

## **The causes of the decline and the improvement strategies of the tulip bulb industry in Japan**

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### **Abstract**

Toyama prefecture is one of the production places of tulip bulbs in Japan and tulip is appointed to the flower of the prefecture. In Toyama the peak of the production area and the shipment of tulip bulbs was in 1993. After then, they have continued to decrease. It is said that the reason of the decline of tulip bulb industry in Japan is an increasing import of the low-priced bulbs from the Netherlands after the relaxation of the bulb quarantine in 1988. In this paper we point and analyze the other causes. At the present Toyama flower bulb association and Toyama prefecture have a plan to introduce a robot machine to cope with the price competition. We consider and evaluate it and some other improvement strategies.