

## 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.

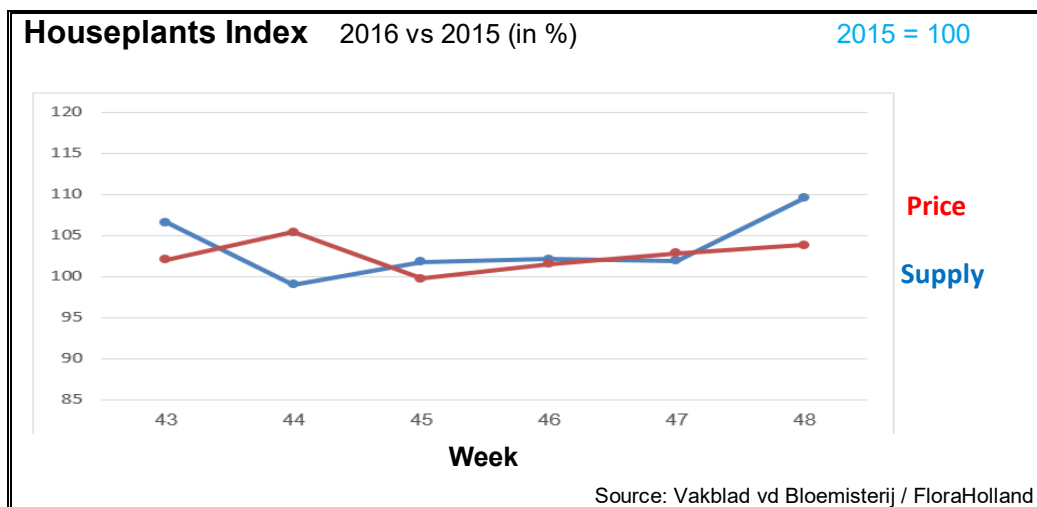
The Market Insider team

Week No. 48-2016

Date: 08/12/2016

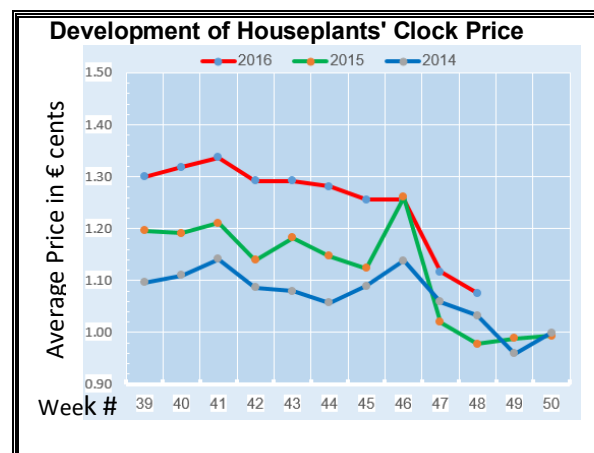
#### The Royal FloraHolland flower auctions' weekly supply and price index

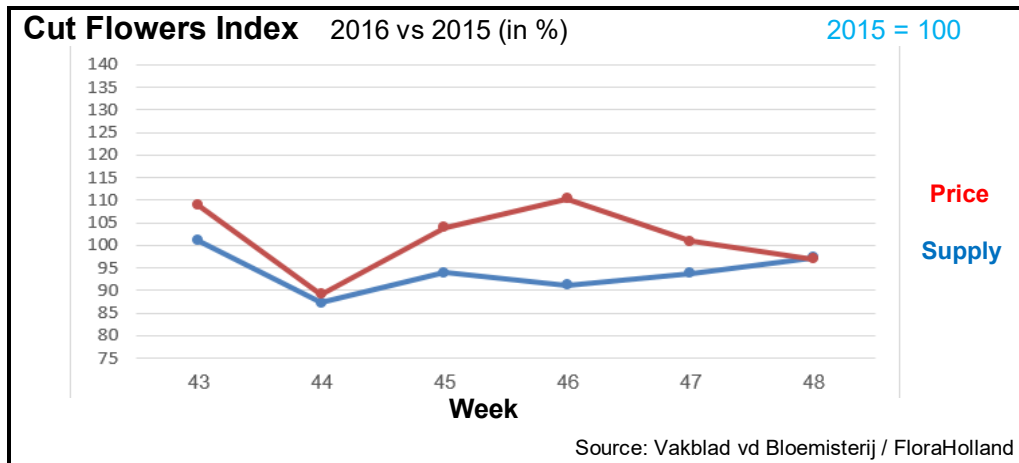
(Representing the relative supply and average price, compared to the same weeks of last year)



