



TOYOTA FLORITECH CO., LTD.

Flowers: When You Can't Find the Right Words

+ Company Outline

- Established:** October 1999
- Capital:** ¥100 million Toyota Motor Corporation: 50%, Hakusan Co., Ltd.: 50%
- Business:** **Production and sales of ornamental flowers**
- Entered the market in a joint venture with Hakusan Co., Ltd. (Headquarters: Nisshin, Aichi). Hakusan has a stable business foundation based on its extensive genetic resources and customer base.
 - Makes effective use of Toyota-owned land (5 ha) in the Mutsu Ogawara Industrial Zone, Aomori Prefecture
- Headquarters:** Kamikita-gun, Aomori
- Representative:** Teruo Takatomi, President and Representative Director



+ Company Projects

Facilities and Cultivation System

- Flowering potted plants horticultural greenhouse
 - Greenhouse area: About 20,000 m² (88 m x 231 m)
 - Production capacity: 4 million plants per year
- Uses an automatic cultivation system developed by Viemose-Doriboga (Denmark)
- Temperature and exposure to sunlight are controlled within the greenhouse. Quality is managed through an automated system that delivers water and liquid fertilizer to plants, and plants are shipped approximately 3 months after planting.
- From March 2008, the heating fuel was switched to natural gas and a trigeneration system (electricity, heat, and CO₂ supply) was introduced on an experimental basis to reduce the environmental burden (CO₂ emissions amount reduction) and improve productivity.
 - The amount of CO₂ emissions was reduced from 2700 tons a year by approx. 900 tons



Inside the greenhouse

Products

- Pot size of 6 cm and 9 cm
- Approximately 30 varieties of flowers are grown including miniature roses, miniature poinsettias, miniature kalanchoes, and micro gerber daisies that bloom in each season.

[Application Examples]

- Stylish decorations for homes and offices
- Gifts for special occasions and anniversaries, such as Mother's Day and birthdays
- Tabletop decorations to liven up party venues

There are many uses for these plants. They can be given to visitors at events as presents, used in celebrating a company's anniversary, or used to celebrate an employee's birthday.

Miniature poinsettias



Miniature roses



Micro gerber daisies



Miniature leafy plant

+ For Inquiries

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