



Thank you very much for returning your questionnaire
1,090 peoples responded to it.

Popularity ranking of variety

Ranking per group of answerer

| | Total | | | Consumer | | | Grower of cut flower | | | Auction people | | | Florist | | | Other (JA etc.) | | |
|----|-------|----------------|-----|----------|-----------------|-----|----------------------|---------------|----|----------------|----------------|---|---------|--------------|---|-----------------|----------------|----|
| 1 | OR | Burlesca | 220 | OR | Burlesca | 125 | OR | Burlesca | 25 | OR | Millesimo | 6 | OR | Broken Heart | 6 | OR | Burlesca | 65 |
| 2 | OR | Millesimo | 133 | OR | Millesimo | 75 | OR | Signum | 18 | LO | Bright Tower | 4 | OR | Burlesca | 3 | OR | Millesimo | 34 |
| 3 | OR | Tarrango | 86 | OR | Tarrango | 49 | OR | Millesimo | 18 | OR | All Star | 3 | OR | Obsession | 2 | OR | Broken Heart | 25 |
| 4 | OR | Signum | 83 | OR | Broken Heart | 45 | OR | Gracia | 16 | OR | Broken Heart | 3 | OR | Legend | 2 | OR | Marlon | 23 |
| 5 | OR | Broken Heart | 82 | OR | Marco Polo | 45 | OR | Tarrango | 15 | OR | Burlesca | 2 | OR | Marlon | 2 | OR | Signum | 23 |
| 6 | AZ | Orange Cocotte | 72 | AZ | Orange Cocotte | 43 | OR | Marlon | 14 | OR | Asterian | 2 | OR | Sheila | 2 | OR | Tarrango | 21 |
| 7 | OR | Marlon | 71 | OR | Sheila | 40 | OR | Sheila | 13 | OR | Emani | 2 | OR | Time Out | 2 | AZ | Orange Cocotte | 18 |
| 8 | OR | Sheila | 67 | OR | Signum | 39 | OR | pathos | 11 | OR | Camengo | 2 | LA | Toulouse | 2 | LA | Toulouse | 17 |
| 9 | OR | Marco Polo | 65 | LA | Eye Liner | 36 | OR | White Cup | 9 | OR | Signum | 2 | OR | Emani | 1 | OR | Marco Polo | 16 |
| 10 | OR | Gracia | 56 | OR | Double surprise | 35 | OR | Premium Blond | 9 | AZ | Orange Cocotte | 2 | AZ | Nello | 1 | OR | Tiara | 15 |

Ranking per group of variety

| | Oriental | | OT | | LA | | Asians | | LO | |
|----|-----------------|-----|-------------|----|---------------|----|----------------|----|----------------|----|
| 1 | Burlesca | 220 | Gold City | 28 | Toulouse | 48 | Orange Cocotte | 72 | Triumphator | 30 |
| 2 | Millesimo | 133 | Time Zone | 26 | Eye Liner | 47 | Black Out | 31 | White Fox | 24 |
| 3 | Tarrango | 86 | Conca D'or | 23 | Richmond | 36 | Dimention | 30 | Bright Tower | 17 |
| 4 | Signum | 83 | Manissa | 20 | Capoterra | 31 | Tinos | 25 | Hinomoto | 17 |
| 5 | Broken Heart | 82 | Baywatch | 20 | Pratolo | 24 | Red Twin | 24 | White Elegance | 16 |
| 6 | Marlon | 71 | Yelloween | 18 | Bogota | 22 | Caluroso | 22 | Prince Promise | 16 |
| 7 | Sheila | 67 | Robina | 17 | Merente | 20 | Landini | 20 | Pink Brilliant | 13 |
| 8 | Marco Polo | 65 | Etosha | 14 | Barasso | 19 | Pollyanna | 20 | Polar | 8 |
| 9 | Gracia | 56 | Flash Point | 11 | Millburn | 18 | Tresor | 18 | Nuance | 7 |
| 10 | Double surprise | 53 | Hypnose | 10 | Original Love | 15 | Black Spider | 18 | Gizmo | 7 |

The top 10 of popular varieties

No.1



Burlesca

No.2



Millesimo

No.3



Tarrango

“Burlesca” got most popularity in Lily Festa 2010. We planted Kochi crop of “Burlasca”. Therefore, those powerful bulbs grew fat and steady stems, and big flowers, it might be so impressive for answerer. However, many people who had answered to a questionnaire evaluated the color and the shape of “Burlesca.” The second is “Millesimo”. A new color attracted attention. The third is “Tarrango”. It has a good red color and good volume. We hope it will be major red variety in the future. Hereinafter, we will show varieties of No.4 ~ No.10.