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

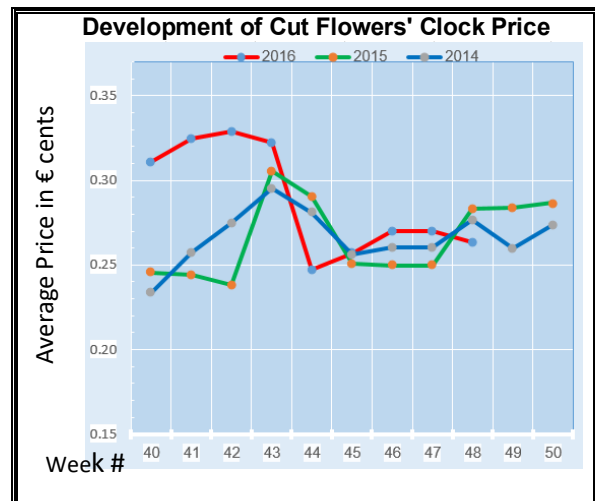
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-9.2%	16%
Euphorbia pulcherrima	31%	-1.6%
Hyacinth	24%	6.6%
Hippeastrum/Amaryllis	13%	-0.4%
Arrangements	18%	-4.5%
Kalanchoe	8.1%	15%
Anthurium	-9.5%	18%
Schlumbergera	24%	10%
Cyclamen	-4.6%	12%
Ficus	-3.1%	36%
Rose	5.6%	12%
Echeveria	16%	0.2%
Rhododendron	16%	5.9%
Dracaena	11%	-10%
Cymbidium	7.0%	7.4%
<b>Total top 15</b>	<b>12.3%</b>	<b>1.9%</b>
<b>Total Houseplants</b>	<b>9.6%</b>	<b>3.8%</b>





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-5.0%	-13%
Chrysanthemum Spray	-1.4%	-15%
Hippeastrum/Amaryllis	20%	0.0%
Lily Oriental	-15%	0.5%
Ilex	12%	14%
Tulip (single)	39%	-12%
Gerbera mini	-3.5%	-12%
Chrysanthemum Single	-13%	-2.6%
Roses Small	-20%	-4.9%
Eustoma Lisianthus (full)	27%	-2.3%
Chrysanthemum Santini	-0.8%	-16%
Cymbidium large (stem)	-20%	49%
Rose Spray	-12%	21%
Gerbera Big	8.8%	-23%
Decorative branches	38%	-14%
Lilium LA-hybrids	-12%	15%
Alstroemeria	0.5%	-18%
Skimmia (bunch)	5.5%	4.0%
Hydrangea classic	-49%	43%
Eustoma Lisianthus Single	-7.3%	-6.2%
<b>Total top 20</b>	<b>-3.3%</b>	<b>-5.5%</b>
<b>Total Cut Flowers</b>	<b>2.7%</b>	<b>-3.0%</b>



Much higher clock prices also for: anigozanthos, asclepias, eucalyptus, gladiolus, helianthus, and pittosporum.

Much lower clock prices for: carthamus, delphinium, 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. W48 Date: 07/12/2016**

