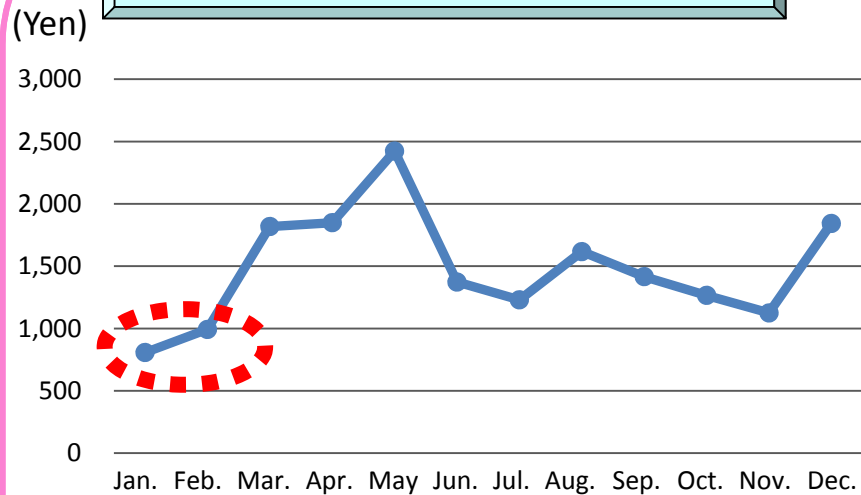


Creation of New Demand

○Creating new demand through campaigns, including “Flower Valentine’s Day,” “Flower Biz” and “Flower Friday.”

Spending on cut flowers and garden supplies (2016)



Source: “Family Income and Expenditure Survey,” Ministry of Internal Affairs and Communications

The “Flower Valentine’s Day” campaign is carried out to create new demand in January and February as spending in these months is low.



Bring flowers into your life!

Flower Biz

Work: Flowers at office
Have new flowers at your
office every Monday

Flower Friday

きっかけに花を。

Life: Flowers in everyday life
Send flowers or bring flowers
home every Friday

Introduce flowers into your lifestyle.

Keep them close in your workplace and home.

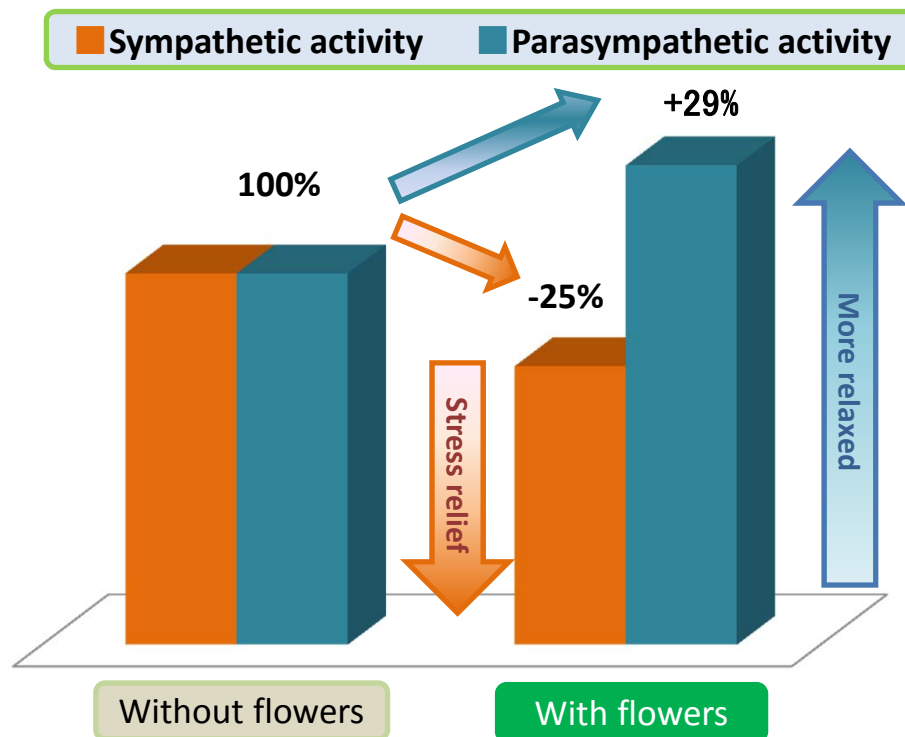
“Flower Biz” “Flower Friday”

How about having flowers around you more frequently in your everyday life and making your living space more comfortable?

Bring flowers into your life for your health!

Benefits of Flowers

- Flowers and plants have stress relief effects and adjustment effects to optimize people's physical conditions.



	Sympathetic activity (LF/HF)	Parasympathetic activity (HF) (msec2)
With flowers	1.51	828.6
Without flowers	1.13	1072.6

Sympathetic activity: Heightens when nervous and stressed
Parasympathetic activity: Heightens when relaxed

Programs for Hospitals/Social Welfare Facilities Leveraging Benefits of Flowers and plants

- To leverage benefits of flowers, some hospitals and social welfare facilities have created green space within their buildings or introduced gardening activity as their programs. These efforts are received well by patients.

