

# SEEKING DREAM FLOWERS



January 9, 2018

Tiamchai Phimma  
Managing Director, Sakamoto Nursery

## COMPANY PROFILE

### SAKAMOTO NURSERY

- Relatively high altitude  
550m
- Cool in summer(20-35c)
- Good hours of sunlight
- Close to Tokyo, big  
market
- 3hrs drive to the big  
Flower Auction in Tokyo



# COMPANY PROFILE

Production scale: Glass House 7300m<sup>2</sup>  
 Open Cultivation 3600m<sup>2</sup>

Man power: 10-12

Production Line:

Hydrangea 60 varieties

Cyclamen 52 varieties

Production Volume (annual):

Hydrangea 25,000-30,000 pots

Cyclamen 22,000-26,000 pots

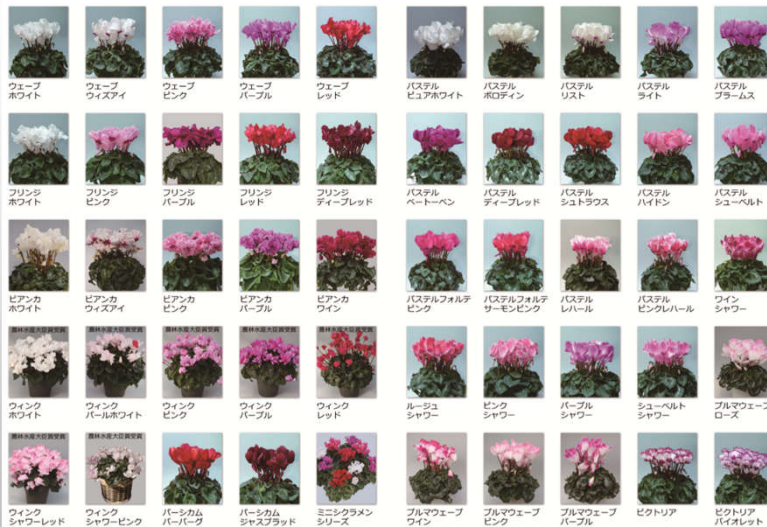
Market: Flower trade market 75%

Direct sales 10%

On line 15%



## CYCLAMEN



# SAKAMOTO NURSERY



Shoji Sakamoto  
Started Breeding  
in 1973



Award Gold Medal at  
Floriade 1992



Awarded Japan Flower of the year  
2006



Successor Tiamchai Phimma Awarded  
Japan Flower of The year 2015-2016  
and others



