

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.

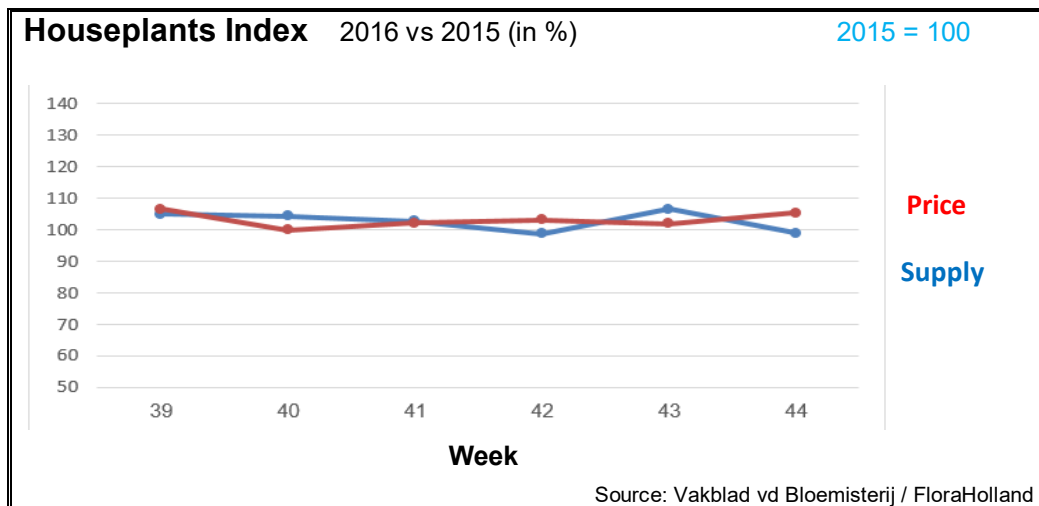
The Market Insider team

Week No. 44-2016

Date: 09/11/2016

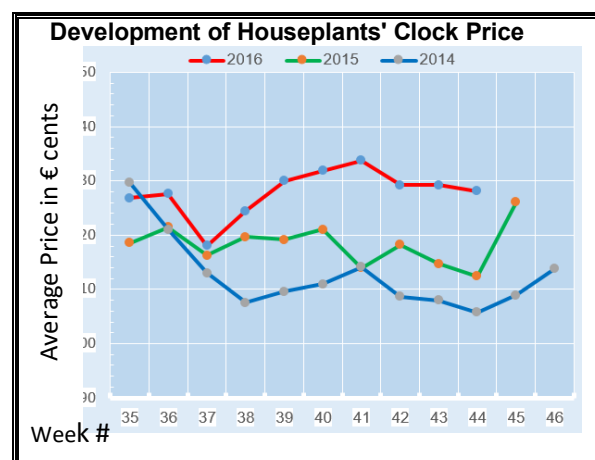
The Royal FloraHolland flower auctions' weekly supply and price index

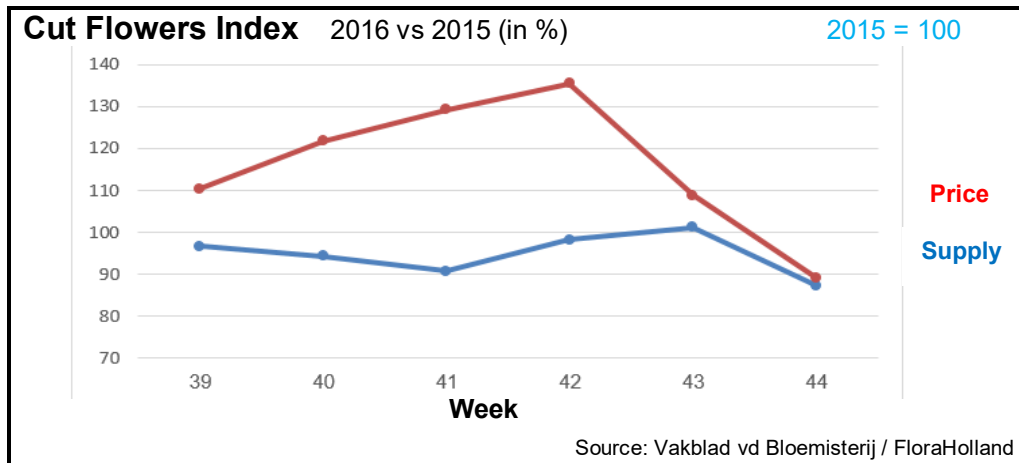
(Representing the relative supply and average price, compared to the same weeks of last year)



