

## 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.

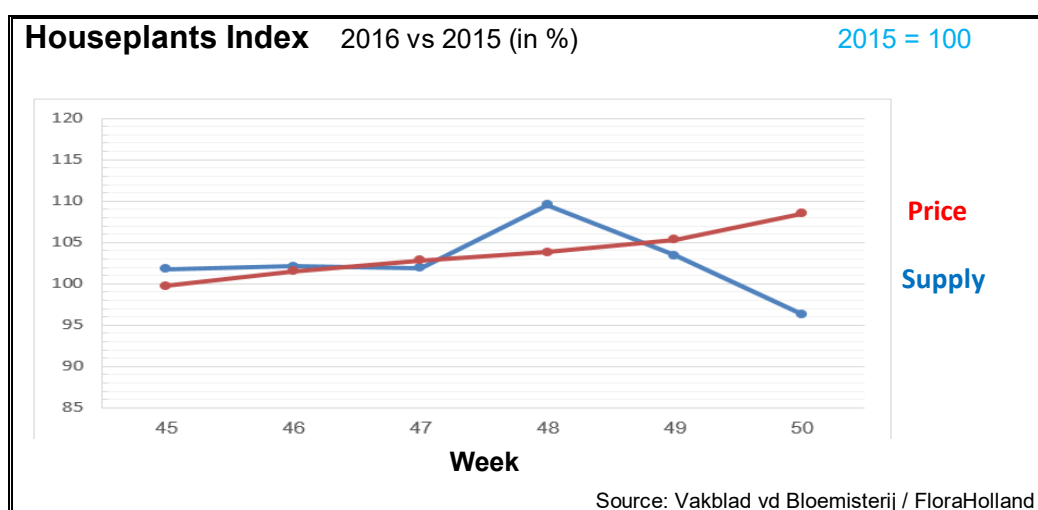
The Market Insider team

Week No. 50-2016

Date: 21/12/2016

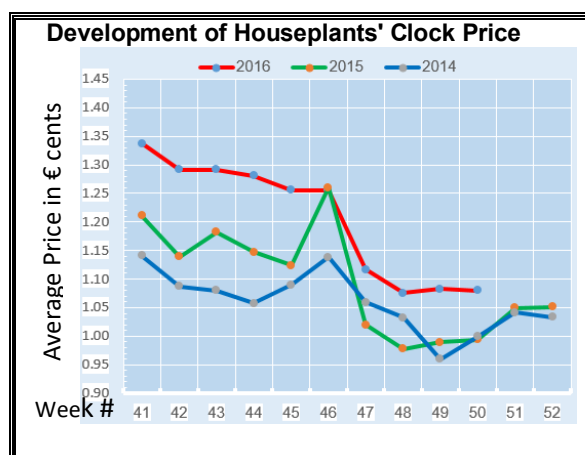
#### The Royal FloraHolland flower auctions' weekly supply and price index

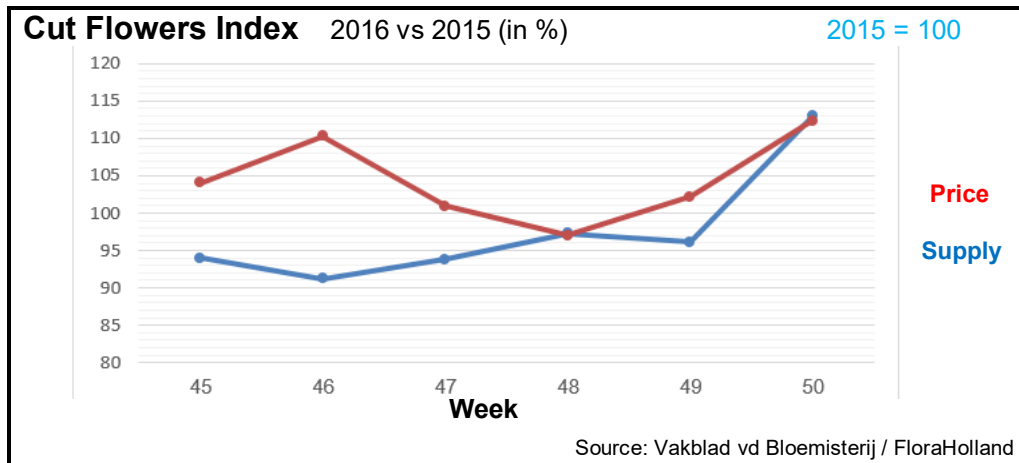
(Representing the relative supply and average price, compared to the same weeks of last year)



