

Paeonia stem prices dropped very low in July 2019 in The Netherlands

Ko Klaver, August 2019

[Translated from a Monthly Dutch News Article from the flower auction Royal Holland](#)

The overview report shows that 40% more trade valuate volume was realized in the Paeonia cut flowers this July 2019, which was mostly due to the large quantity volume generated from the cut flowers grower farms. This due to the many roots that were planted in the last 5 years. July 2019 sales reports show an 84% higher volume in quantity of Paeonia stems were sold in July 2019 compared to July 2018. The average stem price dropped by 23% and ended up in July with an average Auction price of 0,41 euro = USD \$0.46 per stem.

NOTE: this is the July report snippet from Royal Holland flower auction. This does not say anything as to what results were in the month of June, which I know was higher, closer to \$0.60 per set price (Bulk)

**Conclusion:** Alaska should be careful as the Dutch are putting price pressure in the market during July, and this will be for a few more years to come. It is A Dogie-Dog-World.

Like I have always said, lock your sale contracts in before your season starts for at least 80% of your expected cut volume. Negotiate the last 20% as your speculative measure.