Recent Movement in Flower Industry

The reconstruction in the regions struck by the Great East Japan Earthquake

Natori City in Miyagi Prefecture is the production area of carnation with the largest yield in Tohoku, the northeast in Japan. However, about 60% of the green house of 6ha was damaged by the earthquake occurred in March 2011. Natori flower growers association reaped the special benefit for agriculture in disaster-stricken area, reconstructed green houses and they removed salt from the ground with relevant organs. At late in May 2012, one year and 2 months after the earthquake disaster, they planted carnations again to restart production. In October they made the first shipment after the earthquake.

The planted area of Kozukahara district where tsunami damage was serious in Natori has rebound below 70% of pre-quake level. They continue their efforts to recover to the pre-quake level.

Activity of Hanaiku-Floral education

'Hanaiku' is to cultivate feeling of tenderness and beauty from the experiences of growing or enjoying flowers and plants, such as making flowerbeds or Ikebana, Japanese style flower arrangement. 'Hanaiku' is evaluated by the educational persons concerned because it is good for children's emotional developments and it is spreading across elementary and junior high schools mainly.

It is said that a good experience of growing or being close to flowers and plants in childhood would be a very good opener to consume flowers and plants when they grow up. Therefore, National council of Hanaiku promotion was founded by people in flower industry and educators in order to promote 'Hanaiku' activity. The Ministry of Agriculture, Forestry, and Fisheries of Japan is supporting 'Hanaiku' activity to promote 'Hanaiku' since it leads to activation of Japanese flower industry.

「花育」とは、生け花や花壇作りなど、花や緑に親しみ、育てる機会を通じて優しさや美しさを感じる気持ちを育むことです。

「花育」については、子供の情操教育に効果的であるとして教育関係者等から評価されており、小・中学校を中心に広まってきています。

「花育」の普及促進に当たっては、子供の頃に花に触れる経験が将来花や緑の消費をきっかけとなるという重要性から、花育業界、教育関係者等が参加した全国花育活動推進協議会が設立されています。農林水産省としても花育産業の活性化の観点から、花育の一層の普及促進を図るため、その活動に対して支援を行っています。

Growers said ‘We would like to produce flowers to repay everyone for their helps’.

'花を咲かせ、支援してくださった人たびに感謝したい' 植生者

Tha aftermath of the earthquake.

震災直後の様子

Nursery school toddler working at a flowerbed in a park.

公園での保育園児の花壇作り

'Shiba boy' boy with grass hair using plastic bottle.

ペットボトルを利用した芝の栽培体験

Flower arrangement class in an elementary school.

小学校でのフラワークラス授業
Sale with the vase life guarantee

日持ち保証販売

As a method for achieving higher customer’s satisfaction, sale with vase life guarantee has been introduced to Japanese industry. Using this sale method, flower industry tries to improve customer satisfaction with communication among growers, auctionists, wholesalers and retailers. At the same time, various studies and technical developments for post-harvest are being done. Also, it has been defined as one of the most important elements for expanding consumption of flowers and plants by “the Promotion Strategy for the Flower Industry” developed by the MAFF in 2010.

消費者顧客満足度を上げる方法のひとつとして「日持ち保証販売」が近年積極的に日本国内で導入されています。この「日持ち保証販売」を通じて、生産者、流通・市場、小売、川上から川下まで、品質保持に関するコミュニケーションを図り、消費者満足度向上を花き業界は目指しています。また、同時に収穫後の品質保持のための研究や技術開発が各方面で進められているところであります。

なお、農林水産省が平成22年4月に策定した「花き業振興方針」においても、日持ち保証販売は花きの消費拡大の要策として位置づけられています。

MPS-Milieu Programma Sierteelt

MPS（花き産業総合認証）について

MPS is the international certification of the entire horticulture sector for growers and traders. It was launched as the environmental program of floriculture in the Netherlands then introduced to Japan in 2007. Around 200 growers and 16 traders participate at present. MPS corresponds to environment, quality management and corporate social responsibility. That means MPS contributes to the supply of more reliable products.

MPSとは、花きの生産業者と流通業者を対象とした、花き業界の総合的な認証システムです。花きの先進国オランダで環境負荷低減プログラムとしてスタートし、2007年に日本に導入されました。現在、約200名の生産者と、16社の市場・流通業者が参加をしています。

日本にMPSが導入されたことにより、花きの生産業者、流通業者における環境、品質、管理としての社会的責任に対する配慮を示すようになり、より信頼できる商品の供給に役立っています。