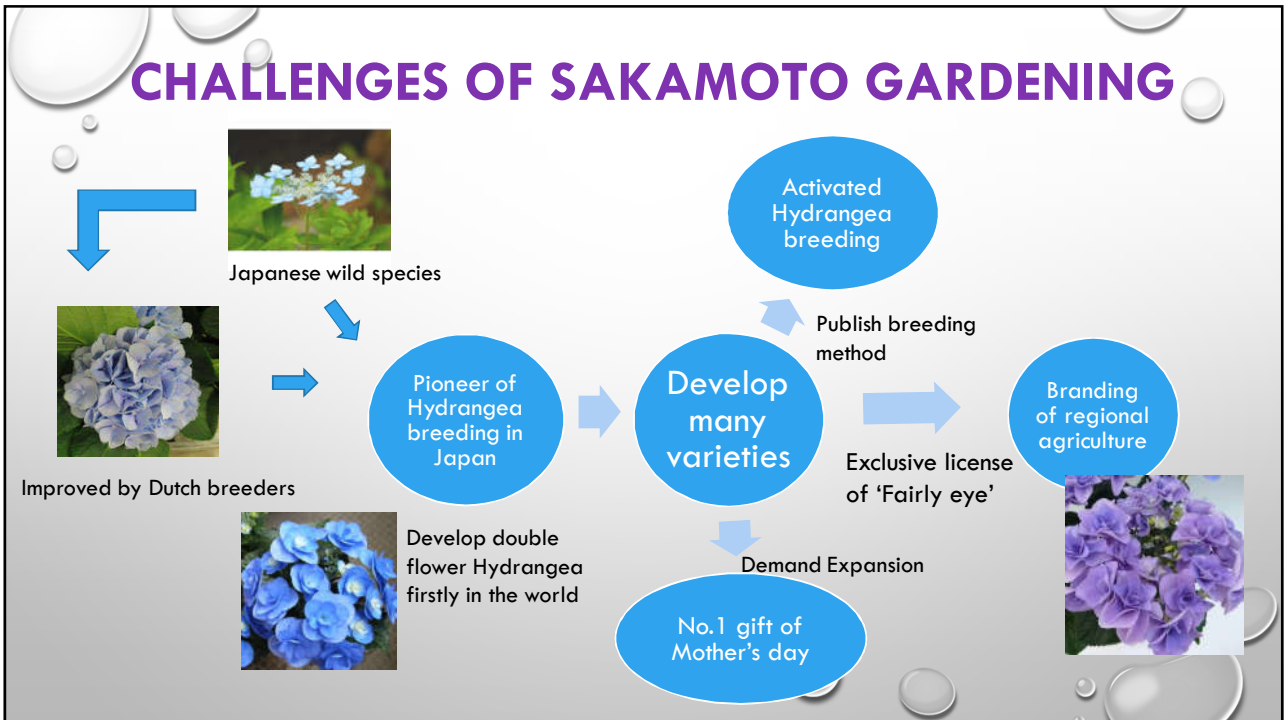
## HYDRANGEA VARIETIES



## HYDRANGEA VARIETIES

~~~~~さかもと園芸の新作あじさい~~~~~

Coming soon!



## BREEDING OBJECTIVES/GOALS

### ① Strong stem



## BREEDING OBJECTIVES/GOALS

### ② Compact



# BREEDING OBJECTIVES/GOALS

③ Repeat Flowering



# BREEDING OBJECTIVES/GOALS

④ New color



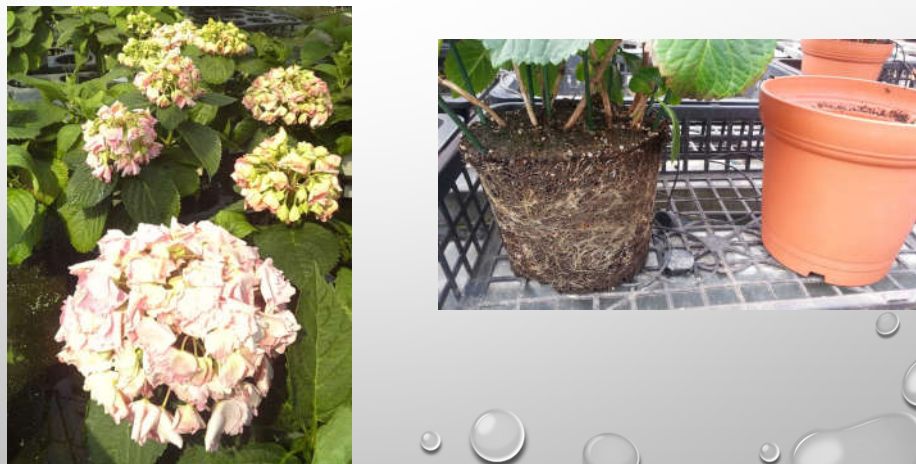
## BREEDING OBJECTIVES/GOALS

### ⑤ New shape



## BREEDING OBJECTIVES/GOALS

### ⑥ Strong Root



## BREEDING OBJECTIVES/GOALS

- ⑦ Easy to grow



## BREEDING OBJECTIVES/GOALS

- ⑧ Uniform





## BREEDING OBJECTIVES/GOALS

- ⑨ Strong to pest and disease



## HYDRANGEA BREEDING PROGRESS



HYDRANGEA BREEDING PROGRESS



HYDRANGEA BREEDING PROGRESS



## HYDRANGEA BREEDING PROGRESS



## GROWTH THROUGH BRANDING



Sakamoto Nursery  
( Sakamoto PVP Hydrangea)



Partner

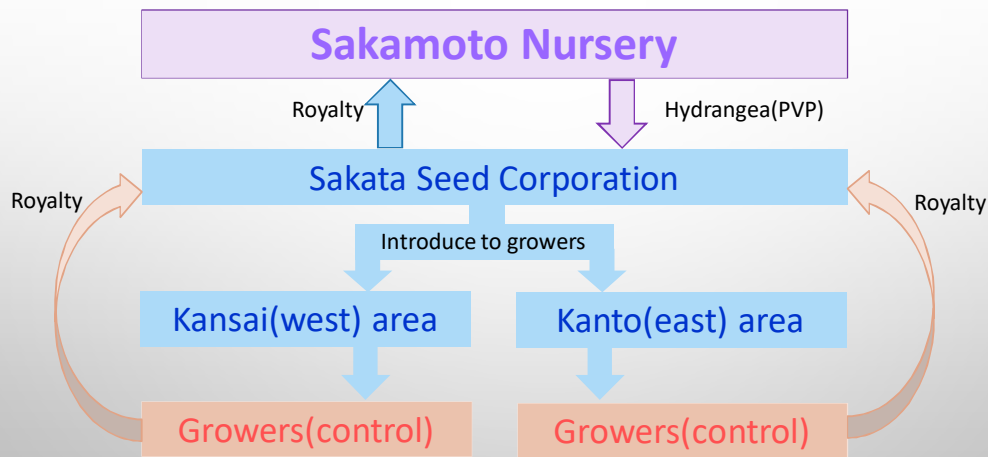
Flower Market

Direct Sales (Local)

Online

All PVP – Sakamoto Hydrangea Branding

# PVP OF HYDRANGEA IN JAPAN



# GROWTH THROUGH BRANDING

**Gunma Ajisai**

10 growers

Fairy Love, Fairy Kiss, Pinky Ring

Fairly-eye (PVP)

★Japan Flower Selection  
(Flower of the year 2006)

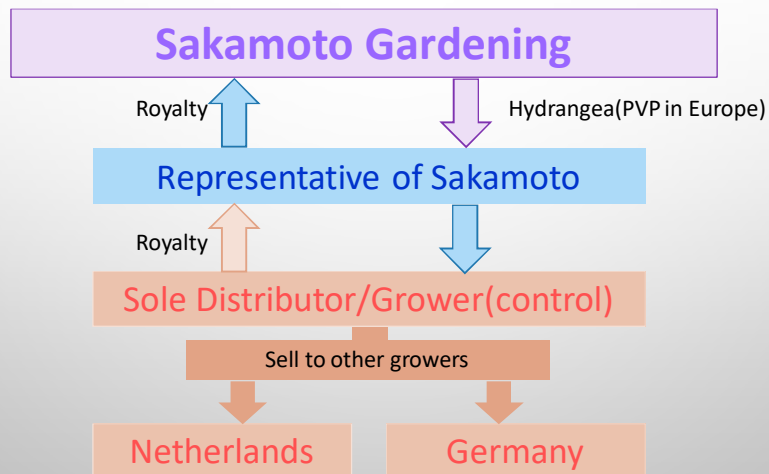


- Same Quality
- Quality Control
- Price Control
- Still top selling Hydrangea for 2017 (FAJ)
- 10 years selling
- 25,000 – 35,000 pots per year

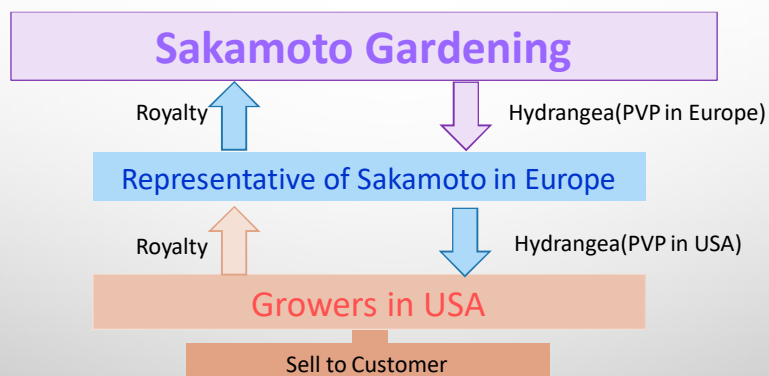
★Japan Flower Business Award 2008

Get Royalty per pot

## PVP OF HYDRANGEA IN EUROPE

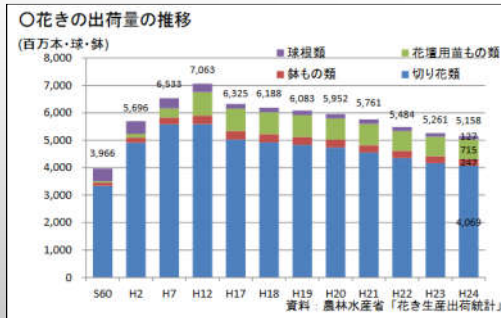


## PVP OF HYDRANGEA IN USA

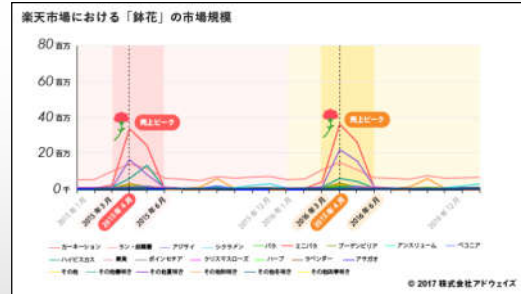


# JAPANESE HYDRANGEA MARKET

The flower market is shrinking



“Mother’s Day” is the peak of flower sales



Hydrangea marked 250% growth at “Mother’s Day” in 2017.

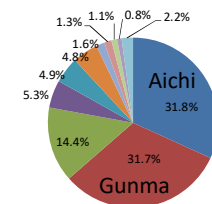
(Data from Yahoo Shopping : <https://www.ecnomikata.com/ecnews/14427/>)

Sales by prefecture May 2017 vs May 2016 - Hydrangea

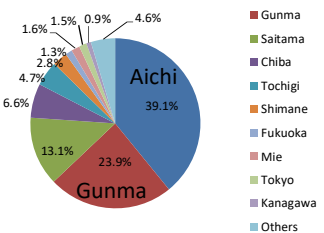
| NO    | Pref.    | Year | Qty(pot) | Amount (thousand yen) | Average Price (yen) | % from 2016 |        |               |