Program for hospital leveraging flowers and plants



Decorating 120 locations within hospital with flowers.
"Flower club"
held once a week



Creating green space at the four-storied stairwell entrance

Program for social welfare facilities leveraging flowers and plants



Group planting workshop



Flower arrangement workshop

[Reference] Progress of Discussion on the Flowers and Plants Promotion Act

- The Parliamentary Association for the Flower Industry* of the Liberal Democratic Party (LDP) requested LDP's Agriculture and Forestry Division to formulate a bill on flowers and plants industry revitalization.
- In response to this, the Task Force for Examining the Bill to Revitalize the Flower Industry headed by Tetushi Sakamoto (director of the Upland Farming Subcommittee) under the Vegetable, Fruit and Upland Field Crops Subcommittee under the Agriculture and Forestry Division, LDP. The members, including Gen Nakatani (Chairman of the Research Commission on Agriculture, Forestry and Fisheries Strategy), Ken Saito (Director of the Agriculture and Forestry Division), and Takeo Kawamura (Director of the Parliamentary Association for the Flower Industry), are working on lawmaker-initiated legislation (Parliamentary Vice-Minister for Finance Yasuhiro Hanashi, who headed the Task Force until the second meeting attends subsequent meetings as an observer).

*The Parliamentary Association for the Flower Industry was established in 1987 by the late Takami Eto. The current chairman is Takeo Kawamura and director is Taku Eto (former Vice Minister of Agriculture, Forestry and Fisheries).

2013

Source: Prepared by the Policy Research Council, Liberal Democratic Party

- Sep. 25** 1st meeting of the Task Force for Examining the Bill to Revitalize the Flowers and Plants (LDP)
(2nd meeting on Oct. 3, 3rd meeting on Oct. 25, 4th meeting on Nov. 15)
- Nov. 26** 5th meeting of 1st meeting of the Task Force for Examining the Bill to Revitalize the Flowers and Plants(LDP)
Bill completed
- Dec. 4** Joint meeting with the Agriculture and Forestry Division (LDP) Bill approved

2014

- Feb. 6** Meeting of the Agriculture, Forestry and Fishery Division (Komeito)
- Feb. 13** Meeting of the Policy Research Council (Komeito) Bill approved by Komeito
- Feb. 20** Examination at the Policy Research Council Board (LDP)
- Feb. 21** Meeting of the General Council
Meeting of the policy planners from the ruling parties Bill approved by ruling parties
- Mar. 5** Interviews with organizations at the meeting of the Agriculture, Forestry and Fishery Division (DP)
- Apr. 8** Opinion exchange between DP executives and flower-related organizations
- May 29** Bill screening (LP)
- May 30** Bill screening (DP), (JIP), (UP)
186th ordinary session of the Diet
- Jun. 5** Plenary session of the House of Representatives Approved (Approved on June 4 by the Committee on Agriculture, Forestry and Fisheries, House of Representatives (proposed by the Chairman, approved))
- Jun. 20** Plenary session of the House of Councilors Approved and passed (Approved on June 19 by the Committee on Agriculture, Forestry and Fisheries (explained by Chairman from the House of Representatives, approved))
- Jun. 27** Promulgation of the Act (Act No. 102 of 2014)
- Dec. 1** Enforcement of the Act

Overview of the Flowers and plants Promotion Act (Act No. 102 of 2014)

1. Purpose

To achieve the sound development of the flower and plant industry and enhance public mental well-being

2. Definition

Flowers and plants: Plants for ornamental purposes
Flower and plant industry: Business of production, distribution, sale or new variety development

3. Basic policies, etc.

- The Ministry of Agriculture, Forestry and Fisheries is to formulate basic policies for revitalizing the flower industry and floral culture
- Prefectures are to formulate a plan for revitalizing the flower and plant industry and floral culture
- The national government, local governments, companies, research institutions, etc. are to strengthen mutual collaboration.

4. Measures for the flower and plant industry

- Stabilization of management by producers (Article 6)
- Promotion of productivity and quality improvement (Article 7)
- Sophistication of processing and distribution (Article 8)
- Consideration for the importance of freshness preservation (Article 9)
- Promotion of export (Article 10)
- Special measures under the Plant Variety Protection and Seed Act (Article 13)
- Promotion of research and development (Article 15)

5. Measures for floral culture

- Promotion of use of flowers and plants at public facilities, etc. (Article 16, paragraph (1))
- Promotion of “floral education” (Article 16, paragraph (2))
- Promotion of use of flowers and plants in everyday life (Article 16, paragraph (3))

6. Other measures

- Holding of expositions (Article 17)
- Commendation of contributors to the revitalization of the flower and plant industry and floral culture (Article 18)
- Government aid aimed at the smooth implementation of revitalization plans (Article 19)
- Establishment of the Flower and Plant Utilization Promotion Council (Article 20)

Overview of the Special Measures under the Plant Variety Protection and Seed Act (Article 13 of the Act)

- Special measures under the Plant Variety Protection and Seed Act are applied to varieties cultivated as a result of a R&D project plan certified by the Minister of Agriculture, Forestry and Fisheries.
- Specifically, **application and registration fees (from first year to sixth year) are reduced by three-fourths** concerning the cultivation of new varieties **contributing to the strengthening of the industry's international competitiveness, such as those with strong disease resistance and longer vase life.**