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

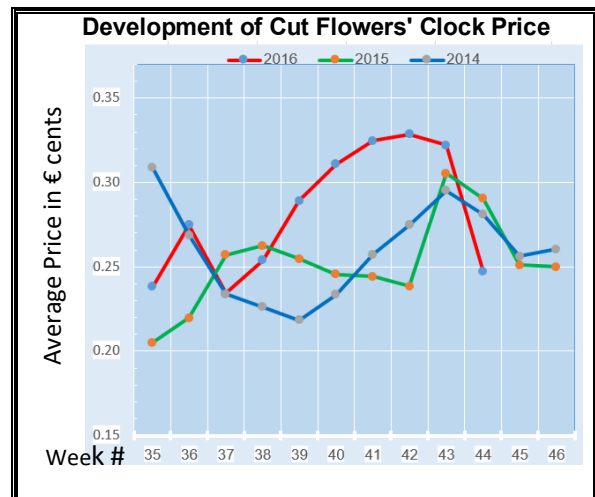
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-16%	7.0%
Hippeastrum/Amaryllis	60%	-1.1%
Hyacinth	42%	9.9%
Anthurium	-28%	18%
Kalanchoe	-2.3%	11%
Cyclamen	-17%	0.4%
Schlumbergera	87%	48%
Rose	26%	-13%
Arrangements	0.9%	3.8%
Euphorbia pulcherrima	102%	2.8%
Dracaena	22%	7.6%
Ficus	-24%	32%
Dendrobium	33%	-3.5%
Chrysanthemum	-62%	-9.9%
Bromelia Various	26%	31%
Total top 15	-2.1%	2.6%
Total Houseplants	-1.0%	5.4%





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-13%	-22%
Chrysanthemum Spray	-11%	-21%
Gerbera mini	-8.7%	4.0%
Liliy Oriental	-21%	27%
Chrysanthemum Single	-30%	-29%
Hippeastrum/Amaryllis	21%	2.2%
Chrysanthemum Santini	-7.8%	2.0%
Roses Small	-21%	-6.3%
Eustoma Lisianthus (full)	17%	1.6%
Hydrangea classic	-27%	34%
Tulip (single)	68%	-31%
Gerbera Big	-18%	-6.6%
Cymbidium large (stem)	-55%	8.7%
Lilium LA-hybrids	5.1%	4.4%
Rose Spray	-8.3%	-6.8%
Alstroemeria	-19%	3.2%
Ilex	19%	0.1%
Carnation Standard	-29%	0.8%
Freesia Single	-20%	0.9%
Brassica / Cabbage	-20%	45%
Total top 20	-12%	-13%
Total Cut Flowers	-13%	-11%



Much higher clock prices also for: asclepias, carthamus, gladioli, helianthus, phlox, pittosporum, and solidago.

Much lower clock prices for: gypsophila, ranunculus, scabiosa, 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. W44 Date: 09/11/2016