|-------|----------|------|----------|-----------------------|---------------------|-------------|--------|---------------|
|       |          |      |          |                       |                     | Qty         | Amount | Average Price |
| 1     | Aichi    | 2017 | 78,870   | 61,452                | 779                 | 101%        | 116%   | 114%          |
|       |          | 2016 | 77,912   | 52,855                | 678                 |             |        |               |
| 2     | Gunma    | 2017 | 48,115   | 61,169                | 1,271               | 121%        | 121%   | 99%           |
|       |          | 2016 | 39,468   | 50,456                | 1,278               |             |        |               |
| 3     | Saitama  | 2017 | 26,388   | 27,713                | 1,050               | 128%        | 130%   | 101%          |
|       |          | 2016 | 20,531   | 21,211                | 1,033               |             |        |               |
| 4     | Chiba    | 2017 | 13,214   | 10,177                | 770                 | 100%        | 114%   | 113%          |
|       |          | 2016 | 13,161   | 8,894                 | 675                 |             |        |               |
| 5     | Tochigi  | 2017 | 9,497    | 9,497                 | 999                 | 91%         | 97%    | 106%          |
|       |          | 2016 | 10,345   | 9,720                 | 939                 |             |        |               |
| 6     | Shimane  | 2017 | 5,681    | 9,277                 | 1,633               | 340%        | 343%   | 100%          |
|       |          | 2016 | 1,667    | 2,705                 | 1,622               |             |        |               |
| 7     | Fukuoka  | 2017 | 2,526    | 3,152                 | 1,248               | 176%        | 186%   | 105%          |
|       |          | 2016 | 1,430    | 1,886                 | 1,179               |             |        |               |