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 : 48 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\$ = 113.75 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>14,917,581</b>					
Alstroemeria -- D	166,310	19	400	107	0.94	
Alstroemeria -- I	96,988	10	120	39	0.35	COL ISR NLD
Ammi majus -- D	24,690	17	135	57	0.50	
Ammi majus -- I	470		100	90	0.79	
Anigozanthos -- D	0					
Anigozanthos -- I	5,080	31	200	69	0.61	AUS NLD ZWE
Anthurium Pink -- D	62		500	190	1.67	
Anthurium Pink -- I	7,166	8	160	51	0.45	THA
Anthurium Red -- D	296		180	128	1.13	
Anthurium Red -- I	11,554	5	320	71	0.62	AUS THA USA ZAF
Anthurium White -- D	80		120	85	0.75	
Anthurium White -- I	4,132	10	170	66	0.58	THA
Banksia -- D	31		300	300	2.64	
Banksia -- I	215	123	400	189	1.67	AUS NZL
Bupleurum -- D	15,740		150	77	0.68	
Bupleurum -- I	0					
Calla -- D	29,600	20	350	126	1.11	
Calla -- I	11,590	60	300	130	1.14	NLD NZL
Carnations Spray -- D	216,115	5	160	46	0.41	
Carnations Spray -- I	854,458	1	75	32	0.28	COL
Carnations Standard -- D	309,707	5	160	43	0.38	
Carnations Standard -- I	958,025	1	170	34	0.30	COL
Chrysanthemum Spray -- D	705,557	1	120	42	0.37	
Chrysanthemum Spray -- I	609,354	1	133	37	0.33	KOR
Delphinium -- D	60,917	10	350	158	1.39	
Delphinium -- I	0					
Dracaena -- D	37,230	5	200	45	0.40	
Dracaena -- I	245,141	2	150	29	0.25	SGP
Euphorbia Marginata -- D	9,560		210	103	0.91	
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	333,202	21	600	157	1.38	
Eustoma -- I	20,120	80	201	131	1.15	AUS
Freesia -- D	37,315	13	85	55	0.49	
Freesia -- I	11,750	19	60	39	0.34	NLD
Gentiana -- D	1,190		45	20	0.18	
Gentiana -- I	0					
Gerbera -- D	438,028	5	130	30	0.26	
Gerbera -- I	0					
Gladiolus -- D	65,510	10	170	90	0.79	
Gladiolus -- I	440	49	120	111	0.98	
Gypsophila -- D	208,548	14	376	104	0.92	
Gypsophila -- I	29,536		150	56	0.49	ISR
Heliconia Pendula -- D	1,367		120	34	0.30	
Heliconia Pendula -- I	145		700	183	1.61	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,527	60	180	93	0.82	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,889		180	114	1.00	AUS NZL ZAF
Lily Casablanca -- D	19,988	43	900	395	3.48	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	39,350	15	230	128	1.13	
Lily Longiflorum -- I	6,960	51	120	79	0.69	KOR
Limonium Sinuatum -- D	436,496	7	90	36	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	180		120	96	0.84	
Molucella -- I	0					
Nerine -- D	5,850	21	100	70	0.61	
Nerine -- I	8,471	40	180	102	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	119,120	5	62	22	0.19	SGP THA
Orchid Cymbidium -- D	22,650	70	1,200	332	2.92	
Orchid Cymbidium -- I	2,612	72	700	419	3.68	NLD NZL
Orchid Oncidium -- D	7,488	10	800	147	1.29	
Orchid Oncidium -- I	139,955	15	200	74	0.65	SGP TAI THA
Orchid Phalaenopsis -- D	10,646	27	2,000	413	3.63	
Orchid Phalaenopsis -- I	14,206	125	850	479	4.21	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	87,430	5	50	21	0.19	THA
Ornithogalum -- D	250	56	130	107	0.94	
Ornithogalum -- I	57,974	1	100	14	0.13	NLD ZAF
Protea King -- D	0					
Protea King -- I	725	4	1,000	209	1.83	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,311	17	1,200	69	0.61	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	770	75	260	175	1.54	AUS NZL
<b>Rose Total -- D</b>	<b>858,336</b>	<b>1</b>	<b>600</b>	<b>82</b>	<b>0.72</b>	
<b>Rose Total -- I</b>	<b>479,993</b>	<b>1</b>	<b>415</b>	<b>48</b>	<b>0.43</b>	
Rose Amada -- D	12,076	42	230	127	1.12	
Rose Amada -- I	0					
Rose Avalanche -- D	67,460	10	200	87	0.77	
Rose Avalanche -- I	6,815	1	85	43	0.38	IND NLD
Rose Carpe Diem -- D	17,415	15	160	75	0.66	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	39,274	25	150	88	0.77	COL
Rose Gold Rush -- D	12,342	10	140	69	0.60	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	180		70	45	0.40	
Rose Gold Strike -- I	12,280	5	40	13	0.11	COL IND
Rose Noblesse -- D	2,130	15	70	40	0.35	
Rose Noblesse -- I	1,365		35	31	0.27	IND

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	22,383	10	570	72	0.64	
Rose Red Roses I --	42,345		150	69	0.61	
Rose Red Star -- D	5,940	30	160	82	0.72	
Rose Red Star -- I	0					
Rose Samourai -- D	51,829	25	200	110	0.96	
Rose Samourai -- I	3,770	39	132	83	0.73	IND
Rose Sweet Avalanche -- D	32,050	11	175	63	0.55	
Rose Sweet Avalanche -- I	2,755	19	70	41	0.36	
Rose Sweet Unique -- D	2,280	30	125	69	0.60	
Rose Sweet Unique -- I	5,160	15	120	55	0.48	
Rose Teresa -- D	3,115	20	120	60	0.52	
Rose Teresa -- I	0					
Rose Tineke -- D	17,538	5	160	65	0.57	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,366	30	200	91	0.80	
Rose Yves Piaget -- I	40			78	0.69	NLD
Rose Spr Babe -- D	8,715	25	150	85	0.75	
Rose Spr Babe -- I	4,210	36	120	55	0.48	KOR
Rose Spr Lovely Lydia -- D	4,925	30	160	98	0.86	
Rose Spr Lovely Lydia -- I	580	55	65	65	0.57	KOR
Rose Spr Shooting Star -- D	4,595	20	180	93	0.82	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,740	75	200	131	1.15	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,200		140	85	0.75	ISR NLD
Tulip -- D	70,600	19	170	71	0.62	
Tulip -- I	0					
Waxflowers -- D	150		15	20	0.18	
Waxflowers -- I	15,786	10	900	64	0.57	AUS
<b>Green Foliage</b>						
Beargrass -- D	7		300	231	2.03	
Beargrass -- I	590	10	300	103	0.91	USA
Leatherleaves -- D	67,620	3	60	30	0.26	
Leatherleaves -- I	215,955	1	45	15	0.14	USA
Ruscus Israel -- D	600		30	21	0.19	
Ruscus Israel -- I	5,845		40	27	0.24	ISR
Ruscus Italian -- D	30		30	30	0.26	
Ruscus Italian -- I	6,590	11	80	41	0.36	ITA
Salal -- D	0					
Salal -- I	10,777	27	550	155	1.37	USA