

## 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.

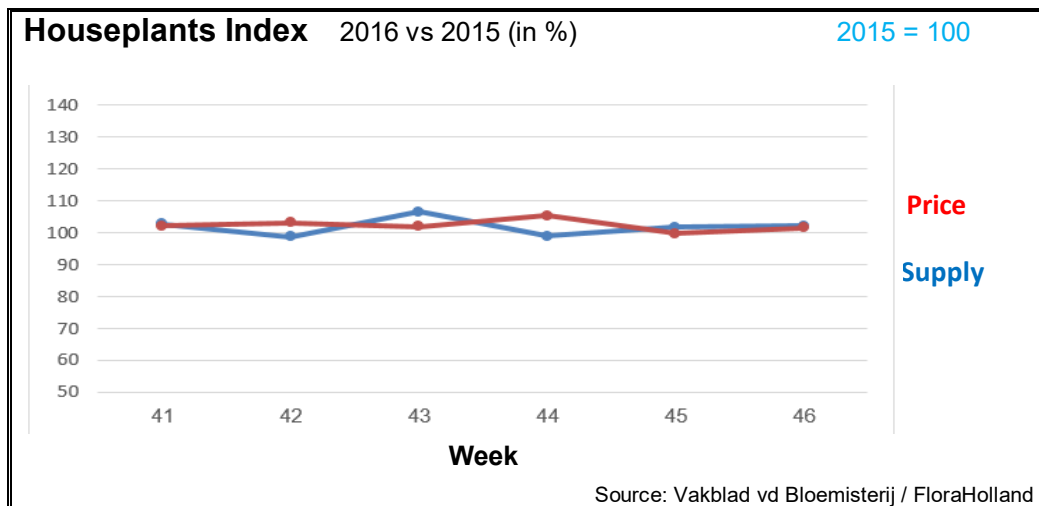
The Market Insider team

Week No. 46-2016

Date: 23/11/2016

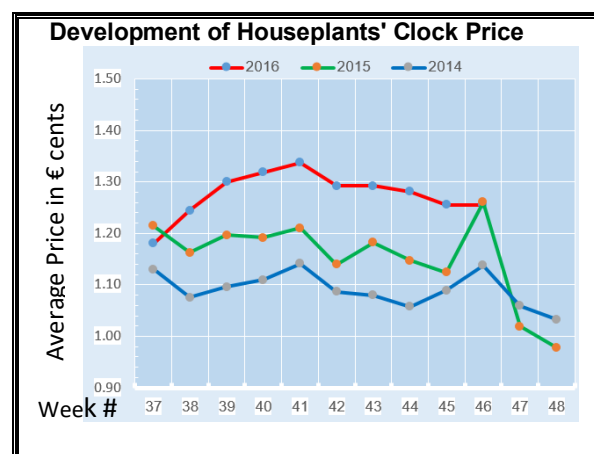
#### The Royal FloraHolland flower auctions' weekly supply and price index

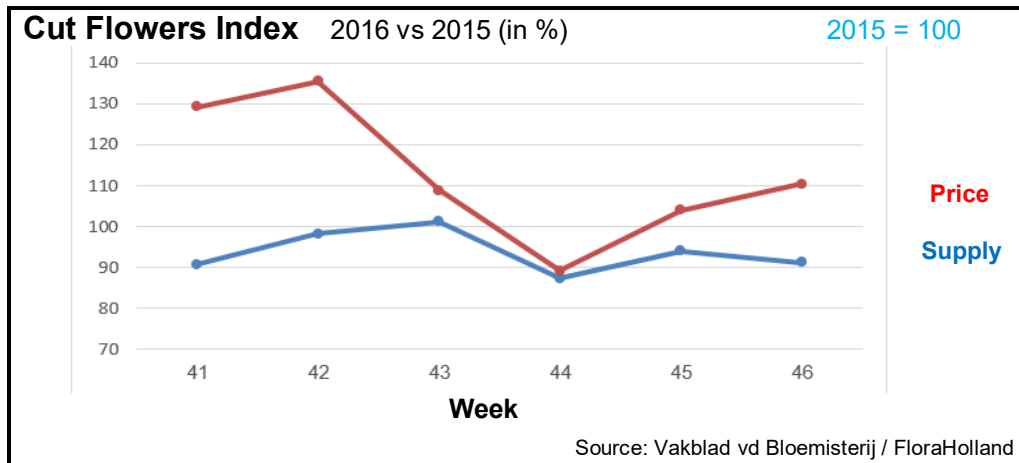
(Representing the relative supply and average price, compared to the same weeks of last year)



