

## 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

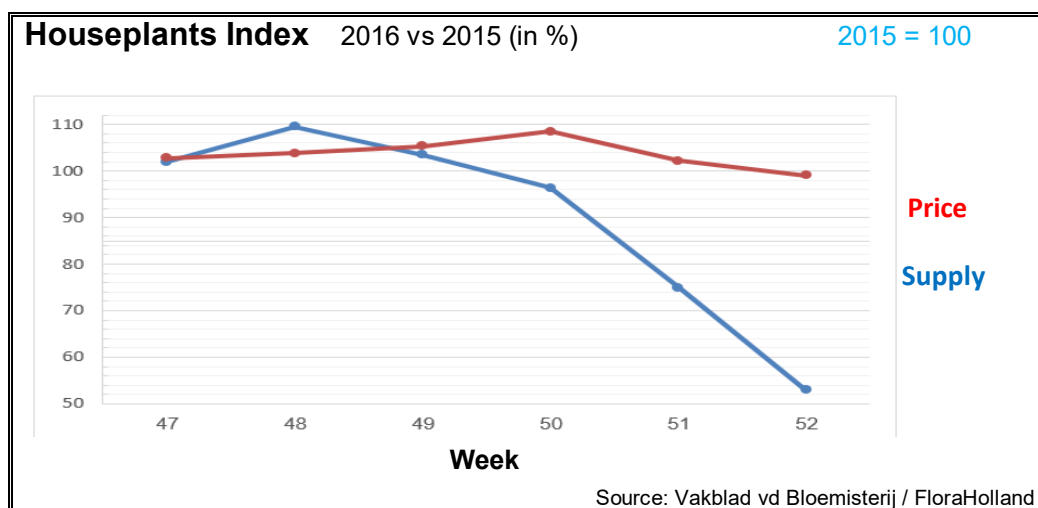
Note: Week 52 of 2015 was combined with week 53 and covered 7 sales days, including some pre-Christmas days; while this year week 52 was only 4 sales days, all after Christmas.

Week No. 52-2016

Date: 04/01/2017

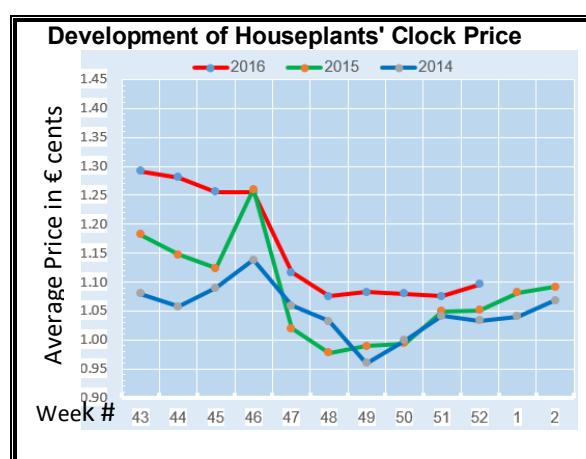
#### The Royal FloraHolland flower auctions' weekly supply and price index

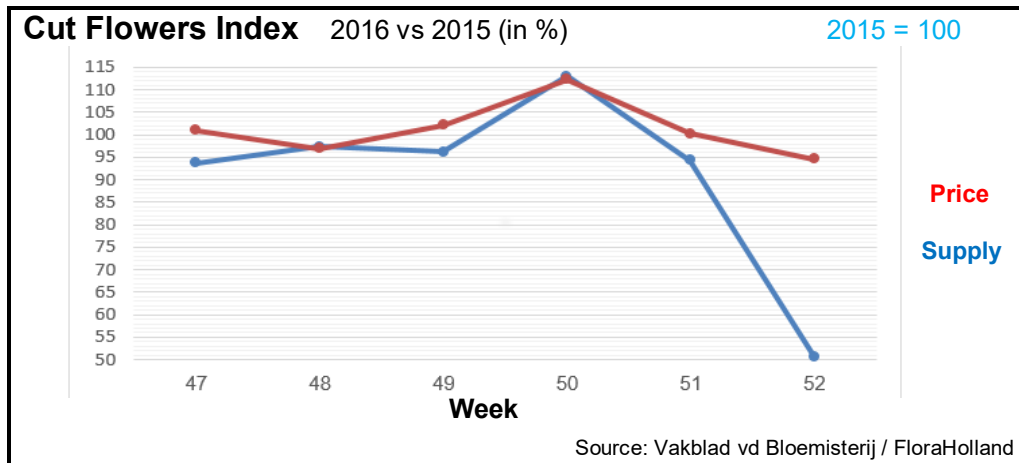
(Representing the relative supply and average price, compared to the same weeks of last year)



