



Project Overview

Producing flowers that endure the Japanese summer

Social Landscape / Social Agenda

The Japanese flower industry is highly regarded internationally, having earned the best score in a breeding contest at a horticultural exposition in the Netherlands. Exports have been increasing, yet the domestic market is losing ground to low-price, imported cut flowers. Immediate action is needed to expand exports and reclaim the domestic market by taking initiatives, including reinforcing the production and distribution chains of the domestic flower industry.

Long-term Vision

Using the 2020 Olympic and Paralympic Games as an opportunity for Japanese flower growers together with the wider industry to promote high-quality flowers to the world and boost production and exports.

During the Tokyo Games

Decorating the Olympic villages and venues with flowers to help reduce athletes' fatigue and stress. Decorating the streets of Tokyo with the finest domestically-grown flowers to provide the Games with a uniquely Japanese atmosphere.

Three Priorities

1 Social Impact

Promoting domestically-grown flowers that are of high quality and last even during the summer

2 Hospitality during the Games

Using flowers and greenery to add color to the Games and to create a comfortable, welcoming atmosphere

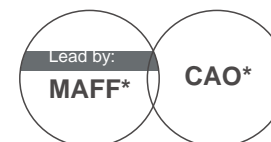
3 Shared Value

Extending the newly developed techniques nationwide to stimulate the domestic flower industry

Concept for 2020

Flower Innovation 2020

Japan Flower Project



* MAFF : Ministry of Agriculture, Forestry and Fisheries
* CAO : Cabinet Office

Using the latest technologies to decorate the streets with long-lasting, domestically grown flowers



Objective and Conceptualization

Utilizing Japan's horticultural expertise to enable the provision of a stable supply of long-lasting, world-class domestically grown flowers to use alongside greenery to decorate Olympic venues and the streets of Tokyo

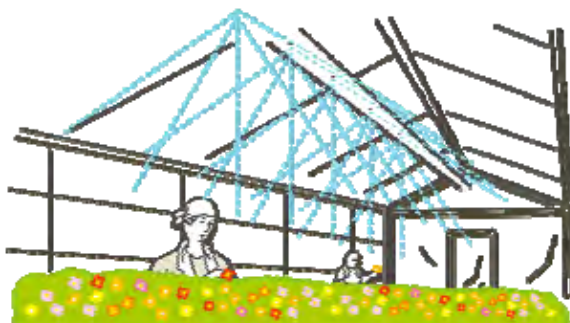
Technical Outline

Improving technology to ensure lasting quality and stable supply so that more people can enjoy high-quality Japanese flowers and greenery

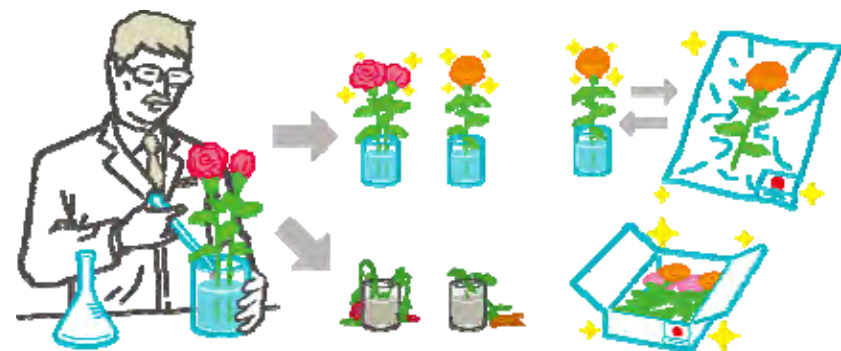
Developing new flower breeds that last longer



