

The New World of Horticulture and Greening of the Environment

M. Nakamura

Oji Ryokuka Co. Ltd., Kameyama branch, Kameyama, Mie, 519-0212

INTRODUCTION

The concept of "greening" has been well established in Japan for 30 years, however, its role has change recently. The initial aim of greening was to provide a more comfortable atmosphere for people through free plantings. Public areas such as parks and street-tree planting locations, as well as private enterprises such as golf links and tree-planted factories were developed on a large scale. Until now, because of these types of demands, production of standardized and inexpensive nursery plants replaced traditional ones to a great extent. Recent demands from consumers for new tree shapes adapted to Western-style gardens and the emphasis on plants for their foliage and flower characteristics have been increasing. Such demands will often require different horticultural production techniques and thus the producers who are only currently growing standardized plants are suffering at this time because of decreased demand for their product. Today I will discuss the difference between the two production systems in Japan and the need for cooperation between these two segments of the industry.

PRODUCTION SYSTEMS

The production systems have different final targets for sale.

Greening. Sales are mainly through plant traders and major transactions are negotiated. In the green industry segment plants are standardized, prices are stable, production is stable, and good keeping quality for a long time is necessary. Large-scale production of a small range of plants occurs.

Horticulture. Sales for this segment come mainly from individual consumers through the retail market trade. Price fluctuates heavily by the demand, supply, season, and quality. Ornamental quality is the major selling factor for the plants, however, the quality after purchase is not as important. Small-scale production of a wide range of plants occurs.

Differences between the two segments can be seen from the characteristics mentioned above. Unless some changes in the current systems for sale and production are made potential growth will be reduced.

CONCLUSION

In conclusion, I would suggest that greening and horticulture production industries including the flower-production industry should cooperate with each other to determine the potential needs and develop the new forms of plant production. I believe that new production systems will be established by combining the techniques of greening and horticultural industries which is adaptable for various natural conditions and also possess ornamental values.

I believe I.P.P.S. is the only organization that will enable segment of the industry to cooperate with each other. Why don't you make the necessary changes in the plant industry with our collaboration?