Special measures under the Plant Variety Protection and Seed Act

Category	Standard	Special measure
Application fee	47,200 yen	11,800 yen
Registration fee		
1st-3rd year	6,000 yen/year	1,500 yen/year
4th-6th year	9,000 yen/year	2,250 yen/year
7th-9th year	18,000 yen/year	—
10th-30th year	36,000 yen/year	—

Number of certified R&D project plans (as of July 2017)

18

New variety cultivation subject to the special measures under the Plant Variety Protection and Seed Act (idea)



Expansion of export

New sweet pea variety with high resistance against gray mold that can be exported under high temperatures and high humidity during summer



Regaining of domestic share

New chrysanthemum variety with high tolerance for high temperatures that can be stably supplied during the high demand period in summer

Project for Taking Urgent Action to Promote Exports of Japan-Produced Flowers and Plants

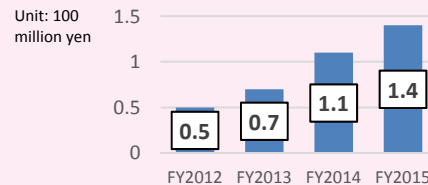
[Included in the FY2016 supplementary budget of 2,997 million yen]

Current situation of exports of Japan-made flowers and plants

- As cheap mass-produced cut flowers from Colombia and Kenya dominate the global market, Japan has promoted Japan-made flowers mainly for flower designers in the US, etc., taking advantage of their quality and uniqueness of varieties (sweet peas, ranunculus, gloriosas, etc.). As a result, the export of cut flowers is steadily growing (0.1 billion yen (2013)→0.3 billion yen (2014)→0.5 billion yen (2015)).



Photos: Cited from the website of Takii & Co., Ltd.



Changes in the export value of cut flowers to the US

- The spread of Ikebana culture is effective in promoting Japan-made flowers. However, the situation is such that flowers available in individual countries are used.
- The same transportation method as domestic shipment is used for exports. Boxes are not standardized and newspapers are used for packing, which lessens the brand value.



Japanese market

Challenges concerning exports of Japan-made flowers and plants

- In order to further increase exports, it is necessary to hold trade fairs and business meetings and constantly provide opportunities for people to see and purchase Japan-made flowers and plants.
- It is necessary to provide Japan-made flowers in a timely manner to Ikebana events in overseas countries.
- It is necessary to improve transportation materials (box, buffer, etc.) for exports that can contain multiple items at a time and have a high customer appeal effect.

Content of the project

➤ Strengthening of promotional activities in export partner countries

With a view to further expanding overseas markets, constantly promote promotional activities for Japan-made flowers via local shops, etc.



➤ Promotion of exports utilizing Ikebana events

Promote exports to countries in which Ikebana events are held by providing Japan-made flowers and vases as a package to such events

➤ Standardization of the design of export packaging materials

Support efforts for standardizing the design of export packaging materials, with a view to improving the brand value of Japan-made flowers



Kenya uses standardized designs for cardboard boxes for export

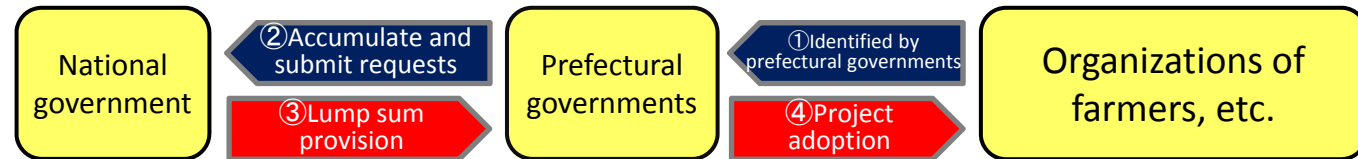
Project to Create Facilities Aimed at Expanding Exports of Agricultural and Livestock Products

FY2016 supplementary budget: 10,000 million yen

In order to achieve aggressive agriculture, forestry and fisheries, this project supports the development of jointly used facilities and wholesale market facilities necessary to expand exports and strengthen agriculture, from production to distribution, which will contribute to the improvement of quality and value added.

- Subject of subsidies: Jointly used facilities, wholesale market facilities
- Subsidy ratio: The ratio is fixed for all prefectures (for project implementers, 50% of project costs, etc.)
- Project implementers: Prefectural governments, municipal governments, agricultural organizations, etc.

▪ Flow of the project:



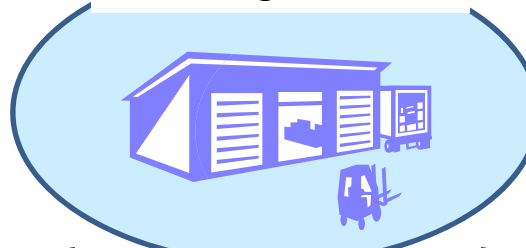
(Examples of facilities)

HACCP-certified meat processing facilities



US, EU, etc. require HACCP certification for meat processing facilities

CA storage facilities



Establishing a system for long-term preservation that enables supply of fruits and vegetables to export partner countries in high demand periods

Wholesale market facilities for the cold chain



By shutting out outside air and controlling the temperature inside wholesale market facilities, establish a comprehensive cold chain system up to export destination countries

Project to Develop Facilities for Expanded Export of Agricultural and Livestock Products (Naniwa Flower Auction Co., Ltd (Osaka City, Osaka Prefecture)): Expanding Exports of Quality Cut Flowers with Optimal Temperature Control

Current situation

- The exports of cut flowers have grown thanks to the promotional activities for overseas flower designers conducted by Naniwa Flower Auction.
2012: 0.5 million yen/year → 2015: **160 million yen/year**
[Japan: 500 million yen/year]
- However, this wholesale market does not have any dedicated facilities for exports.

