

Effort to Market in Both the Domestic and Foreign Floricultural Industry[®]

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INTRODUCTION

Kaneya Co., Ltd. Japan has produced and sold plastic flowerpots and trays for 40 years in Japan. These days, the floricultural industry is changing rapidly. We would like to introduce our efforts that we are undertaking in both the domestic and foreign markets during this period of change in the markets.

OUR EFFORTS IN THE DOMESTIC MARKET

For the Pot-Plant Growers. In the pot-plants market, we are recommending the use of the “slit pot” to Japanese growers (Fig. 1A). We have been supplying the slit pot to Japanese markets for more than 10 years. If you use and grow plants using the slit pots, the root systems of the plants will grow very well and you will get better shaped plants. You will avoid the root circling problem and damage during the growing period for a long time and your plants growth will be healthy (Fig. 1B). Specially, many growers who are growing fruiting plant, roses, clematis, helleborus, and others are using the slit pot increasingly.

We provide services for the slit pot users which we call “Slit Plants Members.” If a grower becomes a member, we do the promotion for them to the market and the buyers (Fig. 1C).

For Cut Flower Growers. We started to provide a new system for the cut flower industries about 10 years ago, named Eco Line Flower (ELF) system. The system is a cut flower bucket system. At the same time, we started Japan Elf System Association. Kaneya Co. makes an effort to increase the use of cut flower bucket system to keep the quality of the cut flower distribution system from the grower to the consumer (Figure 1 D).

For Vegetable Growers. We have started to introduce a new vegetable growing system for vegetable propagators. The name of the system is called the “Pot Farm System.” The idea for this system is coming from research at the Agriculture Technology Center in Gifu Prefecture. We develop this system idea and have started to supply Pot Farm System to the vegetable market (Fig. 1E).

OUR EFFORTS TO FOREIGN MARKET

We started a sales promotion program to foreign market. The plastic pot for the flower grower is our main product line in this promotion. Currently our program is underway in the U.S.A. and the E.U. markets with promotion of the slit pots. Our staff are visiting U.S.A. and E.U. growers and doing this promotion face to face and



Figure 1. Introduction of approaches of Kaneya Co., Ltd.: (A) “Slit pot.” (B) Plant roots showed fine growth in the ‘slit pot’ (upper side). Lower side is a control that grew in a usual pot. (C) Commercial paper of ‘slit pot’ in Japan. (D) Commercial paper of ‘ELF’ system in Japan. (E) Commercial paper of ‘POT FARM System’ in Japan. (F) Test of ‘slit pot’ with *Mandevilla*. (G) Result of the pot test with *Mandevilla*. (H) Pot supply to Chinese market

have booths at trade exhibitions. Growers are showing interest in our slit pots and some have started to use the slit pot. For example, a grower who is producing *Man-devilla* used the slit pots in production tests. Their results were very good because of the good plant-root systems which promoted an increase in the volume of the plants and reduced growing cycle length. After many tests the grower understands the characteristic of the slit pot (Fig. 1F and G).

We also have started to supply flowerpots to the Chinese market. The Chinese market is developing well. We did select the plastic pot for the flower which has been sold in Japanese market and started the sales promotion. We feel that Chinese market will increase rapidly like Japanese flower markets did (Fig. 1H).

From Japan to Foreign Markets. Kaneya Co., Ltd., Japan would like to introduce our products, which are made in Japan more, to foreign markets. Last year we received authorization via government projects and trying to start to introduce Japanese breed plants to foreign markets; for example, we attended exhibitions both in the U.S.A. and E.U. markets.

We are seeing a decrease in the floricultural industry in Japan. Because of this we are now focusing on foreign markets for growth and will try to export our Japanese products to these new markets. We think that it will be very important action to stimulate the floricultural industry.