

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.

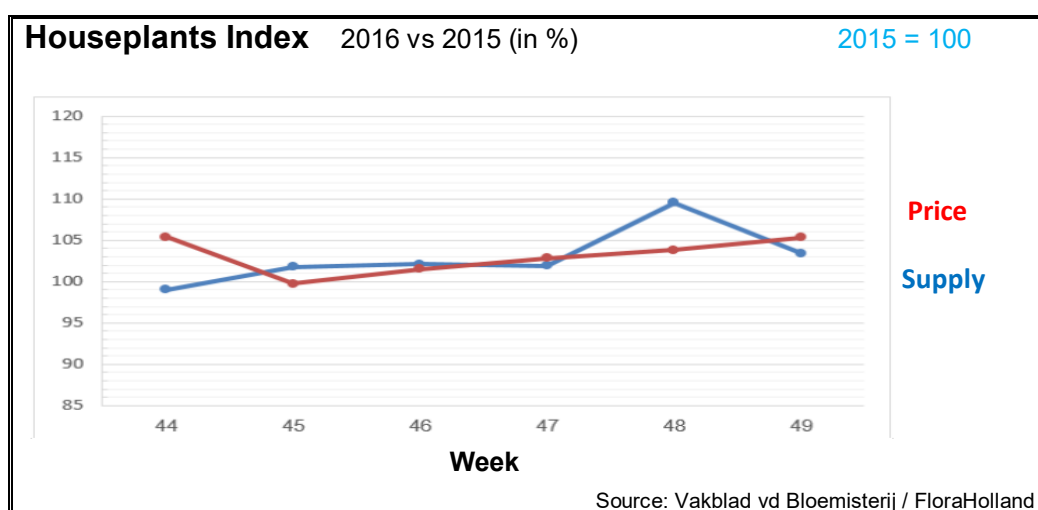
The Market Insider team

Week No. 49-2016

Date: 14/12/2016

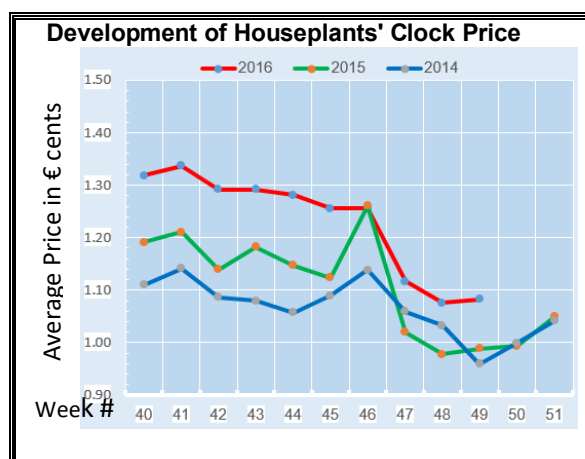
The Royal FloraHolland flower auctions' weekly supply and price index

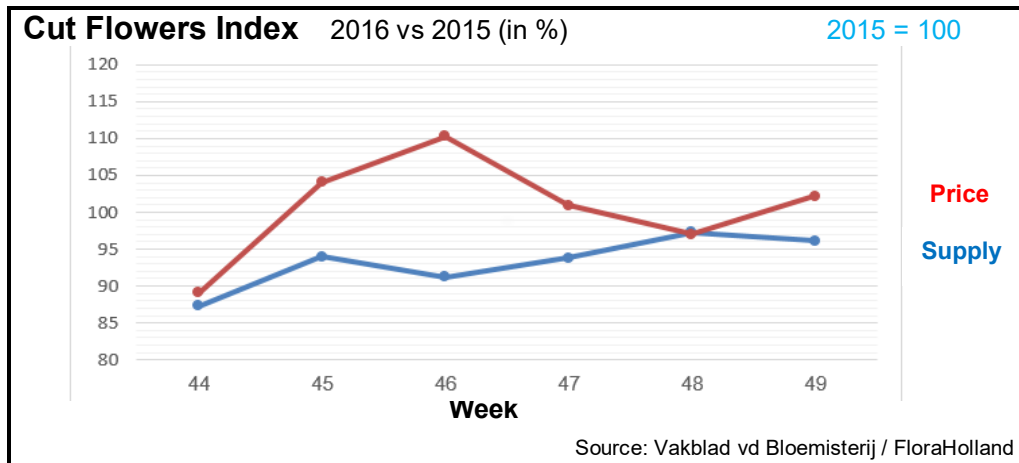
(Representing the relative supply and average price, compared to the same weeks of last year)