Osaka Tsurumi Regional
Flower Wholesale Market



Issues in expanding exports

○ Maintenance issues

- ① Low efficiency due to manual sorting
- ② Short vase life due to the lack of thorough cold chain
- ③ Lack of fumigation facilities, which leads to the disposal of products at quarantines in export destination countries.

Sick ranunculus



○ Distribution issues

- Individual production areas use different boxes, which damages the brand image and raises logistics costs

Solutions for the issues

Tangible aspects

- **Establish collection and shipment facilities** in the vicinity of the wholesale market.

Intangible aspects

- **Standardize the designs and specifications for export packing materials**

Plan after facility development

○ Solving maintenance issues

- ① Effective cargo handling using dock shelters (entrance used for cargo shipment and receipt that allows workers to directly bring the products from the truck to storehouse)
- ② Low-temperature packing center that can be used for the sorting of flowers, and storehouse that allows for item-specific temperature control
- ③ By establishing a fumigation space as a disease and pest control measure, **improve efficiency and flowers' longevity and reduce risks of loss due to disposal**

○ Solving distribution issues

- **Improve the brand image** of Japan-made flowers and **reduce logistics costs**

- Objective: **Increasing annual export value from 160 million yen to 550 million yen**
Establishing the image of Japanese flowers as high-end cut flowers

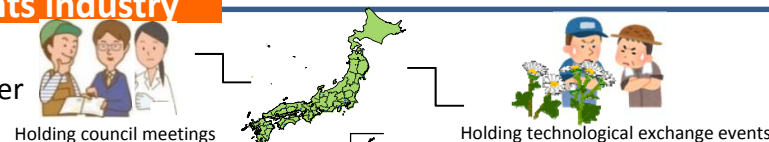
Project to Promote Innovative Measures for Domestically Produced Flowers (Enhanced)

Approved budgetary request for FY2017: 751 (702) million yen

- In order to regain share and expand exports of domestically produced flowers, this project works on the establishment of a cost-efficient system that enables the stable supply of quality cut flowers in high demand periods. It also supports efforts for shortening time for raising seedlings, which is necessary for strengthening the production system for garden trees and bonsais.

1. Support for coordination among people in the flower and plants industry

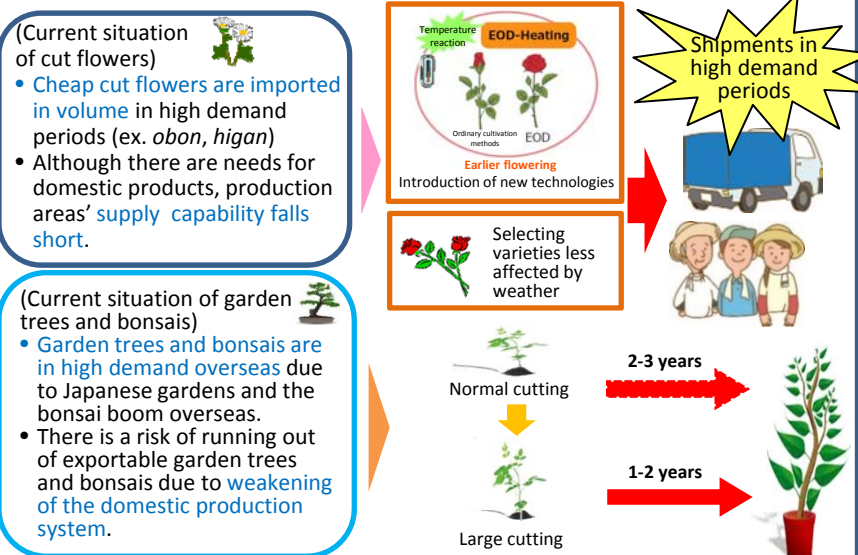
- Holding meetings of prefectural councils, which consist of producers, researchers, distribution and sales companies, exporters, and other people involved in the flower and plant industry, to discuss measures to revitalize the regional flower industry.



Underlined are enhanced measures.