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

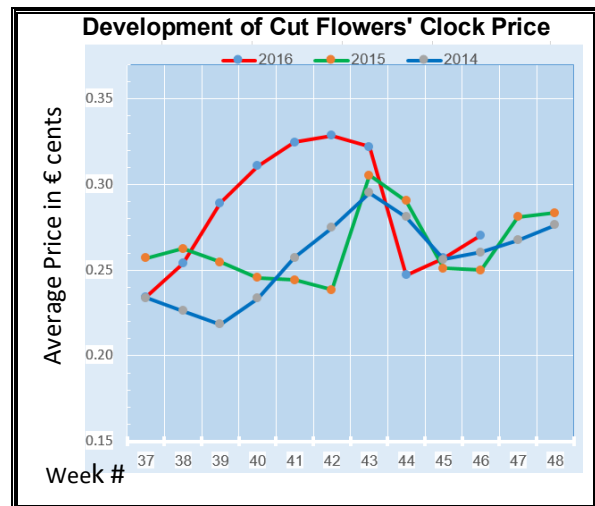
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-12%	6.4%
Hyacinth	33%	-2.9%
Euphorbia pulcherrima	31%	10%
Hippeastrum/Amaryllis	27%	6.6%
Anthurium	-6.5%	14%
Arrangements	38%	-0.5%
Kalanchoe	-1.6%	14%
Cyclamen	-18%	4.3%
Schlumbergera	11%	9.4%
Rose	-8.8%	32%
Ficus	-21%	18%
Dracaena	-2.8%	0.7%
Dendrobium	-25%	2.1%
Various Houseplants	-11%	-24%
Rhododendron	-19%	9.7%
<b>Total top 15</b>	<b>4.9%</b>	<b>0.3%</b>
<b>Total Houseplants</b>	<b>2.1%</b>	<b>1.5%</b>





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

<b>Top 20 Cut Flowers</b>	<b>Quantity</b>	<b>Price</b>
Roses Big	-5.6%	-8.7%
Chrysanthemum Spray	-1.1%	-13%
Hippeastrum/Amaryllis	14%	58%
Lily Oriental	-25%	39%
Gerbera mini	-6.9%	36%
Chrysanthemum Single	-19%	30%
Tulip (single)	-1.4%	10%
Roses Small	-33%	-3%
Ilex	31%	9.9%
Eustoma Lisianthus (full)	21%	10%
Chrysanthemum Santini	-11%	-12%
Cymbidium large (stem)	-19%	44%
Gerbera Big	-6.6%	28%
Hydrangea classic	-31%	29%
Lilium LA-hybrids	-14%	34%
Rose Spray	-19%	17%
Alstroemeria	-17%	13%
Freesia Single	-40%	61%
Decorative branches	23%	21%
Carnation Standard	18%	-9.2%
<b>Total top 20</b>	<b>-9.7%</b>	<b>9.8%</b>
<b>Total Cut Flowers</b>	<b>-8.8%</b>	<b>10%</b>



Much higher clock prices also for: agapanthus, anigozanthos, carthamus, eucalyptus, gladioli, leucadendron, pittosporum, and zantedeschia.

Much lower clock prices for: dianthus barbatus, matthiola, scabiosa, and solidago.

