

MIYOSHI Annual News 2020

Last year, MIYOSHI celebrated its 70th anniversary. We are pleased to introduce you the new catalogue 2020 along with many new varieties.

As one of the global activities, we exhibited in EXPO 2019 Beijing and introduced Japanese flower culture with our world products. Delphinium “Cheer Blue” announced on the 70th anniversary won Fleuroselect Gold Medal. In addition, Wasabi and Strawberry varieties presented by MIYOSHI have received many inquiries from new customers around the world.

We sincerely hope MIYOSHI drives sustainable floral and vegetable business and contribute to life of people everywhere in the world.

MIYOSHI Exhibited at Japanese Pavilion in EXPO 2019 Beijing

MIYOSHI & CO., LTD. had exhibited at the main exhibition stand of Japanese Pavilion in International Horticultural Exposition “EXPO 2019 Beijing”. Flowers bred in Japan and cultivated around the world came to be an object and proposed Japanese flower culture to people all over the world.

The exhibition theme was “MYSTERIOUS JAPAN BLUE”

“JAPAN BLUE” is the color from Japanese traditional indigo dye. “JAPAN BLUE” used to symbolize Japan in sports and ceramics scenes is expressed with the deep color of Delphinium created by MIYOSHI and designs the lifestyle closely related to Japanese indigo textile and room decoration. In addition, we displayed a Japanese style that matches the Continent (China) by creating Catharanthus colored with the theme of “Japanese”.

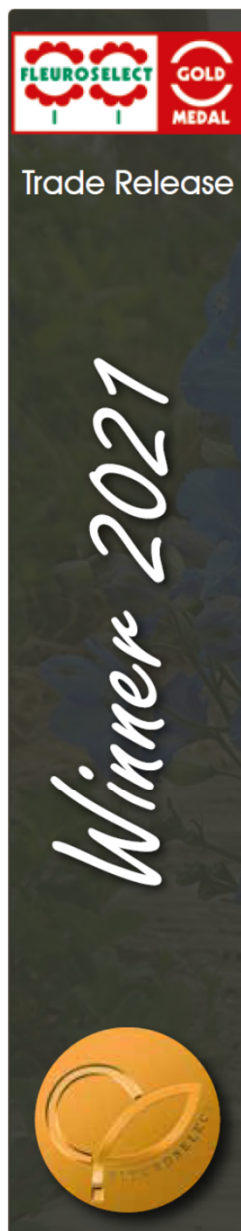
A collaboration between Ken Kidokoro and students at the Flower School in Beijing

Japanese floral designer Ken Kidokoro who is active worldwide supervised this design. And more than 20 Chinese students from “SIKASTONE FLORIST EDUCATION”, a flower school where famous designers act as instructors, participated in this exhibition.



Delphinium grandiflorum F1

Cheer Blue



Cheer Blue, a hint of Japanese serenity for the garden.

A popular cut flower and landscaping item particularly in Japan, Delphinium grandiflorum F1 is now also available in a dwarf version. Cheer Blue is a brand-new variety with shorter stems and upwards directed flowers without spurs, making this F1 hybrid from seed an excellent candidate for patio planters and first/middle line bedding. The new, mid-blue hue of the flowers is an exciting enrichment in the existing blue color range.

A Gold Medal stands for a breakthrough in breeding. The Fleuroselect-judges described Cheer Blue's flower color as 'innovative' and 'striking' and praised the uniformity and garden performance of this new Delphinium. With its shorter spikes and calming color, Cheer Blue adds tranquility to your outdoor space.

Market Value

The range of true-blue pot and bedding plants being limited, Cheer Blue is a welcome addition to the existing assortment. This F1 hybrid has growing vigor and a high degree of uniformity which requires little production time. The absence of spurs ensures upwards blooming flowers that open well.

Retailers will warmly welcome Cheer Blue with its shorter spikes as an exciting newcomer to the blue color range. Consumers will love the bright flowers and the peaceful atmosphere Cheer Blue brings to containers and borders. Cheer Blue, a shorter Delphinium to enter a new market segment.

Background Information

Delphinium grandiflorum is a genus of the Ranunculaceae family and is commonly known as larkspur. With the breeding of Cheer Blue, Japanese breeder MIYOSHI & CO., LTD. has succeeded in turning a popular landscape item and cut flower into a variety suited for containers and bedding.



Technical Information

Novelty: Dwarf spread shape
Color: Blue
Flower: Single, 3 cm diameter
Type: Annual, F1 hybrid, diploid
Use: Bedding Plant
Plant: Height 40 cm, spread 25 cm
Seed: Approx. 1000 seeds per gram
germination rate 90%

Growing: Sow in the garden at 20°C in March/April. Keep the soil moist. Grow at 15°C in fertile, well-drained soil and transplant in April/May.

Planting: Plant out 12 plants per m² at 20 cm-20 cm planting distance in a sunny spot or 1 plant in a 9 cm pot.



Taste of Japan from MIYOSHI

- WASABI -



Mazuma No.1



Akaoni



Shogun

Wasabi has the authentic Japanese fresh flavor and has unique pungency. Generally, grated paste of Wasabi is used for Japanese cuisine. MIYOSHI is the largest company providing high quality young plants of Wasabi by tissue culture technics.

- STRAWBERRY -



If you have travelled to Japan in winter, you will find that Japanese strawberries are extremely delicious. MIYOSHI handles many Japanese varieties bred in Japan and our own breeding varieties.

About MIYOSHI GROUP CO., LTD.

MIYOSHI & CO., LTD. was established in 1949 by Yukio Miyoshi in Tokyo. The company has been breeding, producing and distributing ornamental flower seeds and plants as well as vegetables such as strawberries and wasabi plants. MIYOSHI is a pioneer in the plant tissue culture field and started mass production of virus-free plants since 1968. At present we are producing many crops by using this technique including Limonium, Gerbera, Delphinium and Helleborus plants.

M&B Flora CO., LTD. was established jointly between MIYOSHI & CO., LTD. and Ball Horticulture Company in 1997 and distributing various pot and bedding plants in Japan. MIYOSHI breeds for M&B Flora and presents the original varieties outside Japan including Petunia such as Midnight Gold and the Catharanthus varieties.

MIYOSHI AGRI TECH CO., LTD. is shared 100% by MIYOSHI GROUP CO., LTD. Its function is sales for Japanese domestic market and distributes vegetable plants including strawberry, sweet potato and wasabi.

If you need more information and images, please contact your sales representative of MIYOSHI or send an email to international@miyosi.co.jp