2. Strengthening production and supply systems to enhance the strengths of domestically produced flowers and plants

- In order to strengthen production supply systems to enhance the strengths of diverse, quality Japan-made flowers, support [1] demonstration of flower processing and distribution under wide-area collaboration, [2] improvement of logistics efficiency, and [3] introduction of management technologies to extend vase life.
- In order to achieve the stable supply of domestically produced cut flowers that can compete with imported products, support efforts to realize low-cost production and shipping of quality cut flowers in high demand periods, by such means as the demonstration of new technologies to control quality loss with greenhouse temperature control (e.g. EOD heating), and selection of varieties less affected by weather conditions.
 - *End-of-day-Heating Treatment
A technology to reduce production costs while maintaining the quality and growth condition at the same level as ordinary cultivation methods, by controlling temperature before and after sunset
- In order to strengthen the production system to expand exports of garden trees and bonsais, support efforts to shorten the time for raising seedlings through the utilization of large-sized plant cutting and demonstration of innovative cultivation practices.



3. Increasing demand for domestically produced flowers and plants

- In order to increase demand for domestically produced flowers and plants, promote [1] holding of flower contests and floral culture-related exhibitions, [2] floral education, and dissemination of benefits of flowers, [3] use of flowers and plants at offices, nursing homes, etc., and [4] promotional activities in collaboration with other industries.

Bring flowers into your life!



Structure of the Project to Promote Innovative Measures for Domestically Produced Flowers and Plants

Under this project, 47 prefectures across Japan have established councils that unite people in the flower and plant industry. These councils carry out various measures across the country to promote collaboration among people in the industry, strengthen production and supply systems, and expand demand for flowers and plants.

Regionally promoted programs	Nationally promoted programs
1. Support for collaboration among people in the flower and plant industry	
<ul style="list-style-type: none"> • Discussion on measures for revitalizing the flower and plant industry • Holding technological exchange events, developing technological manuals 	<ul style="list-style-type: none"> • Activities related to the production and sale of flowers and plants • Establishment of a system for the stable supply of scarce floral materials
2. Strengthening of production and supply systems to enhance the strengths of domestically produced flowers	
<ul style="list-style-type: none"> • Demonstration of flower processing and distribution under wide-area coordination • Examination and demonstration concerning the improvement of logistics efficiency • Examination and demonstration of recycling systems • Formulation of export strategies • Establishment of perfect cold chain • Export measures to be carried out by production areas • <u>Demonstration concerning the stable supply of domestically produced flowers in high demand periods</u> • <u>Support for efforts to shorten the time for raising seedlings of garden trees and bonsais</u> 	<ul style="list-style-type: none"> • Measures to extend flowers' vase life
3. Expansion of demand for domestically produced flowers	
<ul style="list-style-type: none"> • Holding flower contests, exhibitions, etc. • Promotion of floral education experiences at schools, social welfare facilities, etc. • Promotion of use of flowers and plants at companies and nursing care facilities (Commendation of best practices) • Dissemination of information on floral culture and domestically produced flowers and plants 	<ul style="list-style-type: none"> • Verification and dissemination of the benefits of flowers and plants • Fostering of floral education practitioners • Creation of new demand for flowers and plants in everyday life



Regaining share and expanding exports of domestically produced flowers and plants

Initiatives for Next-Generation Greenhouse Horticulture

- In order to improve the profitability of greenhouse horticulture in Japan, Centers for Next-Generation Greenhouse Horticulture will be established, by arranging Netherlands' **highly profitable greenhouse horticulture model** to suit the Japanese flower industry.
- The Centers for Next-Generation Greenhouse Horticulture are expected to raise incomes and create jobs through [1] **improvement of productivity by the introduction of advanced environmental control technologies**, [2] **breaking dependence on fossil fuels by utilizing regional energy sources**, [3] **introduction of large-sized greenhouses and accumulation of facilities for all processes from production to shipment**.

Greenhouse horticulture in Netherlands

- Cluster formation under industry-academia-government collaboration
- Pursuing mechanization and ICT utilization
- Yield of tomatoes per 10a: 50t or more (average in Japan: 11t)
- Utilizing abundant natural gas to supply heat, electricity and CO₂



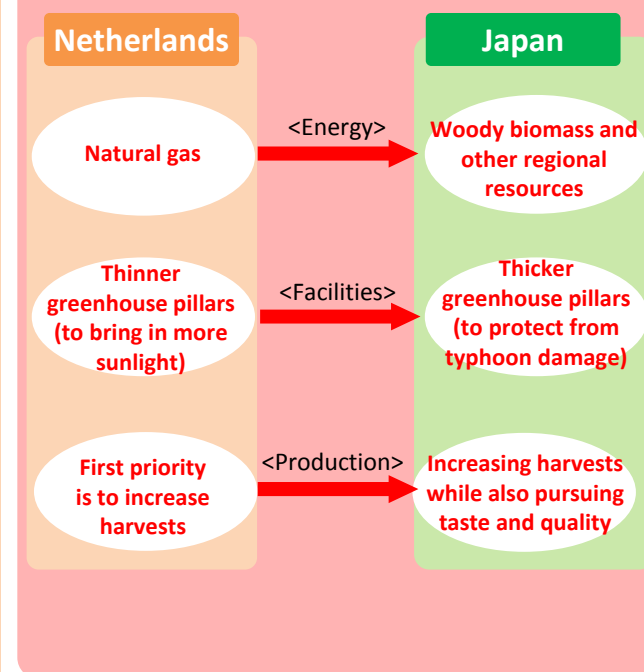
Accumulated facilities



Automated production
(moving phalaenopsis orchids)