| 8     | Mie      | 2017 | 3,259    | 2,582                 | 792                 | 215%        | 231%   | 107%          |
|       |          | 2016 | 1,515    | 1,114                 | 735                 |             |        |               |
| 9     | Tokyo    | 2017 | 2,934    | 2,174                 | 741                 | 56%         | 113%   | 201%          |
|       |          | 2016 | 5,195    | 1,915                 | 368                 |             |        |               |
| 10    | Kanagawa | 2017 | 1,846    | 1,592                 | 862                 | 56%         | 54%    | 95%           |
|       |          | 2016 | 3,241    | 2,921                 | 901                 |             |        |               |
| 11    | Others   | 2017 | 9,357    | 4,199                 | 449                 | 92%         | 180%   | 195%          |
|       |          | 2016 | 10,155   | 2,338                 | 230                 |             |        |               |
| Total |          | 2017 | 201,687  | 192,984               | 956                 | 109%        | 123%   | 113%          |
| Total |          | 2016 | 184,620  | 155,815               | 843                 |             |        |               |

Source: Flower Auction Japan(October 17, 2017)

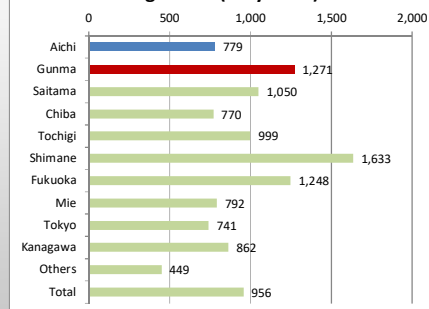
Sales Amount Constituent Ratio



Sales Quantity Constituent Ratio



Average Price (May 2017)



# MARKETING STRATEGY TOWARD A DREAM

## AICHI

THE BIGGEST HYDRANGEA PRODUCTION PREFECTURE  
IN JAPAN

HYDRANGEA PRODUCTION VOLUME: 78,870 POTS

HYDRANGEA SALES VOLUME: 61,452,000 YEN

PUT EMPHASIS ON PRODUCTION VOLUME, NOT  
EMPHASIS ON PVP VARIETIES PRODUCTION

## GUNMA

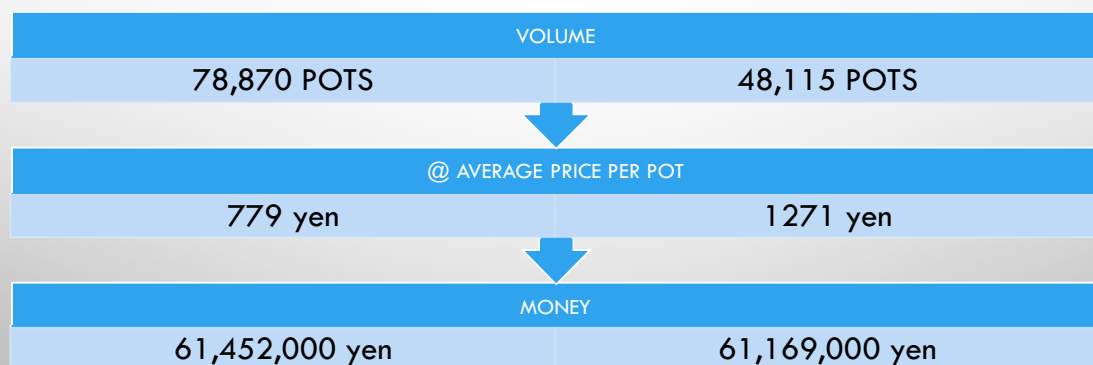
THE 2<sup>ND</sup> BIGGEST HYDRANGEA PRODUCTION  
PREFECTURE IN JAPAN

HYDRANGEA PRODUCTION VOLUME: 48,115 POTS

HYDRANGEA SALES VOLUME: 61,169,000 YEN

PURSUES NOT VOLUME BUT QUALITY, FOCUS ON PVP  
VARIETIES PRODUCTION

