61	0.58	
Rose Gold Strike -- I	7,960	12	55	33	0.32	COL IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	3,210	10	100	44	0.42	
Rose Noblesse -- I	4,250	20	42	31	0.29	IND NLD
Rose Red Roses D --	25,451	10	500	85	0.81	
Rose Red Roses I --	28,310		160	73	0.70	
Rose Red Star -- D	8,049	10	170	65	0.62	
Rose Red Star -- I	0					
Rose Samurai -- D	60,775	21	220	91	0.87	
Rose Samurai -- I	6,480	30	102	70	0.67	IND
Rose Sweet Avalanche -- D	43,356	20	185	76	0.72	
Rose Sweet Avalanche -- I	2,040	15	60	27	0.26	
Rose Sweet Unique -- D	2,090	20	140	67	0.64	
Rose Sweet Unique -- I	5,860	15	125	68	0.65	
Rose Teresa -- D	5,590	20	130	72	0.68	
Rose Teresa -- I	0					
Rose Tineke -- D	17,230	10	176	75	0.72	
Rose Tineke -- I	200		25	23	0.21	IND NLD
Rose Yves Piaget -- D	12,581	30	220	113	1.08	
Rose Yves Piaget -- I	320		80	75	0.71	NLD
Rose Spr Babe -- D	7,700	40	200	122	1.16	
Rose Spr Babe -- I	4,299	36	150	83	0.79	KOR
Rose Spr Lovely Lydia -- D	6,350	40	200	117	1.12	
Rose Spr Lovely Lydia -- I	1,430		75	68	0.65	KOR
Rose Spr Shooting Star -- D	5,420	40	240	112	1.07	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,370	70	200	137	1.30	
Sandersonia -- I	100		120	120	1.14	NZL
Trachelium -- D	50		80	80	0.76	
Trachelium -- I	900		140	99	0.94	ISR NLD
Tulip -- D	19,350	24	150	83	0.79	
Tulip -- I	0					
Waxflowers -- D	300			23	0.22	
Waxflowers -- I	40,456	30	900	80	0.76	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		300	300	2.86	
Beargrass -- I	1,110	10	350	83	0.79	USA
Leatherleaves -- D	84,200	2	60	28	0.27	
Leatherleaves -- I	257,510	2	35	14	0.14	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,020		40	31	0.30	ISR
Ruscus Italian -- D	708		100	73	0.69	
Ruscus Italian -- I	8,860	20	80	40	0.38	ITA
Salal -- D	0					
Salal -- I	15,215	13	1,500	138	1.32	USA