

## A Japanese Pioneer in the Tissue Culture of Ornamental Plants

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Ever since Miyoshi & Co., Ltd. was established in 1949, we have been producing, distributing, and developing flower seeds, plants, and bulbs. The main emphasis has been on vegetative propagation and tissue culture techniques; production and sales began in 1968. Since then we have been among the leaders in this field, producing disease-free, high-quality plant materials.

We have made big progress in the production of *Gypsophila*, *Dianthus* (carnation), *Gerbera*, *Limonium*, and other crops by the use of tissue culture. In 1975, we started the mass production of *G. paniculata* with techniques which resulted in a large demand in the market.

Currently, our top selling product is carnation cuttings produced from tissue cultured nuclear stocks and we produce over 15 million cuttings a year. Our original *Limonium* cultivars are very well known in the market, and we have put a lot of effort into their selection and hybridization, especially the *L. Beltlaard* and *Emille* groups which have become very popular in world markets. We propagate the plants for export, in vitro at the Grand Biotechnology Co. (G.B.C.) in Taiwan, which was jointly established with our international partners.

Miyoshi is also the first Japanese large-scale distributor of plug seedlings, which have become well accepted in the market. We started producing plug seedlings in 1986 at the jointly established T.M. Ball Laboratory Co., Ltd.

Gardening is currently booming and we opened the Miyoshi Perennial Garden this summer in order to market our large collection of perennial species directly to the general public. Five hundred perennials are planted in this garden of 3000 m<sup>2</sup> and visitors can enjoy a continuous display of these flowers from spring to autumn.

In order to expand sales in the fast growing market of pot and bedding plants, we have established another international, joint venture company, M&B Flora Co., Ltd. This company produces all kinds of plant materials for the bedding and house plant markets.