

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.

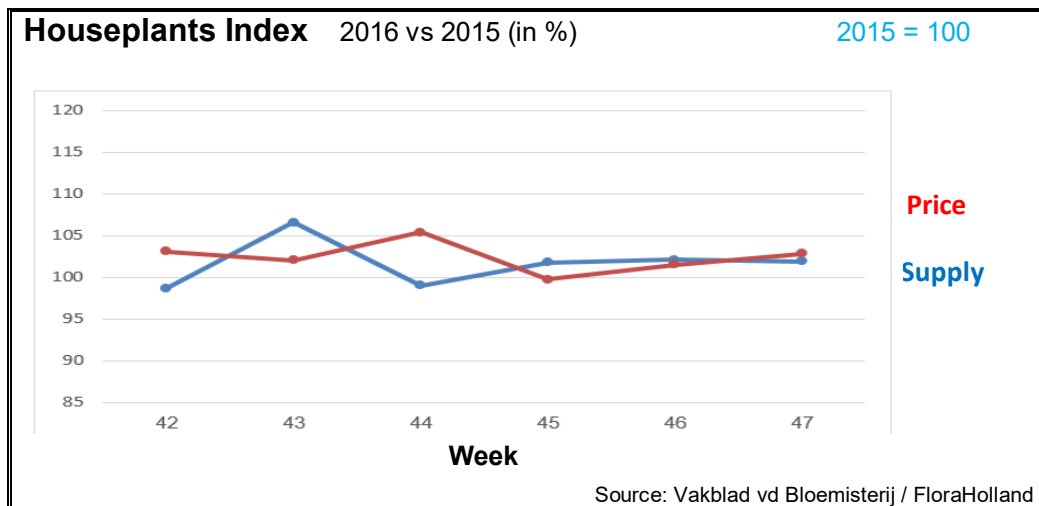
The Market Insider team

Week No. 47-2016

Date: 30/11/2016

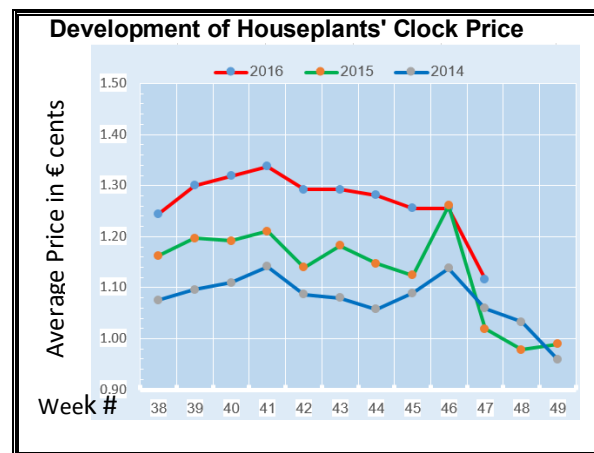
The Royal FloraHolland flower auctions' weekly supply and price index

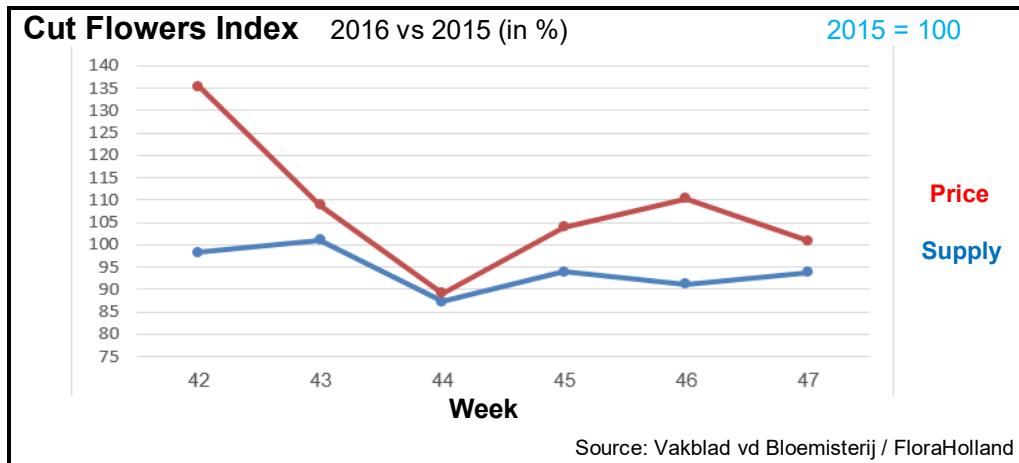
(Representing the relative supply and average price, compared to the same weeks of last year)



