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る。主な最終輸出先は各国、地域の富裕層です。品質と花種数が豊富な日本の方が好まれています。現在、輸出先において、新たな輸出戦略が策定され、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 superb

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

Gentiana

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

Lathyrus odoratus

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

Lindleya

Like 94 in the training are unique varieties which are scented, pink, white etc. and with a full-blooming and densely flowered nature. It is a great plant in Japan, cultivated and exported as a boutique flower plant.

- Major production area: Iwate, Nagano, Tokyo, Chiba, Kanagawa
- Number of cultivar: about 130

First Lady

‘First Lady’ is a bouquet flower plant, known for its beautiful and delicate perfume. It is popular in Ikebana and other floral arrangements.

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

Stevia

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