

## 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.

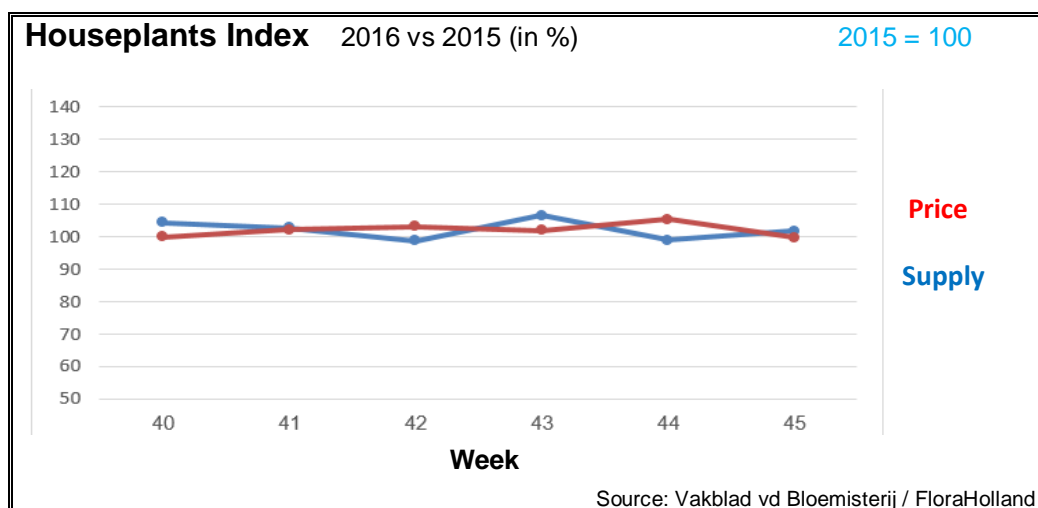
The Market Insider team

Week No. 45-2016

Date: 16/11/2016

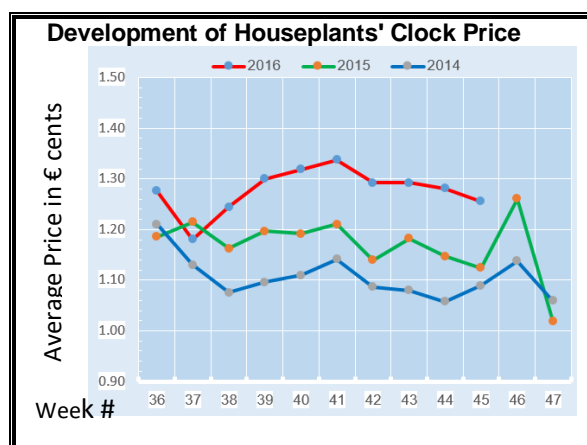
#### The Royal FloraHolland flower auctions' weekly supply and price index

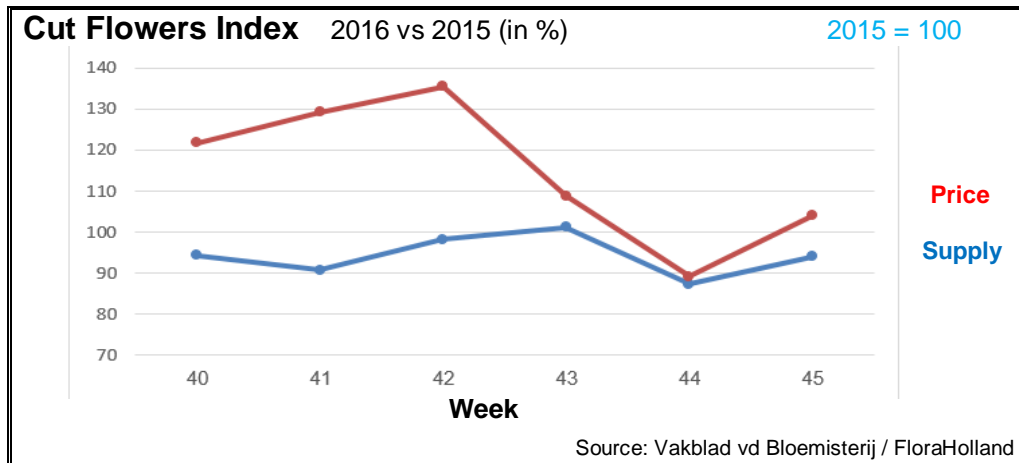
(Representing the relative supply and average price, compared to the same weeks of last year)