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

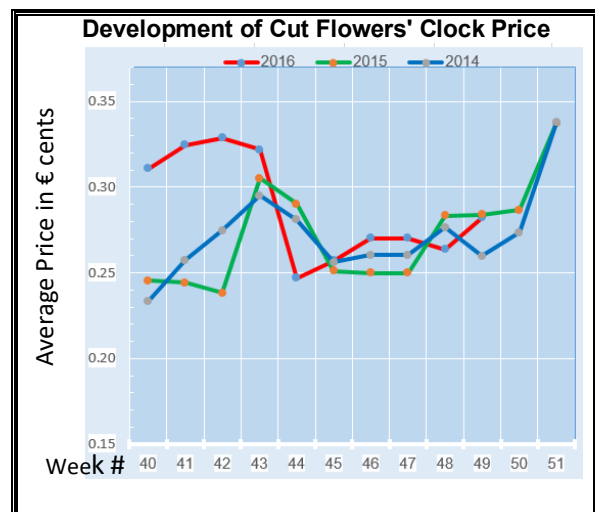
Top 15 Houseplants	Quantity	Price
Phalaenopsis	1.4%	11%
Euphorbia pulcherrima	7.2%	-2.5%
Hyacinth	9.0%	9.5%
Arrangements	31%	-2.0%
Kalanchoe	14%	8.2%
Hippeastrum/Amaryllis	-7.6%	0.9%
Anthurium	-15%	19%
Cyclamen	0.8%	6.8%
Schlumbergera	-9.5%	-20%
Rose	0.7%	10%
Ficus	-16%	15%
Dendrobium	-1.5%	17%
Echeveria	7.3%	-9.4%
Hedera	29%	-4.4%
Rhododendron	-14%	17%
Total top 15	5.5%	3.9%
Total Houseplants	3.4%	5.3%





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-9.7%	-1.0%
Chrysanthemum Spray	4.6%	-3.5%
Hippeastrum/Amaryllis	3.3%	10%
Ilex	-0.4%	16%
Lily Oriental	-13%	5.2%
Tulip (single)	51%	-29%
Gerbera mini	-12%	-14%
Chrysanthemum Single	-11%	4.7%
Roses Small	-23%	-5.2%
Cymbidium large (stem)	-12%	45%
Chrysanthemum Santini	0.7%	-13%
Eustoma Lisianthus (full)	8.5%	8.3%
Rose Spray	-15%	29%
Gerbera Big	5.6%	-24%
Lilium LA-hybrids	-0.7%	3.2%
Decorative branches	-17%	26%
Skimmia (bunch)	6.3%	8.2%
Alstroemeria	8.0%	-25%
Gypsophila	-0.3%	21%
Wax Flower	51%	-7.3%
Total top 20	-4.7%	1.4%
Total Cut Flowers	-3.9%	2.2%



Much higher clock prices also for: anigozanthos, eucalyptus, gladioli, gypsophila, helianthus, and phlox.

Much lower clock prices for: agapanthus, aster, delphinium, fatsia, limonium, 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. W49 Date: 14/12/2016

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 : 49 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\$ = 115.28 Yen

