Development of the ornamentals market in Japan

Hiroshi Sakata
“Land and climate in Japan”

“History of ornamentals and gardening”

“Current state of ornamentals and gardening”

"Future of ornamentals and gardening"
The market for ornamentals and gardening in Japan

- Domestic personal consumption: 820 billion Japanese yen (7.7 billion US$)
- Commercial demand: 280 billion Japanese yen (2.6 billion US$)
- Exports: 10 billion Japanese yen (94 million US$)
“tane-cation”

By combining the words *tane*—meaning “seed” in Japanese—with the words education and communication, I want to coin and popularize a new word “tane-cation”.
Flowers nourish people’s souls and Vegetables nourish people’s bodies.
Thank you very much for your kind attention.