Arrangement into a Japanese model

★ Arrangements for Japan



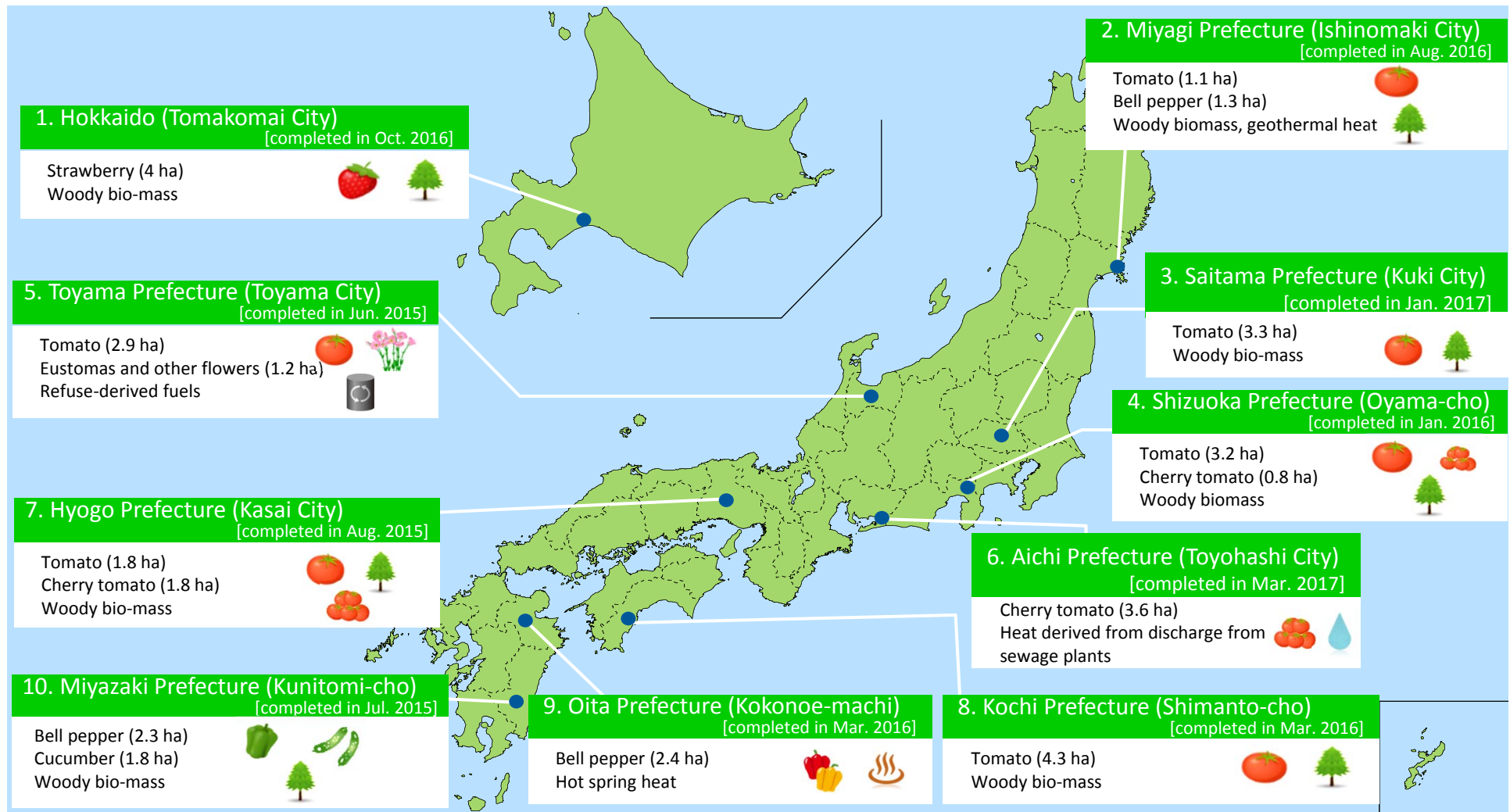
Next-generation greenhouse horticulture

The Ministry of Agriculture, Forestry and Fisheries supports the development of **Centers for Next-Generation Greenhouse Horticulture in ten locations.**

- Accumulate a large concentrations of facilities and create centers to carry out all processes from energy supply using woody bio-mass and other regional resources, to production, preparation and shipment.
- Break dependence on fossil fuels, while reducing costs and creating local jobs
- Promote collaboration between the agriculture industry and other industries to utilize their knowledge and knowhow concerning ICT etc.
- Achieve all-season, planned production with advanced environmental control

Areas Subject to the Project to Accelerate the Introduction of Next-Generation Greenhouse Horticulture

- The development of Centers for Next-Generation Greenhouse Horticulture started in FY2013 in ten locations across Japan, all of which are completed in FY2016.
- Local governments, producers, consumers, etc. formed consortiums to promote large-scale greenhouse horticulture utilizing regional energy and advanced environmental control with ICT.