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

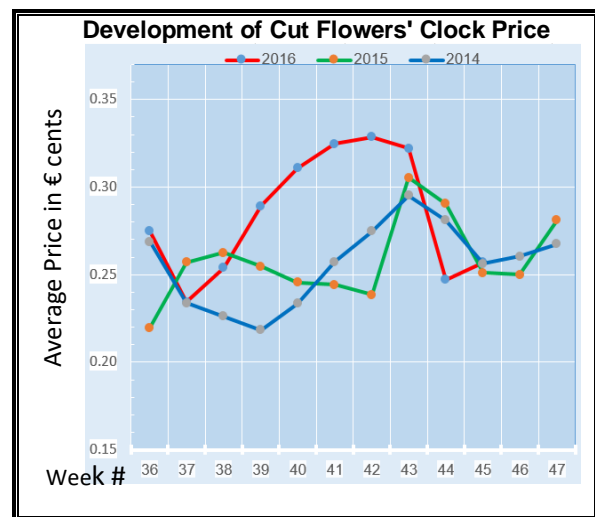
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-4.1%	4.0%
Hippeastrum/Amaryllis	-1.6%	4.0%
Hyacinth	28%	-1.5%
Euphorbia pulcherrima	55%	-3.7%
Anthurium	-10%	14%
Kalanchoe	4.0%	15%
Arrangements	47%	-15%
Cyclamen	-19%	-0.2%
Rose	-1.5%	6.8%
Dendrobium	47%	4.8%
Ficus	-26%	15.2%
Schlumbergera	-21%	-20%
Dracaena	-13%	6.0%
Various Houseplants	37%	-19%
Orchid Various	12%	3.4%
<b>Total top 15</b>	<b>4.5%</b>	<b>-0.5%</b>
<b>Total Houseplants</b>	<b>1.8%</b>	<b>-0.3%</b>





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-8.2%	-6.3%
Chrysanthemum Spray	-3.9%	-21%
Hippeastrum/Amaryllis	9.0%	34%
Gerbera mini	-7.3%	27%
Liliy Oriental	-26%	36%
Chrysanthemum Single	-11%	-2.0%
Roses Small	-18%	-7.3%
Tulip (single)	35%	-16%
Chrysanthemum Santini	-3.1%	-12.5%
Eustoma Lisianthus (full)	18%	18%
Gerbera Big	-3.0%	14%
Hydrangea classic	-28%	40%
Cymbidium large (stem)	-10%	27%
Ilex	53%	4.2%
Rose Spray	-11%	6.3%
Lilium LA-hybrids	0.6%	19%
Alstroemeria	-23%	18%
Carnation Standard	9.1%	-3.0%
Freesia Single	-20%	27%
Brassica / Cabbage	5.3%	37%
<b>Total top 20</b>	<b>-7.0%</b>	<b>1.7%</b>
<b>Total Cut Flowers</b>	<b>-6.1%</b>	<b>4.0%</b>



Much higher clock prices also for: anigozanthos, carthamus, eucalyptus, eustoma, gladiolus, helianthus, limonium, pittosporum, and zantedeschia.

Much lower clock prices for: fatsia, gypsophila, matthiola, ranunculus, and scabiosa.