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	14,732,080					
Alstroemeria -- D	180,305	10	400	89	0.77	
Alstroemeria -- I	43,470		120	39	0.34	COL ISR NLD
Ammi majus -- D	25,320	6	140	49	0.43	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	2,860		150	68	0.59	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	2,514	15	150	64	0.56	THA
Anthurium Red -- D	20		500	500	4.34	
Anthurium Red -- I	7,377	10	240	88	0.76	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	1,790		150	73	0.63	THA
Banksia -- D	0					
Banksia -- I	10		400	375	3.25	AUS NZL
Bupleurum -- D	9,860	16	140	63	0.55	
Bupleurum -- I	0					
Calla -- D	30,045	11	250	79	0.69	
Calla -- I	7,980		300	111	0.96	NLD NZL
Carnations Spray -- D	213,030	5	160	49	0.43	
Carnations Spray -- I	632,377	1	70	32	0.28	COL
Carnations Standard -- D	291,104	5	250	46	0.40	
Carnations Standard -- I	753,534	1	160	34	0.29	COL
Chrysanthemum Spray -- D	524,720	2	135	44	0.38	
Chrysanthemum Spray -- I	437,695	3	168	43	0.38	KOR
Delphinium -- D	59,640	3	350	141	1.22	
Delphinium -- I	0					
Dracaena -- D	27,842	6	120	41	0.35	
Dracaena -- I	142,266	2	120	29	0.25	SGP
Euphorbia Marginata -- D	740		130	78	0.68	
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	226,232	5	600	173	1.50	
Eustoma -- I	27,300	40	230	153	1.33	AUS
Freesia -- D	73,728	4	85	45	0.39	
Freesia -- I	16,120		70	34	0.30	NLD
Gerbera -- D	233,694	1	135	30	0.26	
Gerbera -- I	0					
Gladiolus -- D	58,095	16	165	84	0.73	
Gladiolus -- I	3,400		155	111	0.96	NLD
Gypsophila -- D	209,347	5	375	82	0.71	
Gypsophila -- I	19,877		500	56	0.49	ISR
Heliconia Pendula -- D	1,747		120	46	0.40	
Heliconia Pendula -- I	125		700	171	1.48	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	969		180	115	1.00	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,768		165	122	1.06	AUS NZL ZAF
Lily Casablanca -- D	16,459	43	1,000	385	3.34	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	54,370	4	220	88	0.76	
Lily Longiflorum -- I	160		97	74	0.64	KOR NLD
Limonium Sinuatum -- D	267,472	10	110	44	0.38	
Limonium Sinuatum -- I	0					
Molucella -- D	160		110	85	0.74	
Molucella -- I	0					
Nerine -- D	2,400		150	65	0.57	
Nerine -- I	3,860		150	85	0.74	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	100,590	10	63	28	0.25	SGP THA
Orchid Cymbidium -- D	25,769	34	2,300	374	3.25	
Orchid Cymbidium -- I	373		400	225	1.95	NLD NZL
Orchid Oncidium -- D	5,132	25	400	153	1.33	
Orchid Oncidium -- I	94,660	10	200	82	0.71	SGP TAI THA
Orchid Phalaenopsis -- D	6,540	70	2,000	515	4.46	
Orchid Phalaenopsis -- I	8,555	143	850	554	4.81	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	51,040	10	50	26	0.23	THA
Ornithogalum -- D	100		100	100	0.87	
Ornithogalum -- I	15,440		110	18	0.16	NLD ZAF
Protea King -- D	0					
Protea King -- I	140		60	279	2.42	AUS ZAF
Protea others -- D	0					
Protea others -- I	465		400	171	1.48	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	510		260	142	1.23	AUS NZL
Rose Total -- D	598,530	1	300	76	0.66	
Rose Total -- I	378,650	1	420	45	0.39	
Rose Amada -- D	8,485	40	200	129	1.12	
Rose Amada -- I	0					
Rose Avalanche -- D	51,034	1	200	78	0.67	
Rose Avalanche -- I	5,230		120	30	0.26	IND NLD
Rose Carpe Diem -- D	12,380	20	180	79	0.68	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	41,134	34	140	78	0.68	COL
Rose Gold Rush -- D	10,810	20	150	71	0.62	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	170		60	39	0.34	
Rose Gold Strike -- I	7,190		40	19	0.16	COL IND
Rose Noblesse -- D	3,620	14	80	37	0.32	
Rose Noblesse -- I	2,535		30	29	0.25	IND
Rose Red Roses D --	11,821	1	220	53	0.46	
Rose Red Roses I --	130		90	48	0.42	

<u>Product Name & Source</u>	Quantity	<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>	
D = Domestic I = Imported						
Rose Red Star -- D	5,331	30	141	85	0.74	
Rose Red Star -- I	0					
Rose Samourai -- D	38,530	30	200	114	0.99	
Rose Samourai -- I	3,545		110	66	0.57	IND
Rose Sweet Avalanche -- D	24,385	13	160	63	0.55	
Rose Sweet Avalanche -- I	1,780		80	33	0.29	
Rose Sweet Unique -- D	2,570	20	150	70	0.61	
Rose Sweet Unique -- I	2,170		125	56	0.49	
Rose Teresa -- D	3,280	20	117	55	0.48	
Rose Teresa -- I	0					
Rose Tineke -- D	10,635	8	160	58	0.50	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	8,853	10	180	73	0.63	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	6,225	29	140	82	0.71	
Rose Spr Babe -- I	2,436		90	53	0.46	KOR
Rose Spr Lovely Lydia -- D	3,720	40	170	93	0.81	
Rose Spr Lovely Lydia -- I	630		65	65	0.56	KOR
Rose Spr Shooting Star -- D	4,910	27	180	92	0.80	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	4,590	50	185	117	1.01	
Sandersonia -- I	0					
Trachelium -- D	50		40	40	0.35	
Trachelium -- I	1,050		140	72	0.62	ISR NLD
Tulip -- D	90,680	10	170	63	0.54	
Tulip -- I	0					
Waxflowers -- D	100			23	0.20	
Waxflowers -- I	10,154		1,000	59	0.52	AUS
Green Foliage						
Beargrass -- D	6		300	192	1.67	
Beargrass -- I	780	10	220	35	0.30	USA
Leatherleaves -- D	30,780	8	65	36	0.32	
Leatherleaves -- I	179,495	3	35	18	0.15	USA
Ruscus Israel -- D	220		60	20	0.17	
Ruscus Israel -- I	4,900		70	30	0.26	ISR ITA
Ruscus Italian -- D	40			84	0.73	
Ruscus Italian -- I	4,390	15	75	39	0.34	ITA
Salal -- D	0					
Salal -- I	7,188	25	500	116	1.00	USA