



The Beautiful Japanese

Flowers, Plants and Bonsai

Introduction

Productive land blessed by distinctive seasons and boasted of its flower culture

Breeding and Production of Quality Flowers and Plants

Japan with a long history of more than 2000 years, is surrounded by seas and is consisted of arch-like islands running from the northeast to the southwest. It is blessed by four distinctive seasons, which gave rise to its unique and diverse cultures and traditions. Japan's flower culture is a good example of such cultures and traditions.

There are about 40,000 cultivars of flowers and plants that are commercially produced and marketed in Japan. In addition to that, approximately 3000 to 5000 cultivars are newly introduced to the flowers and plants market every year, and this number is unbeatable in the world. Moreover, the quality of the flowers and plants, and the sophisticated floriculture techniques in Japan are highly evaluated on the international realm. From this perspective, Japan's productive land and rich flower culture are closely related to one another.

This booklet seeks to introduce Japan's flower culture and its beautiful flowers and plants. At the same time, it also explains the reasons why Japan has the ability to cultivate an extensive variety of flowers and plants; and why Japan is able to produce quality products and achieve its sophisticated floriculture techniques. We hope that the information contained in this booklet will be a useful reference in expanding the flowers and plants business for those involved in this industry overseas.

はじめに ～四季に恵まれた豊かな国土と咲き誇る花文化～

—優れた花きの育種と生産—

2000年以上に及ぶ長い歴史を有する日本は、周囲を海に囲まれ、北東から南西にかけて細長くのびた弓状の列島で形成されています。四季がきわめてはっきりしており、それは、この国に独特の自然観とさまざまな文化をもたらしました。日本の花文化は、その代表的なひとつです。

日本で商業的に生産・販売されている花きは40,000品種であり、また、毎年2,000～3,000もの新品種が日本の花き市場に登場しており、その数は世界一です。さらに、日本の花きの品質や高度な栽培技術は、国際的にも高く評価されています。こうした事実と、日本の豊かな国土及び豊かな花文化とは、きわめて密接な係わりがあります。

このパンフレットは、日本の花文化や美しい花きを紹介するとともに、日本の花きの品種数がなぜこのように多く、品質や栽培技術が優れているのかを、多くの方々に知っていただき、皆様の花きのビジネス拡大に役立てていただきたいと願ってつくりました。幅広くご活用いただけましたら幸いです。