Establishing methods to maintain stable production during the summer

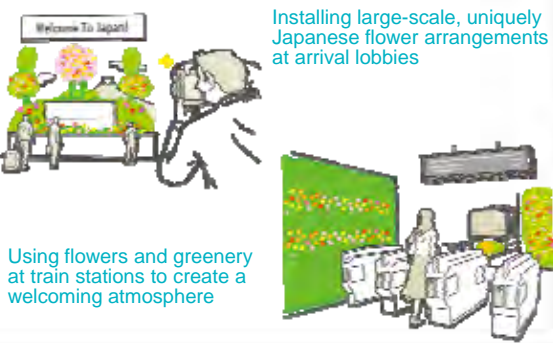


Developing preservative solutions to improve the vase life of cut flowers



During the Games

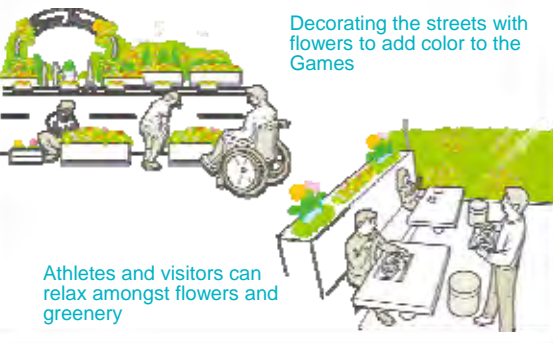
Scenario 1 At International Airports



Installing large-scale, uniquely Japanese flower arrangements at arrival lobbies

Using flowers and greenery at train stations to create a welcoming atmosphere

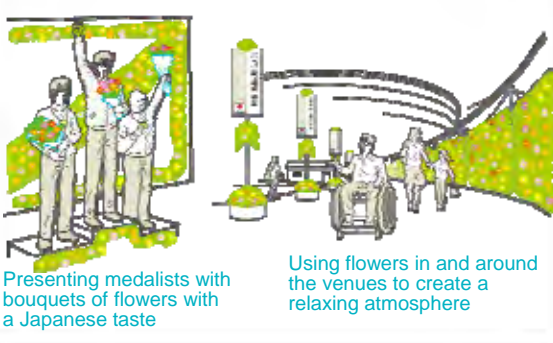
Scenario 2 In Town



Decorating the streets with flowers to add color to the Games

Athletes and visitors can relax amongst flowers and greenery

Scenario 3 At the Olympic Venues



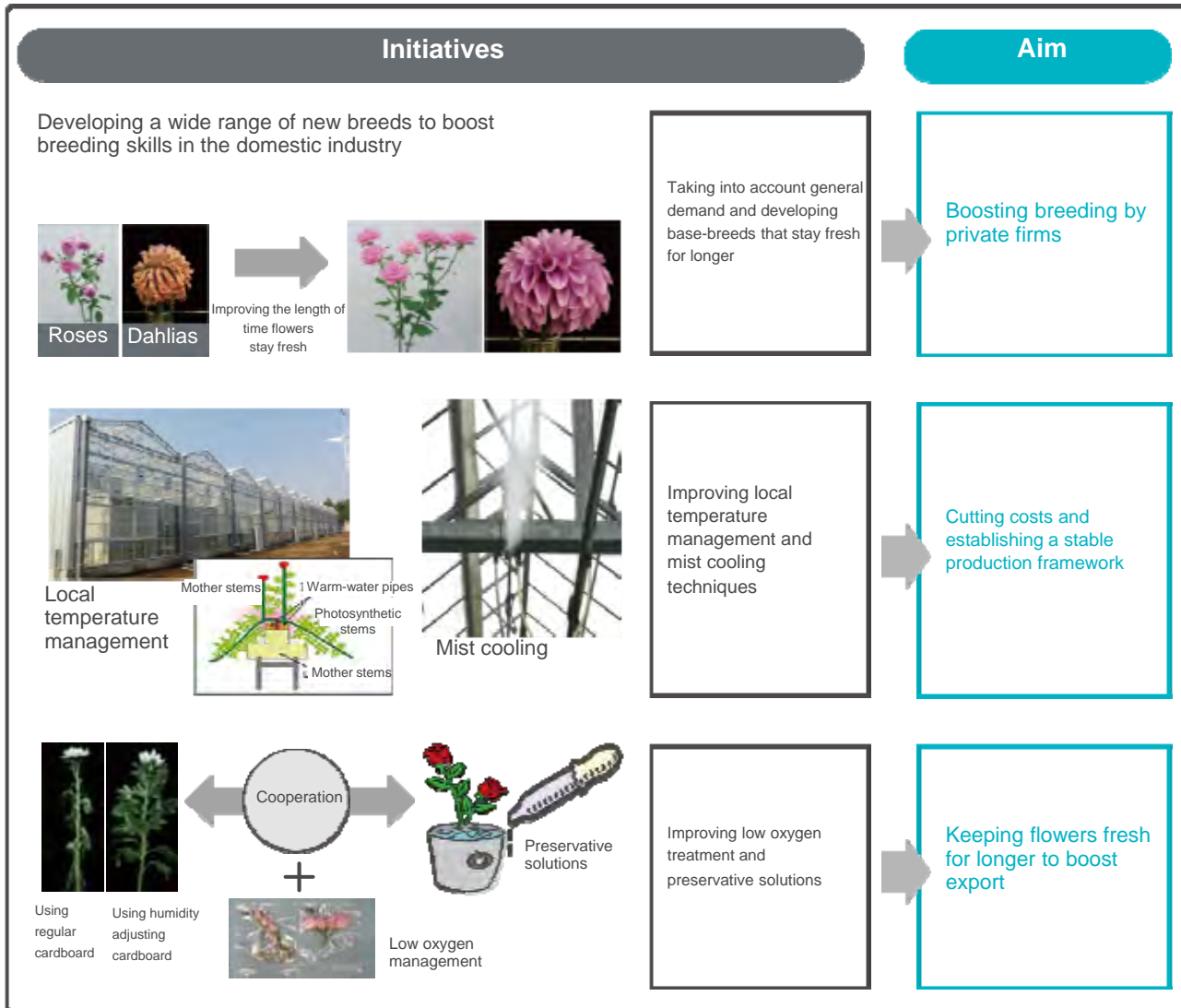
Presenting medalists with bouquets of flowers with a Japanese taste