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

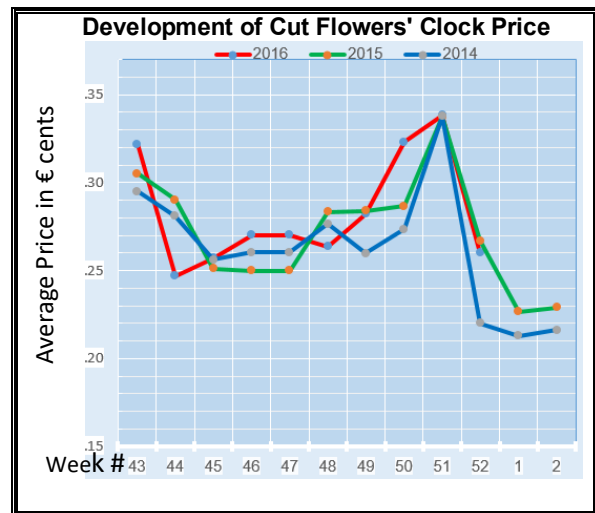
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-57%	3.0%
Hyacinth	-53%	11%
Arrangements	-40%	-8.2%
Various Houseplants	11%	-18%
Kalanchoe	-40%	-5.1%
Anthurium	-57%	20%
Dracaena	-52%	11%
Ficus	-49%	26%
Rose	-45%	-12%
Narciss	-6.2%	1.4%
Oxalis	-4.9%	20%
Spathiphyllum	-43%	8.8%
Cyclamen	-56%	-2.8%
Various Green Plants	-28%	8.0%
Dendrobium	-61%	1.1%
<b>Total top 15</b>	<b>-46%</b>	<b>-4.2%</b>
<b>Total Houseplants</b>	<b>-47%</b>	<b>-1.0%</b>





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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-49%	-7.1%
Tulip (single)	-46%	21%
Chrysanthemum Spray	-53%	-4.6%
Hippeastrum/Amaryllis	-71%	24%
Gerbera mini	-47%	-18%
Lily Oriental	-53%	-17%
Roses Small	-41%	-5.0%
Chrysanthemum Single	-59%	11%
Chrysanthemum Santini	-53%	4.1%
Eustoma Lisianthus (full)	-27%	2.0%
Cymbidium large (stem)	-60%	30%
Gerbera Big	-52%	-15%
Rose Spray	-49%	1.6%
Alstroemeria	-44%	-16%
Freesia Single	-55%	37%
Lilium LA-hybrids	-53%	-6.7%
Hyacinth	-56%	22%
Cymbidium large (packed)	-68%	-4.3%
Anthurium	-54%	-5.1%
Hypericum (various)	-45%	13%
<b>Total top 20</b>	<b>-49%</b>	<b>-6.3%</b>
<b>Total Cut Flowers</b>	<b>-49%</b>	<b>-5.3%</b>



Much higher clock prices also for: agapanthus, asclepias, delphinium, dianthus barbatus, eucalyptus, narciss, paeonia, ranunculus, and solidago.

Much lower clock prices for: fatsia, gypsophila, ornithogalum, zantedeschia, and wax flower.