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

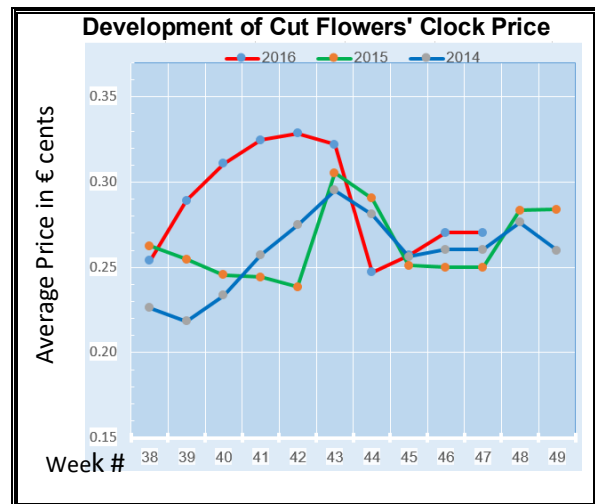
Top 15 Houseplants	Quantity	Price
Phalaenopsis	0.4%	9.3%
Euphorbia pulcherrima	36%	12%
Hyacinth	17%	7.3%
Hippeastrum/Amaryllis	10%	-1.3%
Arrangements	-9.3%	0.4%
Kalanchoe	-1.3%	-5.7%
Anthurium	-39%	20%
Cyclamen	-26%	5.7%
Schlumbergera	42%	-23%
Echeveria	31%	-6.3%
Ficus	-27%	33%
Rose	-23%	-5.0%
Dracaena	-1.9%	-2.4%
Rhododendron	-1.3%	14%
Various Houseplants	-16%	13%
Total top 15	5.3%	2.0%
Total Houseplants	1.9%	2.8%





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-5.3%	-10%
Chrysanthemum Spray	-5.5%	-21%
Hippeastrum/Amaryllis	20%	28%
Lily Oriental	-21%	13%
Gerbera mini	-7.8%	1.1%
Chrysanthemum Single	-17%	2.0%
Tulip (single)	6.0%	3.4%
Ilex	33%	18%
Roses Small	-20%	-6.8%
Eustoma Lisianthus (full)	36%	-4.1%
Chrysanthemum Santini	-5.9%	-16%
Cymbidium large (stem)	-26%	43%
Gerbera Big	-5.4%	2.2%
Rose Spray	-5.0%	5.6%
Lilium LA-hybrids	-15%	23%
Alstroemeria	-9.0%	0.4%
Decorative branches	49%	7.7%
Hydrangea classic	-44%	27%
Skimmia (bunch)	27%	5.1%
Anthurium	-16%	12%
Total top 20	-6.3%	-0.3%
Total Cut Flowers	-6.2%	0.9%



Much higher clock prices also for: agapanthus, anigozanthos, aster, and eucalyptus.

Much lower clock prices for: carthamus, delphinium, matthiola, scabiosa, and trachelium.