Enhancement of Initiatives for Next-Generation Greenhouse Horticulture

[Approved budgetary request for FY2017: 2,501 (2,540) million yen]

- Challenges in expanding initiatives for next-generation greenhouse horticulture include the scarcity of farmers equipped with necessary technologies for shifting to next-generation greenhouse horticulture, and securing the enormous funds and vast land required by large-scale next-generation greenhouse horticulture.
- For this reason, initiatives for next-generation greenhouse horticulture will be enhanced using the following two approaches.
 - ① Support for demonstration, training, and other regional activities for learning technologies, with an aim of accelerating the shift to next-generation greenhouse horticulture
 - ② Support the development of large-scale next-generation greenhouse horticulture facilities and analysis and dissemination of the results and knowhow.

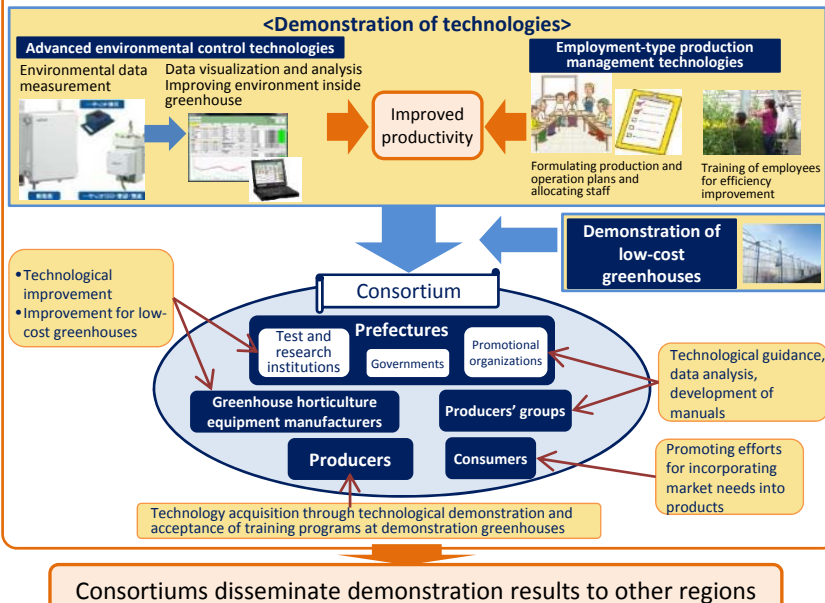
① Promotion of the shift to next-generation greenhouse horticulture

Project to Support the Expansion of Next-Generation Greenhouse Horticulture (Project to Support Technology Acquisition for Next-Generation Greenhouse Horticulture)

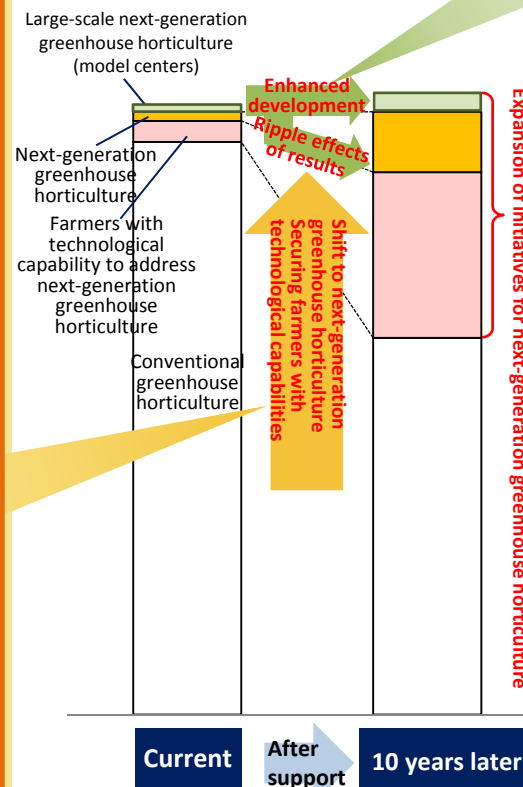
- Support the **development and cross-regional dissemination of regional systems** for acquiring technologies through **demonstration and improvement of technologies, acceptance of training programs** at demonstration greenhouses, etc. aimed at the acceleration of the shift to next-generation greenhouse horticulture

Development of technology acquisition systems for next-generation greenhouse horticulture

Consortiums carry out **demonstrations, training**, etc. concerning technologies



Scheme for expanding initiatives for next-generation greenhouse horticulture



② Promotion of large-scale next-generation greenhouse horticulture

Subsidies for the establishment of strong agriculture (subsidies preferentially provided to next-generation greenhouse horticulture)

- Support the **development of large-scale next-generation greenhouse horticulture facilities** utilizing advanced environmental control technologies, regional energy technologies, and energy saving technologies.