**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. W52**      **Date: 04/01/2017**

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 : 52 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\$ = 117.40 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>27,660,438</b>					
Alstroemeria -- D	263,900	12	400	117	1.00	
Alstroemeria -- I	72,142	5	120	46	0.39	COL ISR NLD
Ammi majus -- D	69,270	5	126	44	0.37	
Ammi majus -- I	550		15	6	0.05	
Anigozanthos -- D	0					
Anigozanthos -- I	1,100		100	41	0.35	AUS NLD ZWE
Anthurium Pink -- D	114		500	170	1.45	
Anthurium Pink -- I	5,506	20	200	79	0.68	THA
Anthurium Red -- D	546		350	176	1.50	
Anthurium Red -- I	10,296	13	250	118	1.01	AUS THA USA ZAF
Anthurium White -- D	122		150	65	0.55	
Anthurium White -- I	1,942	18	220	94	0.80	THA
Banksia -- D	40			120	1.02	
Banksia -- I	40		300	243	2.07	AUS NZL
Bupleurum -- D	13,145	15	165	68	0.58	
Bupleurum -- I	0					
Calla -- D	41,420	12	300	109	0.93	
Calla -- I	4,345	10	280	152	1.29	NLD NZL
Carnations Spray -- D	265,930	5	160	60	0.51	
Carnations Spray -- I	1,734,609		80	30	0.25	COL
Carnations Standard -- D	289,215	1	160	52	0.44	
Carnations Standard -- I	1,105,700	1	170	34	0.29	COL
Chrysanthemum Spray -- D	1,183,995		160	45	0.39	
Chrysanthemum Spray -- I	1,639,515		150	38	0.32	KOR
Delphinium -- D	50,847	10	450	164	1.40	
Delphinium -- I	0					
Dracaena -- D	29,363	1	200	45	0.38	
Dracaena -- I	237,296	1	120	33	0.28	SGP
Euphorbia Marginata -- D	2,945		180	72	0.61	
Euphorbia Marginata -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin		
		D = Domestic	I = Imported	Lowest	Highest		Average	US\$
Eustoma -- D	280,046			20	550	184	1.57	
Eustoma -- I	111,120			12	270	154	1.32	AUS
Freesia -- D	448,150			3	100	46	0.39	
Freesia -- I	30,500			2	50	35	0.30	NLD
Gerbera -- D	426,599			5	150	40	0.34	
Gerbera -- I	0							
Gladiolus -- D	82,540			10	150	71	0.61	
Gladiolus -- I	31,440			11	120	75	0.64	NLD
Gypsophila -- D	430,583			10	2,000	74	0.63	
Gypsophila -- I	8,500			5	100	53	0.45	ISR
Heliconia Pendula -- D	2,058				130	35	0.29	
Heliconia Pendula -- I	60				333	223	1.90	SGP
Leucad. Safari Sunset -- D	0							
Leucad. Safari Sunset -- I	1,305			43	110	83	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0							
Leucospermum Cordifolium -- I	1,515				350	212	1.80	AUS NZL ZAF
Lily Casablanca -- D	37,818			40	1,200	535	4.56	
Lily Casablanca -- I	0							
Lily Longiflorum -- D	129,680			19	270	122	1.03	
Lily Longiflorum -- I	51,210			20	135	95	0.81	KOR NLD
Limonium Sinuatum -- D	804,378			5	150	60	0.51	
Limonium Sinuatum -- I	18,960				70	58	0.49	
Nerine -- D	0							
Nerine -- I	700			63	180	122	1.04	NLD NZL
Orchid Anna -- D	0							
Orchid Anna -- I	225,430			10	100	32	0.28	SGP THA
Orchid Cymbidium -- D	98,829			83	3,000	450	3.83	
Orchid Cymbidium -- I	1,507				800	362	3.08	NLD NZL
Orchid Oncidium -- D	17,787			20	800	157	1.34	
Orchid Oncidium -- I	188,550			24	315	120	1.02	SGP TAI THA
Orchid Phalaenopsis -- D	12,287			100	2,500	577	4.91	
Orchid Phalaenopsis -- I	17,954			221	1,000	648	5.52	AUS NZL
Orchid Sonia -- D	0							
Orchid Sonia -- I	226,970			10	75	30	0.26	THA
Ornithogalum -- D	0							
Ornithogalum -- I	19,848			1	90	17	0.15	NLD ZAF
Protea King -- D	0							
Protea King -- I	290				1,700	236	2.01	AUS ZAF
Protea others -- D	0							
Protea others -- I	700			6	800	89	0.76	AUS NZL
Riceflowers -- D	0							
Riceflowers -- I	200				140	71	0.60	AUS
<b>Rose Total -- D</b>	<b>539,293</b>			<b>1</b>	<b>600</b>	<b>84</b>	<b>0.71</b>	
<b>Rose Total -- I</b>	<b>383,061</b>			<b>1</b>	<b>400</b>	<b>56</b>	<b>0.47</b>	
Rose Amada -- D	7,185			16	250	144	1.23	
Rose Amada -- I	0							
Rose Avalanche -- D	41,548			6	180	59	0.51	
Rose Avalanche -- I	5,795			1	70	23	0.20	IND NLD
Rose Carpe Diem -- D	10,339			25	200	105	0.89	
Rose Carpe Diem -- I	0							
Rose Freedom -- D	20					23	0.20	
Rose Freedom -- I	30,319			10	150	95	0.81	COL
Rose Gold Rush -- D	9,132			20	200	107	0.91	
Rose Gold Rush -- I	0							
Rose Gold Strike -- D	0							
Rose Gold Strike -- I	13,504			2	60	20	0.17	COL IND
Rose Noblesse -- D	2,010			17	80	39	0.33	
Rose Noblesse -- I	695			20	40	30	0.25	IND
Rose Red Roses D --	11,010			5	250	80	0.68	
Rose Red Roses I --	32,520				150	70	0.60	
Rose Red Star -- D	3,793			18	180	88	0.75	
Rose Red Star -- I	0							

