1. Introduction

Aided by a rich climate of four seasons, Japan commercially produces and distributes a diverse selection of high-quality flowers and plants for the world. The flower and plant industry accounted for 4% of all Japanese agriculture revenue in 2013 with an output value of 378.5 billion yen. Floriculture is an exciting sector for the next generation of agriculture professionals. There are numerous young and upcoming producers in Japan.

With a history of more than 500 years, the flower and plant culture of Japan inherited rich traditions that include Ikebana and Bonsai. The symbiosis between urbanization and nature is a great global challenge of the 21st century. Japanese floriculture has continually developed during the 400 years since its origins in the Edo Era.

In 2013, the Japanese Ministry of Agriculture, Forestry and Fisheries enacted the “Flowers and Plants Promotion Initiative” that established basic policies to nurture the country’s floriculture industry and related culture. Along with the overall promotion of flower and plant exports, this initiative seeks to spread awareness of Japan’s unique flower and plant culture to a global audience.

This brochure introduces both the current status of Japanese floriculture production and exports as well as the main flowers and plants that are the pride of a rich cultural history.