## AICHI VS GUNMA



## TOP 50 sales - Hydrangea (May 2017)

| Rank | Name                | Qty    | Amount     | Ave. Price | % from May 2016 |        |       | Rank 2016 | Rank | Name               | Qty   | Amount    | Ave. Price | % from May 2016 |        |       | Rank 2016 |
|------|---------------------|--------|------------|------------|-----------------|--------|-------|-----------|------|--------------------|-------|-----------|------------|-----------------|--------|-------|-----------|
|      |                     |        |            |            | Qty             | Amount | Price |           |      |                    |       |           |            | Qty             | Amount | Price |           |
| 1    | Fairly Eye          | 20,762 | 29,441,676 | 1,418      | 103%            | 104%   | 100%  | 1         | 26   | Magical Green Fire | 1,383 | 1,450,497 | 1,049      | 82%             | 94%    | 114%  | 18        |
| 2    | Dance Party         | 22,982 | 20,561,631 | 895        | 93%             | 92%    | 98%   | 2         | 27   | Cotton Candy       | 1,171 | 1,326,126 | 1,132      |                 |        |       |           |
| 3    | Hydrangea           | 18,974 | 12,823,065 | 676        | 110%            | 173%   | 157%  | 3         | 28   | Crystal            | 1,373 | 1,241,920 | 905        | 86%             | 135%   | 158%  | 33        |
| 4    | Iyo Shishitemari    | 10,277 | 8,575,280  | 834        | 180%            | 173%   | 96%   | 5         | 29   | Hawaiian Blue      | 1,359 | 1,195,740 | 880        | 113%            | 117%   | 103%  | 27        |
| 5    | Temari temari       | 8,194  | 7,950,645  | 970        | 112%            | 108%   | 96%   | 4         | 30   | Hawaiian Pink      | 1,223 | 1,061,660 | 868        | 116%            | 115%   | 98%   | 32        |
| 6    | Mangekyo            | 4,126  | 6,766,020  | 1,640      | 248%            | 244%   | 98%   | 14        | 31   | Fairly Kiss        | 686   | 1,056,600 | 1,540      | 147%            | 166%   | 112%  | 43        |
| 7    | Magical Revolution  | 4,529  | 5,397,340  | 1,192      | 144%            | 158%   | 110%  | 9         | 32   | Starlit Sky        | 759   | 1,040,660 | 1,371      | 516%            | 1056%  | 204%  | 121       |
