

## Both the stable production and stable supply get trust from the consumer – production system of Central Rose Co. Ltd.<sup>©</sup>

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I started to produce rose seedlings about 40 years ago and changed to potted plant production of mini roses 27 years later. Now our company supplies about 30% of the potted mini roses in Japan (about 2,000,000 pots per year Figure 1).



Figure 1. Examples of various mini roses from Central Rose Co. Ltd.

When I started rose production, I contracted with a major company and supplied rose seedlings. However, because of my physical condition I gave up seedling production. After that I went to Europe in 1989 and inspected the European market and production systems. I observed the mini-rose production system, which had just started in the Netherlands, and became intrigued by it. And so I decided that, "I'll start this mini rose production which no one had yet begun in Japan." I began production in a greenhouse of about 1,000 m<sup>2</sup>. I'm expanding the scale of the greenhouse every year with floral demand expanding and now I am producing about 20,000 m<sup>2</sup> at present.

An advanced production system from the Netherlands was introduced into this production. To be able to do stable rose production, I applied a linear factory automation

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system to all the greenhouses. I introduced both liquid culture system and moving bench system and succeeded (Figures 2 and 3).

Our work is caring for nature. However, both the stable production and stable supply are essential to satisfying the request from vendor. This requires that the greenhouse environment not be influenced by the outside weather. I believe that our customer's trust contributes to the future sales.



Figure 2. Automatic watering (left) and cultivation of mini roses in pots (right).



Figure 3. Mini roses, just before shipping.