



The Current Situation and Development of Yulan in Nanzhao County, Henan, China

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THIRD INTERNATIONAL SYMPOSIUM ON THE FAMILY
MAGNOLIACEAE, CUBA 2016

中国玉兰文化 The culture of Yulan in China



Magnolia Cities

naming





花竹锦鸡



玉堂富贵 yutang fugui



There are plenty of riches and honours in a jade house





Postage stamps



- 《黄鹂玉兰》（1980）
- 《珍稀濒危木兰植物》
玉兰、山玉兰、荷花玉
兰、紫玉兰）(2005)

Gardens



Imperial gardens





南召玉兰产业现状

Situation of Yulan in Nanzhao

- There are 18.8 thousand hectares of Yulan growth area, composed 81% of the total production area of nursery stocks
- the sale value is 1.89 billion CNY, composed of 78.8% of the total value of nursery stocks in Nanzhao County in 2015.



Nanzhao 南召县



河南省南召县

南召玉蘭
Nanzhao Magnolia

中国玉兰之乡

Magnolia County in China

中国林学会树木学分会

2013年11月8日



南召玉蘭
Nanzhao Magnolia





南召玉蘭
Nanzhao Magnolia





南召玉蘭

Nanzhao Magnolia





南召玉蘭

Nanzhao Magnolia



授予：南召县花卉苗木产业办公室

南召县林业种苗工作站

南召玉兰培育技术研究与产品开发项目

2013-2014年度中国林业产业
创新奖（苗木类）

中国林业产业联合会
二〇一五年五月



河南省南召县

中国名特优经济林

辛夷之乡

国家林业局
中国经济林协会

2000年3月

河南省南召县华龙辛夷开发有限责任公司

河南省辛夷规范化种植示范基地

河南省科学技术厅
二〇一二年九月





南召玉蘭
Nanzhao Magnolia