| 8    | Konpeito            | 5,619  | 4,469,510  | 795        | 116%            | 102%   | 87%   | 6         | 33   | Himiko             | 959   | 994,750   | 1,037      | 1169%           | 1130%  | 96%   | 125       |
| 9    | KEIKO               | 2,161  | 4,048,580  | 1,873      | 118%            | 121%   | 102%  | 10        | 34   | Hydrangea          | 1,640 | 993,895   | 606        | 127%            | 105%   | 82%   | 29        |
| 10   | Tivoli              | 4,365  | 3,880,670  | 889        | 162%            | 177%   | 109%  | 17        | 35   | Annabel            | 1,199 | 987,300   | 823        | 64%             | 68%    | 105%  | 19        |
| 11   | Sugar White         | 3,821  | 3,226,692  | 844        | 90%             | 107%   | 119%  | 12        | 36   | Hydrangea          | 4,866 | 982,350   | 202        | 82%             | 195%   | 237%  | 46        |
| 12   | Hanaarare           | 1,835  | 3,112,230  | 1,696      | 296%            | 298%   | 100%  | 25        | 37   | Hydrangea          | 1,316 | 872,442   | 663        | 109%            | 220%   | 202%  | 59        |
| 13   | Hawaiian First L    | 3,073  | 3,069,400  | 999        | 120%            | 109%   | 91%   | 13        | 38   | Bali               | 1,318 | 857,440   | 651        | 93%             | 92%    | 98%   | 31        |
| 14   | Ginga               | 1,767  | 3,060,040  | 1,732      | 1879%           | 1457%  | 77%   | 82        | 39   | Peach Hime         | 1,059 | 843,400   | 796        | 72%             | 83%    | 113%  | 26        |
| 15   | Fairly Love         | 2,006  | 2,979,044  | 1,485      | 115%            | 112%   | 98%   | 15        | 40   | Chikushi Ruby      | 602   | 827,600   | 1,375      |                 |        |       |           |
| 16   | Maihime             | 1,754  | 2,892,620  | 1,649      | 82%             | 89%    | 109%  | 11        | 41   | Green Shadow       | 1,080 | 808,530   | 749        | 101%            | 106%   | 104%  | 36        |
