

Miniature Rose Production in Gifu Prefecture

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Our company, Bromellia-Gifu Ltd., situated in the towns of Yoro and Kaizu in the warmer southern region of Gifu Prefecture, was founded in 1990 by a group of growers for the production of bromeliads. Initially the company concentrated on growing bromeliads, however, in 1992, miniature rose production began.

THE MANAGEMENT AND PRODUCTION OF MINIATURE ROSES

Nursery stocks are produced from cuttings. To save labour costs the cuttings are stuck directly into pots under a polyethylene sheet. Plant growth retardants are applied to improve the quality.

We always trial new products and evaluate the efficiency of mass production in relation to auction prices. We are always endeavouring to improve techniques and management. We developed our original system for sales of 500,000 pots per year.

SALES

We have two methods of marketing. One is an arrangement of different sized pots in a basket. The other is single potted plants at an economical price. There are ten different patterns of baskets. The price of the basket varies with the design of the arrangement.

FUTURE PROBLEMS

Nursery houses for overwintering are scattered in various places. This causes inefficient management during winter, loss of sales, and unchecked spread of diseases.