**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. W46 Date: 23/11/2016**

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 : 46 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\$ = 111.03 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average US\$</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>		
<b>Total Cut Flowers Sold</b>	<b>15,809,950</b>					
Alstroemeria -- D	168,869	19	400	123	1.10	
Alstroemeria -- I	63,678	13	135	62	0.56	COL ISR NLD
Ammi majus -- D	25,890	25	150	62	0.56	
Ammi majus -- I	470		95	90	0.81	
Anigozanthos -- D	0					
Anigozanthos -- I	4,925	10	230	87	0.78	AUS NLD ZWE
Anthurium Pink -- D	10		190	190	1.71	
Anthurium Pink -- I	7,102	11	200	72	0.65	THA
Anthurium Red -- D	152		350	162	1.46	
Anthurium Red -- I	11,172	5	240	100	0.90	AUS THA USA ZAF
Anthurium White -- D	140		180	91	0.82	
Anthurium White -- I	4,276	3	220	94	0.85	THA
Banksia -- D	123		300	143	1.28	
Banksia -- I	163	118	300	195	1.76	AUS NZL
Bupleurum -- D	13,010	45	150	108	0.97	
Bupleurum -- I	0					
Calla -- D	34,653	20	350	142	1.28	
Calla -- I	13,709	18	330	151	1.36	NLD NZL
Carnations Spray -- D	231,340	5	160	50	0.45	
Carnations Spray -- I	837,142	7	170	33	0.30	COL
Carnations Standard -- D	357,059	4	160	45	0.41	
Carnations Standard -- I	966,631	4	175	38	0.34	COL
Chrysanthemum Spray -- D	843,527	1	130	51	0.46	
Chrysanthemum Spray -- I	657,517	1	180	41	0.37	KOR
Delphinium -- D	101,082	10	400	140	1.26	
Delphinium -- I	0					
Dracaena -- D	48,605	2	250	40	0.36	
Dracaena -- I	238,636	3	150	31	0.28	SGP
Euphorbia Marginata -- D	2,670		225	144	1.29	
Euphorbia Marginata -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	450,303	14	700	179	1.61	
Eustoma -- I	0					
Freesia -- D	22,595	25	85	60	0.54	
Freesia -- I	13,200	27	85	48	0.43	NLD
Gentiana -- D	25,430	15	140	63	0.56	
Gentiana -- I	0					
Gerbera -- D	446,794	1	140	38	0.34	
Gerbera -- I	0					
Gladiolus -- D	83,875	20	180	97	0.87	
Gladiolus -- I	660	42	120	87	0.78	NLD
Gypsophila -- D	197,480	10	450	115	1.04	
Gypsophila -- I	25,556	17	150	63	0.57	ISR
Heliconia Pendula -- D	1,554		170	54	0.49	
Heliconia Pendula -- I	96		417	201	1.81	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,433	43	180	76	0.69	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	11,805		220	93	0.83	AUS NZL ZAF
Lily Casablanca -- D	23,460	43	1,000	377	3.39	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	44,825	35	220	143	1.29	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	349,059	10	130	49	0.44	
Limonium Sinuatum -- I	0					
Molucella -- D	240		90	78	0.70	
Molucella -- I	0					
Nerine -- D	7,440	36	175	76	0.69	
Nerine -- I	11,918	44	160	101	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	153,765	5	60	22	0.20	SGP THA
Orchid Cymbidium -- D	16,119	60	1,000	359	3.23	
Orchid Cymbidium -- I	5,455	250	1,000	556	5.00	NLD NZL
Orchid Oncidium -- D	7,780	20	800	150	1.35	
Orchid Oncidium -- I	127,055	15	200	84	0.75	SGP TAI THA
Orchid Phalaenopsis -- D	10,751	37	2,000	443	3.99	
Orchid Phalaenopsis -- I	13,951	122	850	516	4.65	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	74,380	5	60	25	0.23	THA
Ornithogalum -- D	960	56	140	113	1.02	
Ornithogalum -- I	94,947	3	100	16	0.14	NLD ZAF
Protea King -- D	0					
Protea King -- I	435	25	1,600	558	5.02	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,736	20	1,200	123	1.11	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	630	80	250	135	1.22	AUS NZL
<b>Rose Total -- D</b>	<b>907,597</b>	<b>4</b>	<b>2,500</b>	<b>102</b>	<b>0.92</b>	
<b>Rose Total -- I</b>	<b>504,092</b>	<b>2</b>	<b>415</b>	<b>57</b>	<b>0.52</b>	
Rose Amada -- D	10,585	40	220	130	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	69,010	25	230	127	1.15	
Rose Avalanche -- I	5,055	17	135	71	0.64	IND NLD
Rose Carpe Diem -- D	23,581	20	185	92	0.83	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	42,486	30	183	92	0.83	COL
Rose Gold Rush -- D	14,286	12	170	81	0.73	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	250		80	48	0.43	
Rose Gold Strike -- I	16,490	10	45	21	0.19	COL IND
Rose Noblesse -- D	2,650	20	100	49	0.44	
Rose Noblesse -- I	1,470		45	30	0.27	IND NLD

<u>Product Name &amp; Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Red Roses D --	24,229	10	300	89	0.80	
Rose Red Roses I --	43,800		198	65	0.59	
Rose Red Star -- D	5,780	28	170	80	0.72	
Rose Red Star -- I	0					
Rose Samurai -- D	55,245	25	200	107	0.96	
Rose Samurai -- I	4,060	25	147	75	0.67	IND
Rose Sweet Avalanche -- D	31,925	25	170	92	0.83	
Rose Sweet Avalanche -- I	3,765	21	100	61	0.55	
Rose Sweet Unique -- D	1,590	30	130	77	0.69	
Rose Sweet Unique -- I	5,460	26	130	71	0.64	
Rose Teresa -- D	3,650	30	140	73	0.66	
Rose Teresa -- I	0					
Rose Tineke -- D	16,995	10	180	100	0.90	
Rose Tineke -- I	250		46	35	0.31	IND NLD
Rose Yves Piaget -- D	12,744	50	200	134	1.21	
Rose Yves Piaget -- I	40			65	0.59	NLD
Rose Spr Babe -- D	9,595	39	180	111	1.00	
Rose Spr Babe -- I	3,230	36	125	77	0.70	KOR
Rose Spr Lovely Lydia -- D	6,425	50	185	120	1.08	
Rose Spr Lovely Lydia -- I	460	60	100	68	0.61	KOR
Rose Spr Shooting Star -- D	4,475	35	200	105	0.94	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	4,830	60	216	128	1.16	
Sandersonia -- I	480	90	140	119	1.07	NZL
Trachelium -- D	30		120	120	1.08	
Trachelium -- I	500		135	92	0.83	ISR NLD
Tulip -- D	46,720	21	185	84	0.76	
Tulip -- I	0					
Waxflowers -- D	475		90	44	0.39	
Waxflowers -- I	17,488	10	1,000	90	0.81	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		273	222	2.00	
Beargrass -- I	1,500	10	330	56	0.50	USA
Leatherleaves -- D	76,470	5	68	29	0.26	
Leatherleaves -- I	242,297	1	35	16	0.14	USA
Ruscus Israel -- D	20			36	0.32	
Ruscus Israel -- I	5,690		40	31	0.28	ISR
Ruscus Italian -- D	770		80	48	0.44	
Ruscus Italian -- I	7,010	17	70	44	0.40	ITA
Salal -- D	0					
Salal -- I	12,876	18	550	146	1.31	USA