望春玉兰
M. biondii





®

南召玉蘭

Nanzhao Magnolia





南召玉蘭

Nanzhao Magnolia



玉兰

M. denudata



南召玉蘭
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紫玉兰 *M. liliflora*





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南召玉蘭

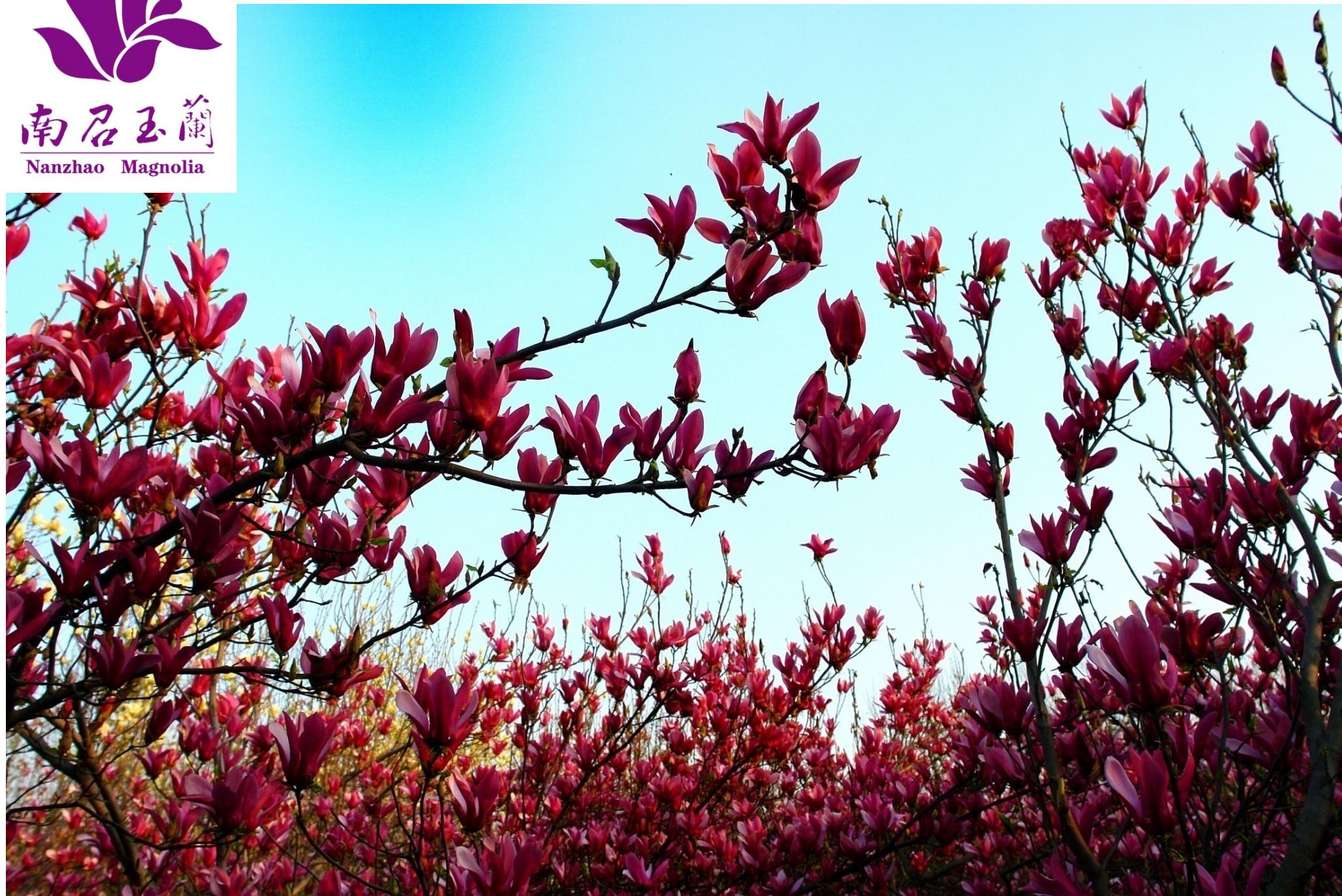
Nanzhao Magnolia





南召玉蘭

Nanzhao Magnolia





南召玉蘭
Nanzhao Magnolia



‘飞黄’玉兰
M. denudata ‘Feihuang’



南召玉蘭

Nanzhao Magnolia





南召玉蘭
Nanzhao Magnolia



‘红运’二乔玉兰
M. × soulangeana ‘Hongyun’



‘红金星’二乔玉兰
M. × soulangeana
‘Hongjinxing’

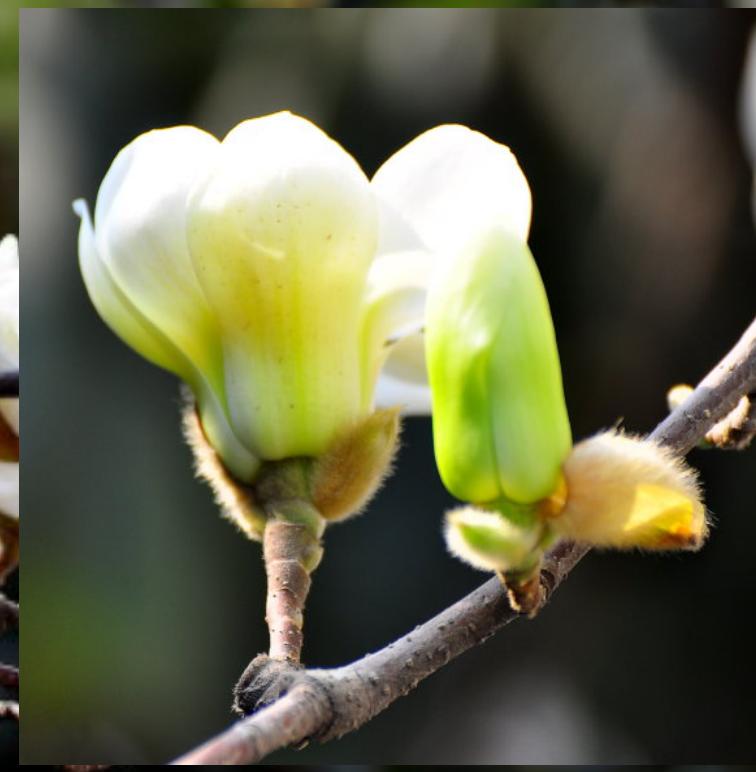


南召玉蘭
Nanzhao Magnolia

‘常春’二乔玉兰
M. × soulangeana ‘Sempflorens’



‘玉灯’ 玉兰
M. denudata ‘Pyriformis’





‘红玉’ 玉兰
M. denudata
‘Hongyu’

南召县花卉苗木产业发展规划评审会



南召县花卉苗木产业发展规划
(2013 ~ 2020)



中国农业大学 北京林业大学
2013年05月25日



南召县花卉苗木产业统计表

The nursery industry in Nanzhao County

年份 Year	花木面积 (万亩) area (mMu)	其中：玉兰 面积 (万亩) area for Yulan	销售量 (亿元) sale (0.1 b CNY)	从业人员 (万人) employee 10 t	苗圃数量 (个) nursery
2008	25.7	21.1	10.4	7.8	420
2009	26.5	21.8	10.8	8.4	491
2010	27.3	22.2	10.8	8.8	580
2011	28.2	23.7	11.8	9.2	610
2012	30.0	24.7	12.3	10.0	635
2013	32.0	26.0	13.0	10.6	674
2014	33.5	26.8	13.6	11.0	712
2015	35.0	28.2	18.9	11.5	790