Accumulation of facilities for all processes from production to shipment

Project to Support the Expansion of Next-Generation Greenhouse Horticulture (Project to Promote the Regional Expansion of Next-Generation Greenhouse Horticulture)

- Support the Centers for Next-Generation Greenhouse Horticulture in promoting their efforts for **disseminating information regarding seminars that report results, etc.**
- Support the development of **manuals**, etc. that analyse and summarize knowhow gained at the Centers for Next-Generation Greenhouse Horticulture



[Reference] Output of Flowers and Plants by Prefecture (2015)

(Unit: B. yen)

Prefecture	Output	Major flowers in production	Prefectural flower
Hokkaido	12.2	Statice①, carnation③, lily	Rugosa rose
Aomori	2.4	chrysanthemum, flowering trees and shrubs (pot-grown), eustoma	Apple tree
Iwate	4.3	gentian①, chrysanthemum, lily	Paulownia tomentosa
Miyagi	2.9	chrysanthemum, rose, Gerbera	Lespedeza thunbergii
Akita	3.1	chrysanthemum, eustoma, gentian②	Butterbur scape
Yamagata	6.9	rose③, eustoma, stock②	Safflower
Fukushima	8.6	Cutting②, chrysanthemum, lily	Rhododendron brachycarpum
Ibaraki	14.6	cutting①, lawn①, chrysanthemum	Rose
Tochigi	6.9	chrysanthemum, tropical orchids (pot-grown), rose	Rhododendron pentaphyllum
Gunma	5.1	rose, chrysanthemum, cyclamens (pot-grown)	Japanese azalea
Saitama	18.5	Lily①, tropical orchids (pot-grown)②, flowering trees and shrubs (pot-grown)②	Primrose
Chiba	25.6	tropical orchids (pot-grown), Hinoki①, carnation	Rape blossom
Tokyo	5.4	cut leaves①, foliage plants (pot-grown), cyclamens (pot-grown)	Yoshino cherry
Kanagawa	5.2	tropical orchids (pot-grown), rose, pansy (flower seedlings) ②	Golden rayed lily
Niigata	9.3	Lily②, tulip①, tulip (bulbs)②	Tulip
Toyama	1.0	tulip (bulbs)①, chrysanthemum, tulip③	Tulip
Ishikawa	0.7	Stock, tropical orchids (pot-grown), cutting	Kamchatka lily
Fukui	0.7	Chrysanthemum	Narcissus
Yamanashi	3.6	tropical orchids (pot-grown), cyclamens (pot-grown), rose	Fuji cherry
Nagano	14.9	carnation①, chrysanthemum, eustoma	Gentian
Gifu	6.6	flowering trees and shrubs (pot-grown), foliage plants (pot-grown), tropical orchids (pot-grown)	Astragalus
Shizuoka	18	chrysanthemum, rose②, Gerbera①	Azalea
Aichi	62.6	chrysanthemum①, tropical orchids (pot-grown)①, flowering trees and shrubs (pot-grown)①	Japanese iris
Mie	7.4	Garden tree seedlings②, foliage plants②, tropical orchids (pot-grown)	Sword leaved iris

Prefecture	Output	Major flowers in production	Prefectural flower
Shiga	1.2	tropical orchids (pot-grown), chrysanthemum, rose	Rhododendron
Kyoto	1.2	cutting, chrysanthemum, tropical orchids (pot-grown)	Weeping cherry
Osaka	1.9	chrysanthemum, Garden tree seedlings, lily	Plum, primrose
Hyogo	4.8	carnation, chrysanthemum, garden tree seedlings	Chrysanthemum japonense
Nara	4.0	chrysanthemum, cutting, Garden tree seedlings	Double cherry blossoms of Nara
Wakayama	6.6	Statice②, chrysanthemum, baby's breath	Plum
Tottori	2.6	lawn②, stock③, tropical orchids	20th century pear
Shimane	1.6	chrysanthemum, cyclamens (pot-grown), rose	Japanese tree peony
Okayama	2.8	tropical orchids (pot-grown), rose, cutting	Peach
Hiroshima	2.4	chrysanthemum, tropical orchids (pot-grown), pansy (flower seedlings)	Maple
Yamaguchi	3.1	chrysanthemum, rose, tropical orchids (pot-grown)	Citrus natsudaidai
Tokushima	3.7	tropical orchids (pot-grown), tropical orchid①, lily	Citrus sudachi
Kagawa	3.3	chrysanthemum, flowering trees and shrubs (pot-grown), carnation	Olive
Ehime	3.5	rose, cutting, tropical orchids (pot-grown)	Satsuma orange
Kochi	7.1	Lily③, cutting, eustoma	Wax myrtle
Fukuoka	22.9	chrysanthemum③, garden tree seedlings①, tropical orchids (pot-grown)③	Plum
Saga	2.8	rose, chrysanthemum, lily	Camphor
Nagasaki	8.4	chrysanthemum, tropical orchids (pot-grown), carnation	Rhododendron serpyllifolium
Kumamoto	10.9	tropical orchids (pot-grown), Baby's breath①, eustoma②	Gentian
Oita	5.6	chrysanthemum, rose, sweet pea ②	Prunus mume var. Bungo
Miyazaki	7.4	tropical orchids (pot-grown), lily, sweet pea ①	Crinum
Kagoshima	14.1	chrysanthemum, lily, garden tree seedlings	Rhododendron kiusianum
Okinawa	10.8	chrysanthemum②, cut leaves③, tropical orchids (pot-grown)	Erythrina
Total	380.1		

Source: "Statistics on the Income from Agricultural Production" and "Investigation on the Production of Flowering Trees, etc." (Ministry of Agriculture, Forestry and Fisheries)

*Circled numbers in the "major flowers in production" column indicate national rankings. The top three ranks are indicated.