| 17   | Pinky Ring          | 1,487  | 2,715,900  | 1,826      |                 |        |       |           | 42   | Popcorn            | 572   | 765,730   | 1,339      | 364%            | 321%   | 88%   | 78        |
| 18   | Hydrangea(blue)     | 4,500  | 2,697,788  | 600        | 61%             | 64%    | 104%  | 7         | 43   | Hydrangea          | 1,068 | 753,600   | 706        | 60%             | 85%    | 141%  | 35        |
| 19   | Dance Party Happy   | 2,802  | 2,502,536  | 893        | 4749%           | 3600%  | 75%   | 133       | 44   | Lumiere            | 576   | 748,800   | 1,300      | 113%            | 118%   | 104%  | 44        |
| 20   | Hydrangea           | 1,367  | 2,031,150  | 1,486      | 75%             | 89%    | 117%  | 16        | 45   | Hot Tivoli         | 607   | 737,060   | 1,214      |                 |        |       |           |
| 21   | Posy Bouquet Noble2 | 1,339  | 1,947,410  | 1,454      | 328%            | 258%   | 78%   | 37        | 46   | Maruru             | 611   | 718,270   | 1,176      | 2036%           | 1547%  | 76%   | 151       |
| 22   | Mirai               | 1,030  | 1,838,000  | 1,784      | 37%             | 43%    | 115%  | 8         | 47   | Sumidano Hanabi    | 1,018 | 687,510   | 675        | 424%            | 410%   | 96%   | 91        |
| 23   | Arigato             | 1,242  | 1,655,780  | 1,333      | 219%            | 229%   | 104%  | 38        | 48   | Hot Red            | 818   | 679,850   | 831        | 89%             | 72%    | 81%   | 30        |
| 24   | Deep Purple         | 1,151  | 1,548,788  | 1,346      |                 |        |       |           | 49   | June Bride         | 649   | 666,520   | 1,027      | 226%            | 195%   | 86%   | 65        |
| 25   | Hydrangea(pink)     | 2,402  | 1,474,740  | 614        | 110%            | 116%   | 105%  | 22        | 50   | Harmony            | 459   | 652,860   | 1,422      | 87%             | 147%   | 168%  | 55        |

Source: Flower Auction Japan(June 12, 2017)

THANK YOU VERY MUCH  
谢谢

