

## Cut-flower Production of Roses in Goudo

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The decision of several cucumber farmers to change to rose cultivation in 1970 saw the start of cutflower production of roses in Goudo. Seven years later, the agricultural corporation, Rose Production Corporation of Goudo, was founded. In 1984, the rose was registered as the town flower of Goudo. Since then, rose production has been regionally promoted in Goudo. From 1986, direct sales to consumers by means of a house-to-house delivery system began with large sales made for Mother's Day and Father's Day.

### ORGANIZATION (IN 1993)

- No. of farmers: 11 families
- Total cultivated area: 493 acres
- Yield: 5,240,000 stems.
- Production: ¥500,000,000

### METHODS OF CULTIVATION

- Thorough disinfection before planting
- Sufficient fertiliser
- Ripping subsoil to the depth at 1.0 m before planting
- Adoption of rockwool culture to achieve best use of labour and uniform results
- Automated pest and disease control, and a flower sorting machine resulted in labour cost-savings and better worker conditions
- Soil analyses at regular intervals and proper maintenance of the soil condition
- Computer management of rose cultivation

### MANAGEMENT STRATEGIES

- Year-round production allowing for seasonal variations
- Market research and expansion of business by direct sales through the house-to-house delivery system
- Hiring of a production manager
- Introduction of new cultivars suitable for the auction market and consumer

### FUTURE PLANS

- Improvement of rose quality by means of new technology and facilities
- Publicity of the Goudo brand name
- Keeping high quality production through the year
- Promotion of cooperative despatch to market
- Joint production of potted roses with rose nurseries
- Promotion of tourism in rose growing
- Promote the image of Goudo as the Rose Town