Flowers and Plants in Japan that Export Overseas

Major destinations of Japanese flowers and plants

Today, Japanese high quality flowers and plants are exported across the world and their major end-consumers are in a higher socioeconomic group in those countries. Because Japanese flowers have good quality and abundance of a variety, they receive near-universal critical acclaim. Moreover, new Export Strategies of Japanese flowers and plants have been designed by MAFF. They set export target of 15 billion JPY by 2020 and Europe, China, Hong Kong, Singapore, USA and Russia are priority countries.

日本の主な花の海外輸出先

現在、日本の高級花は世界各国に輸出されています。主な製品が多い国は、各地の富裕層です。品質高く、種類も豊富な日本の高級花は、各方面からも好評です。

また、農林水産省では、新たな花の輸出戦略を策定し、ヨーロッパ諸国、中国、香港、シンガポール、米国、ロシア等を重点国として、2020年までに輸出額150億円を目指しています。

Gloriosa superba

The best Gloriosa with longest and strongest stems and vivid colors. Many designers all around the world love to use them not only for Ikebana but also for dynamic and fluid design.

- Major production area / Kochi, Aichi
- Number of cultivar / about 15

アルストロメリア

Popular varieties of Alstroemeria are different from traditional ones. They have fragrant beauty, are natural and spotless or fragrant. Florists expect those new varieties can increase the range of flower design.

- Major production area / Nagano, Aichi, Hokkaido, Yamagata
- Number of cultivar / about 250

ゲンタニア

Gentiana has the abundant varieties developed uniquely in Japan. Color varies from bluish purple, pink, white and more. Recently, a double blossom variety was introduced in the market.

- Major production area / Iwate, Nagano
- Number of cultivar / about 130

ラティラドゥ

Lathyrus, which has wide variations of colors, fragrance and voluminous look, is definitely specialty of Japan. It is received the highest evaluation in the world with its longer and thick stems with abundant blooms.

- Major production area / Miyazaki, Oita,Wakayama, Okayama, Aichi
- Number of cultivar / about 100

スイートピー

The flower's petals spread beautifully and it is used on special occasions such as weddings and other important events. The flower's petals are also used for decoration.

- Major production area / Fukuoka, Yamagata, Aomori, Aichi
- Number of cultivar / about 130

The Japanese government exhibited flowers and plants at the "IPM Essen", an international horticultural exhibition held in Essen, a city on the western part of Germany, to promote the star quality of Japanese flowers and plants.

"Missato Red"
"Ivete"
"Rosa Printa"
"Simple Pearl"