Using flowers in and around the venues to create a relaxing atmosphere



Course of Action Toward 2020

Employing the latest techniques in keeping flowers fresh in order to decorate the streets and venues and create a welcoming, relaxing atmosphere with a dash of Japanese color



Courtesy: Miyazaki Airport Building Co. Ltd.



Courtesy: forTravel, Inc.

Adding color to the Olympic venues and other public spaces

Keeping flowers fresh for the Olympic villages and medalists' bouquets



Courtesy: Floral Décor Muramatsu of Tokyo



Courtesy: Kobe Nunobiki Herb Gardens



Initiatives and Partners

Initiatives	Cooperating Organizations	Details
Research and Development		
<p>Developing breeds of flowers with particular fundamental traits</p> <ul style="list-style-type: none"> • Breeds with fundamental traits that last longer 	<p>Consortium led by the Institute of Vegetable and Floricultural Science at the National Agriculture and Food Research Organization</p>	<p>Identifying and stabilizing advantageous traits that last longer, developing them into new breeds, and producing an intermediate mother plant to create multiple breeds</p>
<p>Establishing methods for stable production during the summer</p> <ul style="list-style-type: none"> • Improving local temperature management and mist cooling techniques 	<p>Consortium led by the Institute of Vegetable and Floricultural Science at the National Agriculture and Food Research Organization</p>	<p>Improving low-cost and stable production especially during the summer by utilizing temperature management and mist cooling techniques. Planning manualization of the established methods to enable early commercialization.</p>
<p>Establishing methods to make flowers last longer</p> <ul style="list-style-type: none"> • Developing and improving preservative solutions and low-oxygen treatments 	<p>Consortium led by the Institute of Vegetable and Floricultural Science at the National Agriculture and Food Research Organization</p>	<p>Establishing methods in both production and distribution to make flowers last longer; firstly by improving environmental control such as low-temperature management and low-oxygen treatment; secondly by utilizing preservative solutions during distribution.</p>



Timeline

Agenda	2015 (FY)	2016	2017	2018	2019	2020	Legacy of Tokyo 2020	
Research and Development	Initiative ① Developing breeds of flowers with particular fundamental traits							<ul style="list-style-type: none"> ○ Cultivating variations created from mother-plants from newly developed breeds ○ Improving cultivation efficiency by sharing genetic information on fundamental traits ○ Promoting low-cost cultivation methods ○ Expanding exports by taking advantage of newly established methods of making flowers last longer
	Developing breeds with traits that make them grow faster and last longer to ensure a stable supply			Providing new breeds for public and private test centers (Handover) (Until March, 2019)				
	Initiative ② Establishing methods for stable production during the summer							
	Establishing low-cost production techniques using temperature management			Testing the methods at production sites		Providing production sites with the newly developed methods (Handover) (Until March, 2019)		
	Developing cultivation methods to endure heat and aridity							
	Initiative ③ Establishing methods to make flowers last longer							
	Establishing methods to make cut flowers last longer using environmental control			Testing the developed methods in production and distribution sites		Handing over the newly developed methods to private firms (Until March, 2020)		
	Establishing methods to make ethylene-independent cut flowers last longer							
				Tokyo 2020 Olympic And Paralympic Games				
Regulatory and Systems Reform								
System Design								