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Samourai -- D	35,135	20	250	133	1.13	
Rose Samourai -- I	8,170	20	141	80	0.68	IND
Rose Sweet Avalanche -- D	21,431	10	160	58	0.50	
Rose Sweet Avalanche -- I	3,430	15	60	33	0.28	
Rose Sweet Unique -- D	1,770	40	130	85	0.72	
Rose Sweet Unique -- I	1,790	10	120	67	0.57	
Rose Teresa -- D	2,145	4	140	75	0.64	
Rose Teresa -- I	0					
Rose Tineke -- D	7,099	2	130	41	0.35	
Rose Tineke -- I	520	1	30	20	0.17	IND
Rose Yves Piaget -- D	8,261	20	230	80	0.68	
Rose Yves Piaget -- I	320		80	70	0.60	NLD
Rose Spr Babe -- D	5,830	20	200	123	1.05	
Rose Spr Babe -- I	1,945	36	140	78	0.67	KOR
Rose Spr Lovely Lydia -- D	5,610	20	200	119	1.02	
Rose Spr Lovely Lydia -- I	630		65	65	0.55	KOR
Rose Spr Shooting Star -- D	3,537	30	220	124	1.06	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,230	52	264	129	1.10	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	540		140	67	0.57	ISR NLD
Tulip -- D	588,890	10	200	57	0.48	
Tulip -- I	33,350		100	37	0.32	NLD
Waxflowers -- D	0					
Waxflowers -- I	7,050	15	100	46	0.39	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		300	300	2.56	
Beargrass -- I	140		330	152	1.30	USA
Leatherleaves -- D	46,920	5	80	39	0.33	
Leatherleaves -- I	229,860	1	50	19	0.17	USA
Ruscus Israel -- D	300			17	0.14	
Ruscus Israel -- I	3,120		60	38	0.32	ISR ITA
Ruscus Italian -- D	0					
Ruscus Italian -- I	4,290	40	80	52	0.44	ITA
Salal -- D	50			16	0.14	
Salal -- I	10,061	30	750	135	1.15	USA