



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



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.

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**.

AFTERNOON
- 17.30

MORNING
08.30 -

AFTERNOON

- 17.00
EVENING
(17.30 - 19.30)

DAY 2 - MARCH 6, 2026



羽生農場

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



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

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.

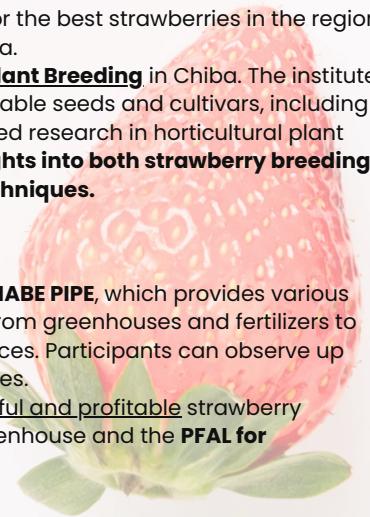
- hirofarm**, one of the most successful and profitable strawberry farms, shows us the **Pick N Eat** greenhouse and the **PFAL for strawberries**, too.

Lectures/Discussion/Q&A

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

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>

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