

The Beautiful Japanese

Recent Movement in Flower Industry

花き業界における最近の動き

Flowers, Plants and Bonsai

The reconstruction in the regions struck by the Great East Japan Earthquake

東日本大震災被災地の復興

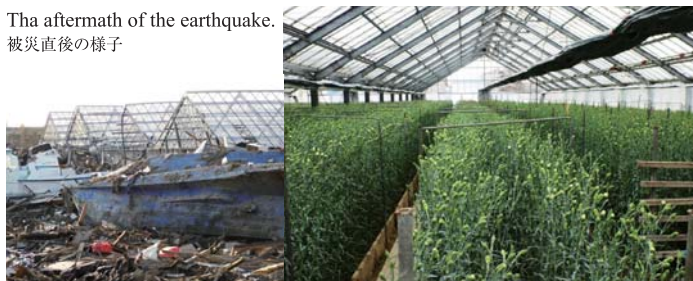
Natori City in Miyagi Prefecture is the production area of carnation with the largest yield in Tohoku, the northeast in Japan. However, about 60% of the green house of 6ha was damaged by the earthquake occurred in March 2011. Natori flower growers association reaped the special benefit for agriculture in disaster-stricken area, reconstructed green houses and they removed salt from the ground with relevant organs. At late in May 2012, one year and 2 months after the earthquake disaster, they planted carnations again to restart production. In October they made the first shipment after the earthquake. The planted area of Kozukahara district where tsunami damage was serious in Natori has rebound below 70% of pre-quake level. They continue their efforts to recover to the pre-quake level.

東北一の生産量を誇るカーネーションの産地である宮城県名取市では、大震災によってハウス栽培面積約6haのハウスのうち、およそ6割が被災しました。

名取市花卉生産組合は、2011年度東日本大震災農業生産対策交付金等を活用し、被災施設の整備を行うとともに、関係機関の協力を得て除塩を実施。震災から1年2ヶ月後の2012年5月下旬には定植を行い、栽培を再開、10月に震災後初めての出荷を果たしました。同組合のうち津波被害の大きかった「小塚原地区」の現在の作付面積は震災前の7割程度。震災前と同規模の面積を目指し、引き続き復興に向けた取組みが進められています。

Restart of growth after the earthquake.
栽培を再開した様子

The aftermath of the earthquake.
被災直後の様子



Growers said 'We would like to produce flowers to repay everyone for their helps'.
「花を咲かせ、支援してくれた人たちに恩返ししたい」と生産者

Activity of Hanaiku-Floral education

花育の活動

'Hanaiku' is to cultivate feeling of tenderness and beauty from the experiences of growing or enjoying flowers and plants, such as making flowerbeds or Ikebana, Japanese style flower arrangement. 'Hanaiku' is evaluated by the educational persons concerned because it is good for children's emotional developments and it is spreading across elementary and junior high schools mainly.

It is said that a good experience of growing or being close to flowers and plants in childhood would be a very good opener to consume flowers and plants when they grow up. Therefore, National council of Hanaiku promotion was founded by people in flower industry and educators in order to promote 'Hanaiku' activity. The Ministry of Agriculture, Forestry, and Fisheries of Japan is supporting 'Hanaiku' activity to promote 'Hanaiku' since it leads to activation of Japanese flower industry.

「花育」とは、生け花や花壇作りなど、花や緑に親しみ、育てる機会を通じて優しさや美しさを感じる気持ちを育むことです。

「花育」については、子供の情操教育に効果的であるとして教育関係者等から評価されており、小・中学校を中心に広まっています。

「花育」の普及促進に当たっては、子供の頃に花に触れる経験が将来花や緑の消費のきっかけとなるという重要性から、花き業界、教育関係者等が参加した全国花育活動推進協議会が設立されています。農林水産省としても花き産業の活性化の観点から、花育の一層の普及促進を図るため、その活動に対して支援を行っています。



Nursery school toddler working at a flowerbed in a park.
公園での保育園児の花壇作り



Flower arrangement class in an elementary school.
小学校でのフラワーアレンジメント授業



'Shiba boya' boy with grass hair using plastic bottle.
ペットボトルを利用した芝の栽培体験「芝ぼうや」