**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. W45 Date: 16/11/2016**

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 : 45 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\$ = 108.80 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>15,285,342</b>					
Alstroemeria -- D	161,819	19	450	127	1.17	
Alstroemeria -- I	45,955	13	135	73	0.67	COL ISR NLD
Ammi majus -- D	25,365	15	120	63	0.58	
Ammi majus -- I	580		95	90	0.83	
Anigozanthos -- D	0					
Anigozanthos -- I	21,330	23	300	75	0.69	AUS NLD ZWE
Anthurium Pink -- D	52		200	169	1.55	
Anthurium Pink -- I	9,072	7	200	66	0.61	THA
Anthurium Red -- D	160		200	161	1.48	
Anthurium Red -- I	11,039	7	280	79	0.72	AUS THA USA ZAF
Anthurium White -- D	125		140	89	0.82	
Anthurium White -- I	3,795	10	220	96	0.88	THA
Banksia -- D	86		255	155	1.42	
Banksia -- I	183	118	400	209	1.92	AUS NZL
Bupleurum -- D	8,385	40	170	103	0.95	
Bupleurum -- I	0					
Calla -- D	31,001	20	350	137	1.26	
Calla -- I	13,649	31	300	146	1.34	NLD NZL
Carnations Spray -- D	216,391	10	160	51	0.47	
Carnations Spray -- I	916,569	6	170	33	0.31	COL
Carnations Standard -- D	367,501	5	160	44	0.40	
Carnations Standard -- I	1,001,100	1	170	38	0.34	COL
Chrysanthemum Spray -- D	757,433	7	150	61	0.56	
Chrysanthemum Spray -- I	686,848	14	200	50	0.46	KOR
Delphinium -- D	105,999	18	400	134	1.23	
Delphinium -- I	0					
Dracaena -- D	47,688	11	200	44	0.41	
Dracaena -- I	249,113	5	250	31	0.29	SGP
Eustoma -- D	431,595	10	650	199	1.83	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- I	0					
Freesia -- D	9,085	21	85	54	0.50	
Freesia -- I	8,350	26	80	50	0.46	NLD
Gentiana -- D	100,570	20	150	65	0.60	
Gentiana -- I	0					
Gerbera -- D	448,575	14	130	42	0.39	
Gerbera -- I	0					
Gladiolus -- D	71,448	20	200	109	1.00	
Gladiolus -- I	0					
Gypsophila -- D	176,635	13	450	139	1.28	
Gypsophila -- I	21,544	17	180	72	0.67	ISR
Heliconia Pendula -- D	2,006		180	59	0.55	
Heliconia Pendula -- I	114		600	370	3.40	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,304	14	170	74	0.68	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,968		260	126	1.16	AUS NZL ZAF
Lily Casablanca -- D	24,368	43	900	447	4.11	
Lily Casablanca -- I	740		180	136	1.25	KOR
Lily Longiflorum -- D	45,260	22	220	146	1.34	
Lily Longiflorum -- I	100		60	35	0.32	KOR NLD
Limonium Sinuatum -- D	343,410	9	140	56	0.51	
Limonium Sinuatum -- I	0					
Molucella -- D	550		100	79	0.72	
Molucella -- I	0					
Nerine -- D	7,100		150	74	0.68	
Nerine -- I	22,600	40	150	80	0.74	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	148,171	10	61	28	0.26	SGP THA
Orchid Cymbidium -- D	10,790	100	1,000	391	3.59	
Orchid Cymbidium -- I	8,695	116	1,100	531	4.88	NLD NZL
Orchid Oncidium -- D	6,331	25	700	165	1.51	
Orchid Oncidium -- I	172,205	10	200	80	0.74	SGP TAI THA
Orchid Phalaenopsis -- D	10,207	33	1,600	470	4.32	
Orchid Phalaenopsis -- I	13,207	68	840	519	4.77	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	85,220	10	55	28	0.26	THA
Ornithogalum -- D	1,300	80	145	125	1.15	
Ornithogalum -- I	80,991	8	105	23	0.21	NLD ZAF
Protea King -- D	0					
Protea King -- I	724	60	1,450	460	4.23	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,241	20	1,100	175	1.61	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	530	110	260	229	2.11	AUS
<b>Rose Total -- D</b>	<b>908,575</b>	<b>10</b>	<b>670</b>	<b>97</b>	<b>0.89</b>	
<b>Rose Total -- I</b>	<b>440,968</b>	<b>10</b>	<b>1,200</b>	<b>62</b>	<b>0.57</b>	
Rose Amada -- D	11,060	40	220	128	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	71,961	30	200	109	1.00	
Rose Avalanche -- I	2,690	23	96	45	0.41	IND NLD
Rose Carpe Diem -- D	19,455	30	200	93	0.85	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	42,773	34	171	95	0.87	COL
Rose Gold Rush -- D	16,092	20	160	80	0.73	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	160		50	43	0.40	
Rose Gold Strike -- I	11,550	15	60	29	0.27	COL IND
Rose Noblesse -- D	2,215	20	120	51	0.47	
Rose Noblesse -- I	5,400	20	50	31	0.28	IND NLD
Rose Red Roses D --	25,252	10	550	88	0.81	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses I --	31,677		171	78	0.72	
Rose Red Star -- D	6,040	11	170	76	0.70	
Rose Red Star -- I	0					
Rose Samurai -- D	52,675	28	200	104	0.96	
Rose Samurai -- I	5,985	30	102	74	0.68	IND
Rose Sweet Avalanche -- D	34,570	20	180	85	0.78	
Rose Sweet Avalanche -- I	970	21	78	40	0.37	
Rose Sweet Unique -- D	2,370	30	150	84	0.78	
Rose Sweet Unique -- I	5,920	15	130	70	0.64	
Rose Teresa -- D	4,400	20	140	75	0.69	
Rose Teresa -- I	0					
Rose Tineke -- D	15,625	10	180	84	0.77	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,072	50	200	122	1.12	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	8,535	40	180	115	1.06	
Rose Spr Babe -- I	3,078	36	140	83	0.76	KOR
Rose Spr Lovely Lydia -- D	6,635	40	185	118	1.08	
Rose Spr Lovely Lydia -- I	640	65	70	67	0.61	KOR
Rose Spr Shooting Star -- D	4,900	40	200	106	0.98	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,950	55	216	120	1.11	
Sandersonia -- I	80		120	105	0.97	NZL
Trachelium -- D	200		110	86	0.79	
Trachelium -- I	1,300		140	91	0.84	ISR NLD
Tulip -- D	33,330	30	185	91	0.83	
Tulip -- I	0					
Waxflowers -- D	300			23	0.21	
Waxflowers -- I	42,493	10	1,060	81	0.74	AUS
<b>Green Foliage</b>						
Beargrass -- D	2		295	295	2.71	
Beargrass -- I	1,070	10	350	83	0.76	USA
Leatherleaves -- D	79,770	6	75	29	0.27	
Leatherleaves -- I	221,050	5	35	16	0.15	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	5,655		60	34	0.31	ISR
Ruscus Italian -- D	650		70	49	0.45	
Ruscus Italian -- I	7,650	25	80	47	0.43	ITA
Salal -- D	0					
Salal -- I	12,391	20	550	150	1.38	USA