No.4 Signum



No.5 Broken Heart



No.6 Orange Cocott



No.7 Marlon



No.8 Sheila



No.9 Marco Poro



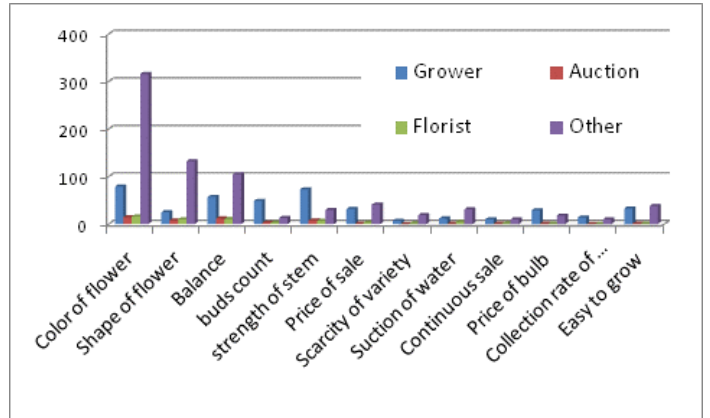
No.10 Gracia

The Lily Festa for check to many varieties, we could learn people are requesting several varieties. The variety is evolving slowly but certainly. In this questionnaire, 3 major varieties of oriental and LA were left off the ranking. Of course, it may be characteristics of Lily Festa to introduce many new varieties. We should build up the new variety as “reliable assortments for buyers” for growth of lily market. For this, we have to take a information exchange between product side and sale side.

[The Questionnaire of relevant player]

Q. Which point is most important for lily?

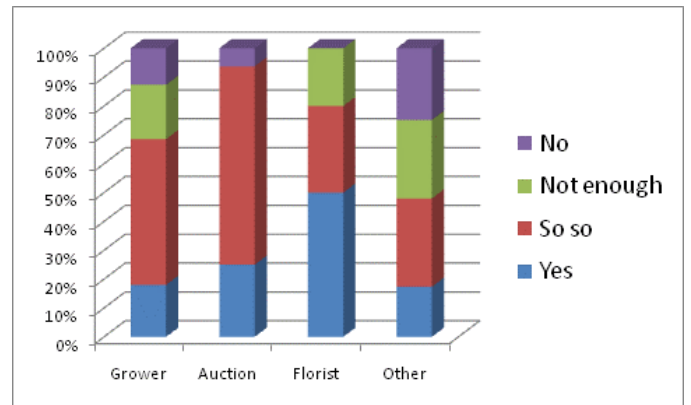
| Answer | Grower | Auction | Florist | Other |
|--------------------------------|--------|---------|---------|-------|
| Color of flower | 79 | 15 | 16 | 316 |
| Shape of flower | 25 | 8 | 10 | 132 |
| Balance | 57 | 12 | 11 | 105 |
| buds count | 49 | 3 | 3 | 13 |
| strength of stem | 73 | 8 | 7 | 30 |
| Price of sale | 32 | 1 | 3 | 41 |
| Scarcity of variety | 7 | 0 | 2 | 19 |
| Suction of water | 12 | 1 | 5 | 31 |
| Continuous shipping | 10 | 1 | 2 | 10 |
| Price of bulb | 29 | 1 | 1 | 18 |
| High Collection rate of flower | 14 | 0 | 0 | 10 |
| Easy to grow | 33 | 1 | 1 | 38 |



Grower of cut flower is focusing to “color of flower,” “balance,” “strength of stem,” and “buds count.” On the other hand, auction people and florist are focusing to “shape of flower” “strength of stem” too. For them buds count is not so important. Other people (For example JA staffs etc.) are focusing “color of flower” very much.