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. W47 **Date: 30/11/2016**

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 : 47 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\$ = 112.34 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	16,301,330					
Alstroemeria -- D	187,535	19	400	110	0.98	
Alstroemeria -- I	84,704	2	130	46	0.41	COL ISR NLD
Ammi majus -- D	33,350	6	150	56	0.50	
Ammi majus -- I	390		95	79	0.70	
Anigozanthos -- D	0					
Anigozanthos -- I	6,345	31	220	75	0.67	AUS NLD ZWE
Anthurium Pink -- D	10		150	150	1.34	
Anthurium Pink -- I	8,523	8	200	50	0.44	THA
Anthurium Red -- D	182		200	149	1.33	
Anthurium Red -- I	10,028	6	280	75	0.67	AUS THA USA ZAF
Anthurium White -- D	110		80	80	0.71	
Anthurium White -- I	3,840	1	220	78	0.70	THA
Banksia -- D	113		300	154	1.37	
Banksia -- I	188		300	200	1.78	AUS NZL
Bupleurum -- D	18,190	37	150	91	0.81	
Bupleurum -- I	0					
Calla -- D	36,107	17	350	130	1.16	
Calla -- I	9,779	29	300	149	1.33	NLD NZL
Carnations Spray -- D	270,980	5	160	46	0.41	
Carnations Spray -- I	803,911	1	75	33	0.29	COL
Carnations Standard -- D	385,029	5	160	42	0.38	
Carnations Standard -- I	941,899	1	175	35	0.31	COL
Chrysanthemum Spray -- D	722,152	1	120	41	0.37	
Chrysanthemum Spray -- I	603,115		147	36	0.32	KOR
Delphinium -- D	75,137	15	400	145	1.29	
Delphinium -- I	0					
Dracaena -- D	36,300	10	200	43	0.38	
Dracaena -- I	244,479	1	141	30	0.26	SGP
Euphorbia Marginata -- D	6,200		220	131	1.17	
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	459,057	13	700	156	1.39	
Eustoma -- I	0					
Freesia -- D	32,040	20	85	54	0.48	
Freesia -- I	10,000		70	43	0.38	NLD
Gentiana -- D	12,130		100	40	0.35	
Gentiana -- I	0					
Gerbera -- D	470,961	5	130	32	0.28	
Gerbera -- I	0					
Gladiolus -- D	79,225	8	200	84	0.75	
Gladiolus -- I	1,800	33	160	95	0.85	
Gypsophila -- D	196,876	17	450	117	1.04	
Gypsophila -- I	24,905	17	180	63	0.56	ISR
Heliconia Pendula -- D	1,604		120	35	0.31	
Heliconia Pendula -- I	146		400	143	1.27	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,670	50	160	83	0.74	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,188		220	109	0.97	AUS NZL ZAF
Lily Casablanca -- D	22,676	43	1,000	352	3.13	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	43,070	22	220	141	1.26	
Lily Longiflorum -- I	4,800		110	68	0.61	KOR
Limonium Sinuatum -- D	409,830	5	110	39	0.35	
Limonium Sinuatum -- I	0					
Molucella -- D	180		55	46	0.41	
Molucella -- I	0					
Nerine -- D	6,755		180	74	0.66	
Nerine -- I	8,670	42	160	103	0.92	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	119,570	1	60	21	0.19	SGP THA
Orchid Cymbidium -- D	23,967	52	1,200	312	2.77	
Orchid Cymbidium -- I	5,932	102	850	446	3.97	NLD NZL
Orchid Oncidium -- D	7,794	10	700	146	1.30	
Orchid Oncidium -- I	143,280	5	180	73	0.65	SGP TAI THA
Orchid Phalaenopsis -- D	10,723	28	2,000	455	4.05	
Orchid Phalaenopsis -- I	11,962	125	840	535	4.76	AUS NZL
Orchid Sonia -- D	60		5	5	0.04	
Orchid Sonia -- I	101,880	2	80	21	0.19	THA
Ornithogalum -- D	720	30	135	81	0.72	
Ornithogalum -- I	65,164	1	100	12	0.11	NLD ZAF
Protea King -- D	0					
Protea King -- I	636	6	1,680	303	2.69	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,750	20	1,320	126	1.12	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	710	100	260	182	1.62	AUS NZL
Rose Total -- D	949,911	3	600	94	0.84	
Rose Total -- I	533,042	1	700	49	0.43	
Rose Amada -- D	10,875	30	190	126	1.12	
Rose Amada -- I	0					
Rose Avalanche -- D	70,173	30	250	118	1.05	
Rose Avalanche -- I	6,560	2	120	37	0.33	IND NLD
Rose Carpe Diem -- D	22,495	20	170	84	0.75	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	42,514	21	162	85	0.76	COL
Rose Gold Rush -- D	14,718	19	140	76	0.67	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	210		70	49	0.43	
Rose Gold Strike -- I	19,035	7	40	17	0.15	COL IND
Rose Noblesse -- D	2,840	11	100	46	0.41	
Rose Noblesse -- I	2,065	8	35	19	0.17	IND NLD

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Roses D --	24,340	5	500	83	0.74	
Rose Red Roses I --	45,538		162	57	0.51	
Rose Red Star -- D	6,299	10	170	77	0.69	
Rose Red Star -- I	0					
Rose Samurai -- D	56,890	26	200	107	0.96	
Rose Samurai -- I	4,265	40	128	84	0.75	IND
Rose Sweet Avalanche -- D	34,190	10	180	83	0.73	
Rose Sweet Avalanche -- I	3,135	1	80	43	0.38	
Rose Sweet Unique -- D	1,650	20	150	67	0.60	
Rose Sweet Unique -- I	4,735	11	120	61	0.55	
Rose Teresa -- D	3,240	10	130	59	0.53	
Rose Teresa -- I	0					
Rose Tineke -- D	19,787	8	160	87	0.77	
Rose Tineke -- I	200		1	19	0.17	IND NLD
Rose Yves Piaget -- D	13,953	30	200	123	1.10	
Rose Yves Piaget -- I	770		75	73	0.65	NLD
Rose Spr Babe -- D	9,330	20	160	94	0.84	
Rose Spr Babe -- I	3,819	35	130	60	0.53	KOR
Rose Spr Lovely Lydia -- D	5,805	30	165	103	0.91	
Rose Spr Lovely Lydia -- I	830	50	70	63	0.56	KOR
Rose Spr Shooting Star -- D	4,690	30	200	99	0.88	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,070	80	204	142	1.27	
Sandersonia -- I	1,500	120	170	137	1.22	NZL
Trachelium -- D	100		70	63	0.56	
Trachelium -- I	500		120	88	0.78	ISR NLD
Tulip -- D	59,020	20	170	78	0.70	
Tulip -- I	0					
Waxflowers -- D	260		21	19	0.17	
Waxflowers -- I	15,480	24	900	84	0.75	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	280	35	350	186	1.65	USA
Leatherleaves -- D	64,960	2	68	29	0.26	
Leatherleaves -- I	236,060	1	35	15	0.13	USA
Ruscus Israel -- D	120		60	24	0.21	
Ruscus Israel -- I	9,190		45	28	0.25	ISR
Ruscus Italian -- D	610		90	43	0.38	
Ruscus Italian -- I	7,300	1	80	44	0.39	ITA
Salal -- D	5		400	400	3.56	
Salal -- I	13,058	26	593	149	1.32	USA