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

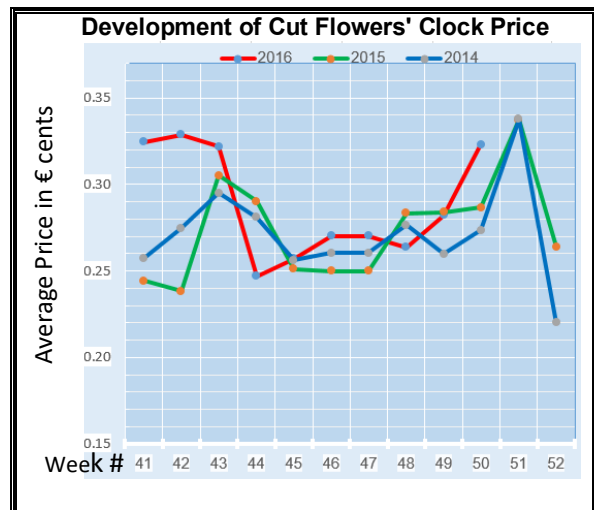
Top 15 Houseplants	Quantity	Price
Phalaenopsis	3.8%	7.3%
Euphorbia pulcherrima	-16%	0.5%
Hyacinth	-4.2%	4.0%
Arrangements	24%	-0.6%
Hippeastrum/Amaryllis	-23%	4.4%
Anthurium	-12%	23%
Kalanchoe	-3.6%	5.2%
Rose	49%	-9.6%
Cyclamen	-12%	3.0%
Various Houseplants	19%	45%
Ficus	5.5%	4.7%
Schlumbergera	-23%	3.9%
Rhododendron	-8.9%	16%
Bromelia Various	178%	-47%
Dracaena	2.2%	12%
<b>Total top 15</b>	<b>-3.7%</b>	<b>8.8%</b>
<b>Total Houseplants</b>	<b>-3.7%</b>	<b>8.5%</b>





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	7.0%	11%
Chrysanthemum Spray	20%	8.0%
Hippeastrum/Amaryllis	12%	43%
Liliy Oriental	13%	8.1%
Ilex	-0.8%	30%
Tulip (single)	85%	-28%
Gerbera mini	10%	21%
Chrysanthemum Single	6.0%	6.5%
Cymbidium large (stem)	6.8%	44%
Roses Small	-7.0%	-0.3%
Chrysanthemum Santini	14%	4.5%
Eustoma Lisianthus (full)	21%	23%
Gerbera Big	13%	-13%
Rose Spray	-17%	37%
Lilium LA-hybrids	31%	7.9%
Cymbidium (packed)	86%	-2.0%
Skimmia (bunch)	10%	25%
Alstroemeria	14%	-4.3%
Anthurium	31%	-2.7%
Gypsophila	42%	22%
<b>Total top 20</b>	<b>13%</b>	<b>13%</b>
<b>Total Cut Flowers</b>	<b>13%</b>	<b>12%</b>



Much higher clock prices also for: anigozanthos, asclepias, eucalyptus, narcissi, phlox, and solidago.

Much lower clock prices for: helianthus, 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. W50 Date: 21/12/2016**