Q. Did you exchange the information between lily market players?

| Answer | Grower | Auction | Florist | Other |
|------------|--------|---------|---------|-------|
| Yes | 20 | 4 | 5 | 21 |
| So so | 56 | 11 | 3 | 37 |
| Not enough | 21 | 0 | 2 | 33 |
| No | 14 | 1 | 0 | 30 |

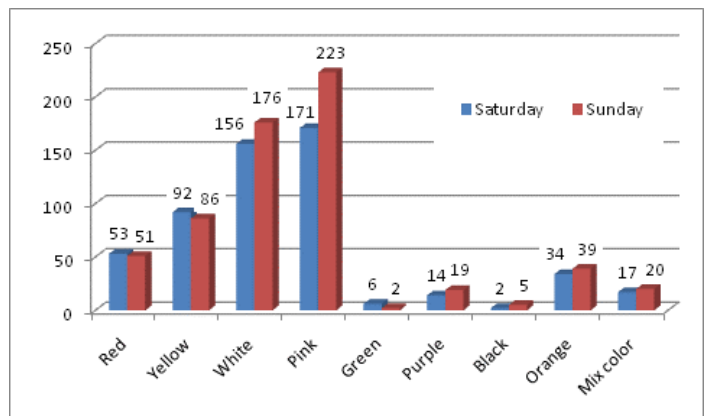


This time, we made concept “The opportunity of information exchange for lily players” and we made several special plans. Fortunately, 70% people of answered questionnaire utilized lily festa as opportunity of information exchange.

[The questionnaire of consumer]

Q. Which color do you like?

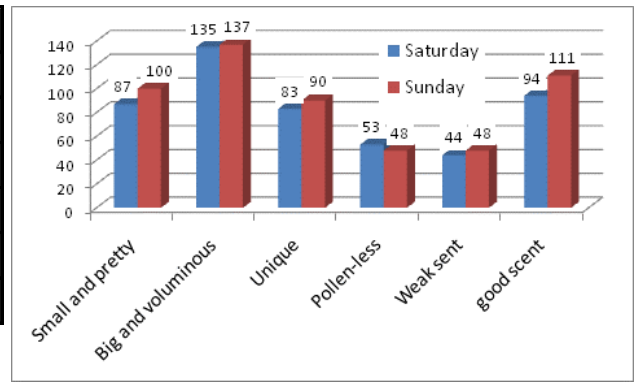
| Answer | Saturday | Sunday |
|-----------|----------|--------|
| Red | 53 | 51 |
| Yellow | 92 | 86 |
| White | 156 | 176 |
| Pink | 171 | 223 |
| Green | 6 | 2 |
| Purple | 14 | 19 |
| Black | 2 | 5 |
| Orange | 34 | 39 |
| Mix color | 17 | 20 |



Popularity of “white” and “pink” is still good. Many people were surprised at lily of “yellow,” “red,” “orange.” They said I have never seen such beautiful lily. Those lilies might get a popularity by good promotion.

Q. What kind lily do you like?

| Answer | Saturday | Sunday |
|--------------------|----------|--------|
| Small and pretty | 87 | 100 |
| Big and voluminous | 135 | 137 |
| Unique | 83 | 90 |
| Pollen-less | 53 | 48 |
| Weak scent | 44 | 48 |
| good scent | 94 | 111 |



The lily of both big and small size got popularity, and unique variety also. As seen above, “Broken Heart” and “Millesimo” placed high in the popularity ranking. They showed us a new possibility of variety, because we Japanese have believed that “unique or unusual variety” would not be evaluated in Japan, so far. In addition, pollen-less variety and weak scent variety seems to be promising.

【The common questionnaire】

Q. Do you want to visit Lily Festa in the next year?

| Answer | consumer | Grower | Auction | Florist | Other |
|--------|----------|--------|---------|---------|-------|
| Yes | 584 | 146 | 15 | 21 | 282 |
| No | 4 | 1 | 1 | 0 | 4 |

Many people answered “yes”. We are happy that they seems to be pleased with Lily Festa. From now, we’re going to draw up ideas of next Lily festa with those questionnaires. We hope to see you there.

