



Flower Kingdom, Aichi

# AICHI - JAPAN

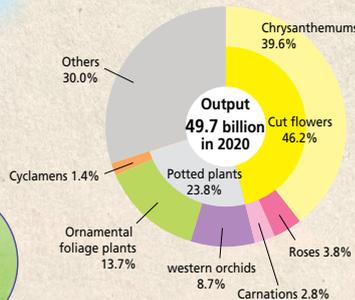
## Aichi Prefecture at a glance

Aichi Prefecture is located in the centre of Japan. The climate is generally mild, with four seasons (spring, summer, autumn and winter), characterised by hot summers and cold winters. It has a well-balanced development of industry, commerce and agriculture, and with an area of 5,172 km<sup>2</sup> and a population of approximately 7.54 million, it forms one of the three largest metropolitan areas in Japan, together with Tokyo and Osaka.

Aichi Prefecture is one of the leading international cities in Japan, hosting international expositions and conferences such as 2005 World Exposition, Aichi, Japan.



## Ratio of flower production by type



Source: Statistics Department, Minister's Secretariat, Ministry of Agriculture, Forestry and Fisheries.

## Aichi; Largest flower-growing area in Japan

While Aichi Prefecture has a thriving manufacturing industry centred on automobiles, including the headquarters of Toyota Motor Corporation, it is also one of the leading agricultural prefectures in Japan, and in particular boasts the highest flower production in Japan for 59 consecutive years, accounting for 16% of the national total. More than 90% of the flowers produced in Aichi are produced in glasshouses and other facilities and shipped throughout Japan throughout the year. Cut flowers (mainly chrysanthemums, roses, carnations, etc.) account for about 50% of the 49.7 billion yen in flower output, but the production of potted plants is also flourishing, with almost all types of flowers distributed in Japan being produced in the region.

Enjoy Aichi Prefecture's flowers, the best in Japan, which are produced with outstanding technology.



'Yume no Kirameki' (white)

### 'Kagariben-giku' with Lacinate Fringed Ray Florets

An unusual type of chrysanthemum with multiple protuberances at the tips of the valves. It has a flamboyant image and can be used for a variety of occasions, including weddings and floral arrangements.



ZEN

### Gloriosa

Gloriosa is a gorgeous flower that is resistant to heat. We grow mainly small yellow and orange varieties that we have developed ourselves. 'ZEN' won a gold medal in the Floriade 2022 contest.



First Lady

### Sweet Pea

They are more voluminous than those distributed worldwide. Sweet peas are grown in many bright colours that keep well in the sun in Aichi.