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 : 50 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\$ = 118.05 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>22,805,829</b>					
Alstroemeria -- D	187,455	19	350	105	0.89	
Alstroemeria -- I	56,393	10	110	46	0.39	COL ISR NLD
Ammi majus -- D	35,590	17	130	55	0.46	
Ammi majus -- I	630		90	67	0.57	
Anigozanthos -- D	0					
Anigozanthos -- I	4,470	20	160	59	0.50	AUS NLD ZWE
Anthurium Pink -- D	20		120	95	0.80	
Anthurium Pink -- I	4,610	15	200	64	0.54	THA
Anthurium Red -- D	242		300	177	1.50	
Anthurium Red -- I	8,013	11	280	89	0.76	AUS THA USA ZAF
Anthurium White -- D	100		120	92	0.78	
Anthurium White -- I	3,388	12	170	79	0.67	THA
Banksia -- D	68		320	216	1.83	
Banksia -- I	143	148	550	235	1.99	AUS NZL
Bupleurum -- D	13,305	25	150	73	0.61	
Bupleurum -- I	0					
Calla -- D	35,703	20	250	106	0.90	
Calla -- I	11,263	10	280	125	1.06	NLD NZL
Carnations Spray -- D	216,641	6	160	50	0.42	
Carnations Spray -- I	1,006,418	10	75	34	0.29	COL
Carnations Standard -- D	307,195	10	167	47	0.40	
Carnations Standard -- I	1,247,221	5	170	34	0.29	COL
Chrysanthemum Spray -- D	851,780	3	125	48	0.40	
Chrysanthemum Spray -- I	735,629	9	160	47	0.40	KOR
Delphinium -- D	65,974	5	380	156	1.32	
Delphinium -- I	0					
Dracaena -- D	52,846	3	500	36	0.31	
Dracaena -- I	228,684		130	27	0.23	SGP
Euphorbia Marginata -- D	11,760		200	80	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	278,333	5	550	171	1.45	
Eustoma -- I	67,700	30	220	138	1.17	AUS
Freesia -- D	142,765	7	80	42	0.35	
Freesia -- I	12,625	16	55	29	0.24	NLD
Gerbera -- D	437,573	10	150	33	0.28	
Gerbera -- I	0					
Gladiolus -- D	80,780	20	150	73	0.62	
Gladiolus -- I	4,800	40	150	88	0.74	NLD
Gypsophila -- D	311,880	10	350	64	0.54	
Gypsophila -- I	16,938	17	110	49	0.42	ISR
Heliconia Pendula -- D	1,889		150	40	0.34	
Heliconia Pendula -- I	95		900	199	1.69	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,486	35	180	89	0.76	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,305		180	129	1.09	AUS NZL ZAF
Lily Casablanca -- D	23,566	43	1,000	354	3.00	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	63,670	22	200	98	0.83	
Lily Longiflorum -- I	920		110	96	0.82	KOR NLD
Limonium Sinuatum -- D	343,404	10	130	51	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	120		52	46	0.39	
Molucella -- I	0					
Nerine -- D	470		120	40	0.34	
Nerine -- I	7,909	34	180	90	0.76	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	175,810	7	50	22	0.19	SGP THA
Orchid Cymbidium -- D	29,948	100	1,200	419	3.55	
Orchid Cymbidium -- I	478		600	291	2.47	NLD NZL
Orchid Oncidium -- D	6,714	25	700	147	1.24	
Orchid Oncidium -- I	128,655	15	200	78	0.66	SGP TAI THA
Orchid Phalaenopsis -- D	8,703	50	1,600	488	4.14	
Orchid Phalaenopsis -- I	12,373	188	850	579	4.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	93,280	10	50	23	0.20	THA
Ornithogalum -- D	5			250	2.12	
Ornithogalum -- I	40,612	4	90	17	0.15	NLD ZAF
Protea King -- D	0					
Protea King -- I	943		1,700	124	1.05	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,968	15	1,200	102	0.86	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,200	51	240	137	1.16	AUS NZL
<b>Rose Total -- D</b>	<b>799,520</b>	<b>1</b>	<b>2,500</b>	<b>84</b>	<b>0.71</b>	
<b>Rose Total -- I</b>	<b>562,678</b>	<b>1</b>	<b>420</b>	<b>47</b>	<b>0.40</b>	
Rose Amada -- D	9,973	40	230	150	1.27	
Rose Amada -- I	0					
Rose Avalanche -- D	67,499	17	190	86	0.73	
Rose Avalanche -- I	7,900	3	85	35	0.29	IND NLD
Rose Carpe Diem -- D	12,729	20	160	80	0.68	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	58,727	25	168	87	0.74	COL
Rose Gold Rush -- D	10,862	11	140	66	0.56	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	60		50	43	0.36	
Rose Gold Strike -- I	21,013	5	40	14	0.11	COL IND
Rose Noblesse -- D	3,305		80	37	0.31	
Rose Noblesse -- I	740		30	11	0.09	IND
Rose Red Roses D --	18,121	10	500	81	0.69	
Rose Red Roses I --	60,612		170	72	0.61	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Star -- D	5,719	40	180	98	0.83	
Rose Red Star -- I	0					
Rose Samourai -- D	50,239	30	220	127	1.08	
Rose Samourai -- I	13,415	17	132	82	0.69	IND
Rose Sweet Avalanche -- D	35,640	11	150	60	0.51	
Rose Sweet Avalanche -- I	4,155	9	60	26	0.22	
Rose Sweet Unique -- D	1,780	15	112	63	0.54	
Rose Sweet Unique -- I	5,815	10	100	43	0.37	COL
Rose Teresa -- D	3,680	20	120	57	0.48	
Rose Teresa -- I	0					
Rose Tineke -- D	11,335	20	160	74	0.62	
Rose Tineke -- I	415		22	22	0.19	IND NLD
Rose Yves Piaget -- D	10,682	20	190	95	0.81	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	6,640	30	140	78	0.66	
Rose Spr Babe -- I	3,626	35	120	53	0.45	KOR
Rose Spr Lovely Lydia -- D	6,270	20	150	87	0.73	
Rose Spr Lovely Lydia -- I	980	65	65	65	0.55	KOR
Rose Spr Shooting Star -- D	5,290	20	170	90	0.76	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	6,190	31	175	107	0.91	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,200		140	92	0.78	ISR NLD
Tulip -- D	112,100	7	180	68	0.58	
Tulip -- I	100		120	110	0.93	NLD
Waxflowers -- D	0					
Waxflowers -- I	14,352	22	900	60	0.51	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		227	157	1.33	
Beargrass -- I	520		350	73	0.61	USA
Leatherleaves -- D	53,760	5	70	31	0.26	
Leatherleaves -- I	247,350	1	40	16	0.13	USA
Ruscus Israel -- D	90		60	59	0.50	
Ruscus Israel -- I	3,100		80	28	0.24	ISR ITA
Ruscus Italian -- D	0					
Ruscus Italian -- I	7,190	15	70	43	0.37	ITA
Salal -- D	0					
Salal -- I	12,470	30	550	123	1.04	USA