

Production of Large Evergreen Landscape Trees and Their Typhoon Protection in the Nursery

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INTRODUCTION

Even though the economic bubble has burst in Japan, the price of land is still extremely high in the cities. There is a trend toward the planting of large landscape trees around new commercial buildings as a status symbol. Urban renewal is also taking place in large cities from Osaka to Tokyo.

These large buildings affect the microclimate of the surrounding area. To soften the effects of these changes, various regulations have been adopted to control spacing, and landscaping of buildings to blend with their surroundings. Along with the increase in land values, large-grade landscaping trees are in demand by the owners of large buildings.

In order to meet these demands, my company is run with the following points in mind.

ECONOMIC FACTORS AFFECTING THE PRODUCTION OF LARGE-GRADE LANDSCAPE TREES.

Owing to the economic decline in recent years after several natural disasters in Japan, the demand for large trees will decrease. So, the competition will become more intense among large-tree growers. High quality will become the most important factor. This is the chance to apply the know-how to produce high quality trees which my company has acquired over 20 years in this business.

Trees Which Meet the Demands of the Landscaping Industry. My company sells well-shaped, good quality trees which are easy to establish and easy to deal with at the planting site. These qualities are produced by proper training of stems and branches, sturdy root systems, good management, and strong, healthy growth without pests and diseases.

Typhoon Protection. Miyazaki Prefecture, where my company is located, gets one or two typhoons every year. So, my company endeavours to produce strong trees to withstand typhoons. The most essential point is to produce a tree of a tidy form and habit, combined with the removal of extra branches. The trees in the nursery prior to despatch are supported by many poles to secure them against the strong typhoon winds.

Production Planning and Sales. Each year, my company increases tree planting 20% on the number sold the previous year. Once the trees are planted, the yearly sales planning is done and prices are set. Accurate sales figures are kept every year and 95% of our sales are of products grown by my company.

Staff Education. In the past, it was rather difficult to get good staff in our business. It costs at least 10 million yen and several years to educate new staff to become

skilled workers. However, this education is most important. By having many skilled workers, and good production techniques and sales staff, my company will become more competitive with our rivals.