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 : 44 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\$ = 104.59 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	15,201,507					
Achilea -- D	50		40	40	0.38	
Achilea -- I	0					
Alstroemeria -- D	167,045	19	450	124	1.19	
Alstroemeria -- I	52,263	13	140	72	0.69	COL ISR NLD
Ammi majus -- D	25,125	17	150	63	0.60	
Ammi majus -- I	270		90	87	0.83	
Anigozanthos -- D	400			78	0.75	
Anigozanthos -- I	25,620	20	210	62	0.59	AUS NLD ZWE
Anthurium Pink -- D	10		400	400	3.82	
Anthurium Pink -- I	9,952	10	230	66	0.63	THA
Anthurium Red -- D	220		220	162	1.55	
Anthurium Red -- I	11,280	1	250	82	0.79	AUS THA USA ZAF
Anthurium White -- D	73		150	88	0.84	
Anthurium White -- I	4,247	7	220	90	0.86	THA
Banksia -- D	47		200	188	1.80	
Banksia -- I	175	118	300	210	2.01	AUS NZL
Bupleurum -- D	10,390	36	170	102	0.98	
Bupleurum -- I	0					
Calla -- D	29,362	20	350	132	1.26	
Calla -- I	13,336	30	460	148	1.41	NLD NZL
Carnations Spray -- D	252,909	2	160	47	0.45	
Carnations Spray -- I	1,000,487	4	85	32	0.31	COL
Carnations Standard -- D	404,802	5	160	38	0.37	
Carnations Standard -- I	1,129,667	4	175	36	0.35	COL
Chrysanthemum Spray -- D	691,470	9	140	61	0.58	
Chrysanthemum Spray -- I	569,340	10	200	52	0.50	KOR
Delphinium -- D	101,423	18	400	129	1.23	
Delphinium -- I	0					
Dracaena -- D	56,130	10	1,200	40	0.38	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- I	261,647	3	150	30	0.29	SGP
Euphorbia Marginata -- D	5,280		70	52	0.50	
Euphorbia Marginata -- I	0					
Eustoma -- D	365,887	21	750	198	1.90	
Eustoma -- I	0					
Freesia -- D	10,985	20	75	48	0.46	
Freesia -- I	6,000	33	68	50	0.47	NLD
Gentiana -- D	210,090	12	160	62	0.59	
Gentiana -- I	0					
Gerbera -- D	385,402	17	130	48	0.46	
Gerbera -- I	0					
Gladiolus -- D	61,835	20	200	101	0.97	
Gladiolus -- I	0					
Gypsophila -- D	175,498	17	450	150	1.44	
Gypsophila -- I	26,158		250	69	0.66	ISR
Heliconia Pendula -- D	2,739		200	58	0.56	
Heliconia Pendula -- I	133		1,000	191	1.82	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,280	10	180	72	0.69	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,707		240	155	1.49	AUS NZL ZAF
Lily Casablanca -- D	18,313	30	900	467	4.46	
Lily Casablanca -- I	720		201	164	1.57	KOR
Lily Longiflorum -- D	46,395	22	230	143	1.37	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	297,723	10	140	57	0.55	
Limonium Sinuatum -- I	0					
Molucella -- D	990		110	88	0.84	
Molucella -- I	0					
Nerine -- D	5,030		170	79	0.76	
Nerine -- I	23,720	35	150	83	0.80	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	142,835	10	100	25	0.24	SGP THA
Orchid Cymbidium -- D	7,891	60	800	383	3.67	
Orchid Cymbidium -- I	10,497	100	1,100	561	5.37	NLD NZL
Orchid Oncidium -- D	9,944	25	800	142	1.36	
Orchid Oncidium -- I	155,175	20	250	85	0.81	SGP TAI THA
Orchid Phalaenopsis -- D	11,404	21	2,000	454	4.34	
Orchid Phalaenopsis -- I	14,046	150	880	503	4.81	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	89,950	10	53	25	0.24	THA
Ornithogalum -- D	1,595	50	140	120	1.15	
Ornithogalum -- I	82,798	7	85	23	0.22	NLD ZAF
Protea King -- D	0					
Protea King -- I	760	70	1,500	463	4.42	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,937	19	1,350	188	1.80	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	400	100	260	236	2.26	AUS NZL
Rose Total -- D	904,591	10	2,500	98	0.94	
Rose Total -- I	404,777	2	900	66	0.63	
Rose Amada -- D	11,931	40	250	127	1.21	
Rose Amada -- I	0					
Rose Avalanche -- D	74,671	30	240	112	1.07	
Rose Avalanche -- I	2,760	15	141	35	0.34	IND NLD
Rose Carpe Diem -- D	17,426	40	185	98	0.93	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	40,562	34	162	98	0.93	COL
Rose Gold Rush -- D	13,530	20	160	87	0.83	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	110		90	66	0.63	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Strike -- I	9,690	2	50	32	0.30	COL IND
Rose Noblesse -- D	2,265	10	100	48	0.46	
Rose Noblesse -- I	3,615	20	50	31	0.29	IND NLD
Rose Red Roses D --	25,129	10	500	89	0.85	
Rose Red Roses I --	28,161		160	82	0.78	
Rose Red Star -- D	6,733	20	160	72	0.69	
Rose Red Star -- I	0					
Rose Samurai -- D	55,630	20	200	102	0.97	
Rose Samurai -- I	7,470	45	141	77	0.73	IND
Rose Sweet Avalanche -- D	37,125	30	175	84	0.80	
Rose Sweet Avalanche -- I	800	30	81	46	0.44	
Rose Sweet Unique -- D	2,070	30	175	87	0.83	
Rose Sweet Unique -- I	4,335	25	144	79	0.76	
Rose Teresa -- D	5,795	30	140	78	0.74	
Rose Teresa -- I	0					
Rose Tineke -- D	15,793	20	200	89	0.85	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,137	50	210	126	1.20	
Rose Yves Piaget -- I	60		150	107	1.02	NLD
Rose Spr Babe -- D	7,610	40	200	128	1.22	
Rose Spr Babe -- I	3,490	36	156	84	0.80	KOR
Rose Spr Lovely Lydia -- D	6,080	40	200	121	1.16	
Rose Spr Lovely Lydia -- I	810	60	110	79	0.76	KOR
Rose Spr Shooting Star -- D	4,355	60	220	112	1.07	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	10,442	50	216	130	1.24	
Sandersonia -- I	320	40	120	92	0.88	NZL
Trachelium -- D	450		120	87	0.83	
Trachelium -- I	1,260		140	98	0.94	ISR NLD
Tulip -- D	29,940	28	180	84	0.80	
Tulip -- I	0					
Waxflowers -- D	600			23	0.22	
Waxflowers -- I	42,280	10	900	78	0.74	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.87	
Beargrass -- I	530	10	350	111	1.06	USA
Leatherleaves -- D	83,310	5	65	29	0.28	
Leatherleaves -- I	235,690	1	35	15	0.14	USA
Ruscus Israel -- D	100			17	0.16	
Ruscus Israel -- I	6,800		45	33	0.32	ISR
Ruscus Italian -- D	660		80	35	0.33	
Ruscus Italian -- I	9,250	1	80	39	0.38	ITA
Salal -- D	0					
Salal -- I	13,294	21	860	134	1.28	USA