

# Japanese Flowers and Plants



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## 1. Introduction

1.はじめに

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.

日本は、四季豊かな気候風土に恵まれ、世界で最も多様で高品質な花きが商業的に生産・流通しています。花き産業は産出額が 3,785 億円 (2013 年) で、全農業産出額の 4% を占め、若い生産者の活躍も目立つなど、農地や農業の担い手の確保を図る上で、重要な分野です。

花き文化は、500 年以上の伝統を有するいけばなや盆栽等豊かな文化が発展し現在まで継承されています。また 21 世紀を迎え、世界の多くの国々で都市化が進み、自然との共生が大きな課題となっています。日本は、約 400 年前の江戸時代から、花と緑を楽しむ園芸の技術と文化を発展させてきました。

このような状況の中、2013 年に国会で「花きの振興に関する法律」が制定され、農林水産省は、花き産業及び花きの文化の振興に関する基本方針を定めました。この方針では、花き産業と花き文化の総合的な振興とともに、世界各国へ日本産花きの輸出促進と日本の花きの文化の情報発信を大きな目標としています。

この冊子では、日本が誇る主要な花きの紹介や日本の花き生産の現状と輸出动向を、世界の花き業界関係者へご紹介します。

