



JPFA Training No. 26-1

APPLY →

JPFA Strawberry Training Course

**From Varieties to Production Systems:
Explore Japanese Strawberries!**

Onsite: March 5 - 6, 2026

Online Pre- & After learning: February 18- March 12, 2026



**Immersive Technical Tours
Across Japan's Strawberry
Production Sites**

- Witness Japan's advanced strawberry cultivation systems up close through guided technical tours
- Engage with experts and innovators during on-site visits and facility walkthroughs
- Experience seamless learning with dedicated support—from pre-learning to field-based sessions

Technical Tour Highlights

Explore a diverse range of production environments, including: greenhouses and plant factories with artificial lighting (PFALs) facilities in Kashiwanoha Campus, regional farmers' market with strawberry-based products, Sonobe Farm (1 ha+ premium production), Institute for Horticultural Plant Breeding (breeding & seed processing), Genki Farm by WATANABE PIPE (multiple varieties & system supplier), hiro farm (Pick-N-Eat greenhouse & PFAL R&D facility)

DAY 1 - MARCH 5, 2026



MORNING
09.00 -

Introduction and Guidance of the Course

The lectures offer a concise review of essential concepts and key points of strawberry cultivation. Taking prior learning into account, we are planning more practical and interactive classes/discussions to foster better understanding with participants and professionals belonging to the university and industries. You can also enjoy visiting some greenhouses and PFALs in Kashiwanoha Campus.

AFTERNOON
- 17.30

Excursion by bus

- Visit a **farmers' market** offering regional specialties, including a variety of strawberry-based products and more.
- Discover **Sonobe Farm**, renowned for the best strawberries in the region and cultivated across more than 1 ha.
- Visit the **Institute for Horticultural Plant Breeding** in Chiba. The institute specializes in developing new vegetable seeds and cultivars, including strawberries, and conducts advanced research in horticultural plant breeding. Participants will gain **insights into both strawberry breeding strategies and seed processing techniques**.

DAY 2 - MARCH 6, 2026



<https://www.sedia-green.co.jp/farm/index>



<https://hiro-farm.com/>

MORNING
08.30 -

Excursion by bus

- Genki Farm** is operated by **WATANABE PIPE**, which provides various solutions essential to agriculture, from greenhouses and fertilizers to cultivation systems and farm services. Participants can observe up to eight different strawberry varieties.
- hirofarm**, one of the most **successful and profitable** strawberry farms, shows us the **Pick N Eat** greenhouse and the **PFAL for strawberries**, too.

AFTERNOON

Lectures/Discussion/Q&A

Interactive discussions and Q&A sessions are key highlights of this training course. Join us and be an active participant.

- 17.00

EVENING

(17.30 - 19.30)

Reception

The reception dinner is scheduled (free of charge)



JPFA Strawberry Training Course

An intensive, English-based training program designed for international participants interested in Japan's advanced strawberry industry. Learn not only the theory but the real practice behind Japan's high-quality strawberry production.

🍓 Why This Program Is Unique

Real-world learning beyond textbooks

Agriculture cannot be mastered by theory alone. Even if a textbook says "20°C is the optimal temperature", real greenhouses rarely behave exactly as expected.

This program emphasizes:

- Visiting multiple production sites
- Speaking directly with growers and facility managers
- Understanding real operational challenges
- Learning how experts make decisions in dynamic environments

🍓 What Participants Will Experience

On-site facility tours

Explore multiple production sites (greenhouses with cutting-edge environmental control, hydroponic and substrate cultivation systems, regional production styles, and business models) and learn directly from growers and facility managers.

Expert-guided learning

Specialists accompany all visits

Technical explanations based on real data and field experience

Immediate Q&A and problem-solving discussions

Peer learning

Questions from fellow participants spark new perspectives

Group discussions deepen understanding

Participation Fee

JPFA Members: JPY 200,000 per person

Non-members: JPY 300,000 per person

<https://select-type.com/e/?id=JgZV3godS3s>

APPLY →