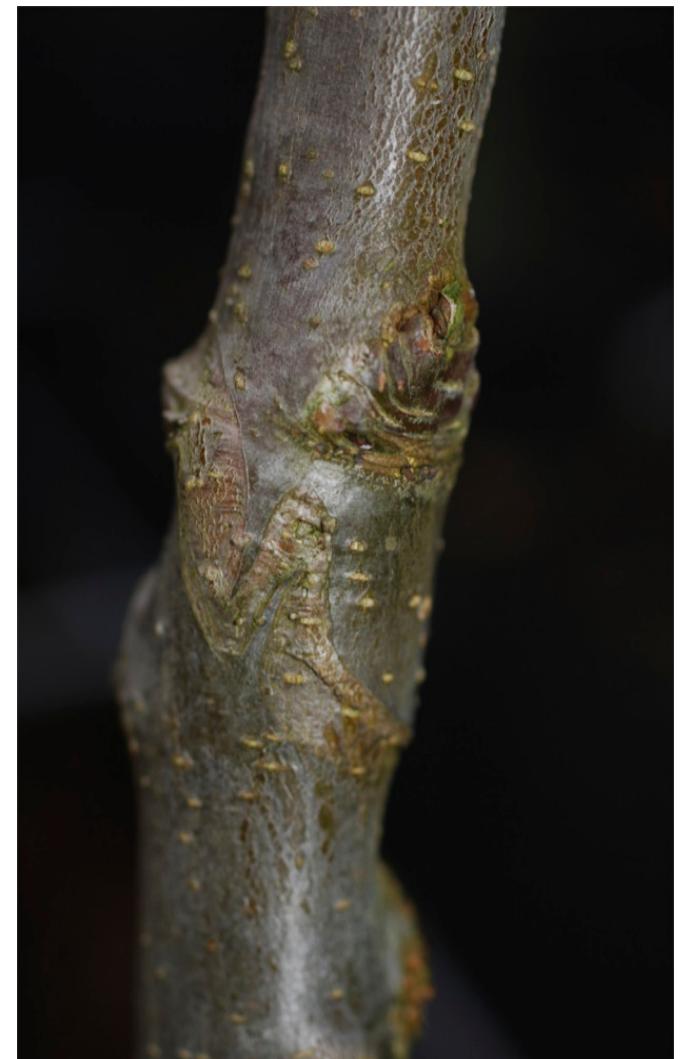


南召玉蘭

Nanzhao Magnolia



Grafting





南召玉蘭
Nanzhao Magnolia

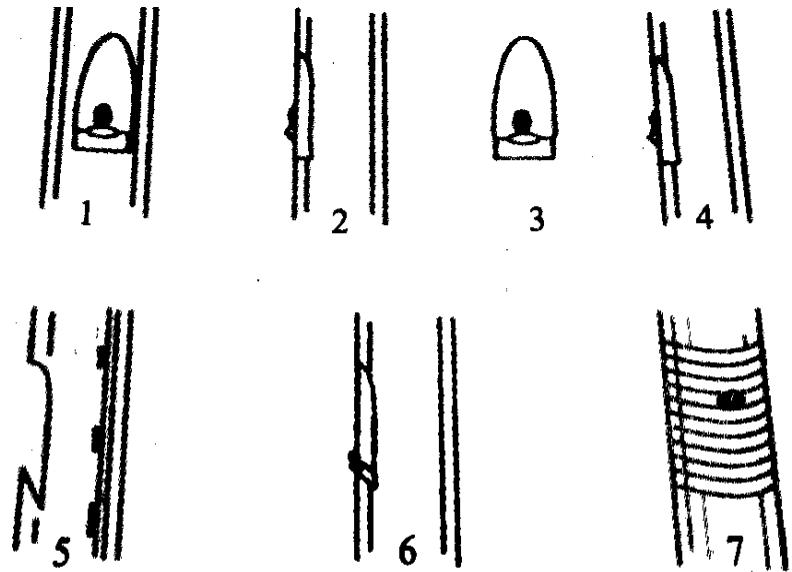


图 11-4 嵌芽接技术

3. 取芽片, 4~5. 刻砧木, 6. 摘入芽片对准形成层
7. 用塑料薄膜绑紧(赵天榜绘).

budding



南召玉蘭

Nanzhao Magnolia





南召玉蘭
Nanzhao Magnolia



望春玉兰、白玉兰全光喷雾育苗 75 天后生根情况



南召玉蘭

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Nanzhao Magnolia





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荷花玉兰 *M. grandflora*





南召玉蘭
Nanzhao Magnolia





tranning



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首届中国玉兰（南召）研讨会

玉兰文集

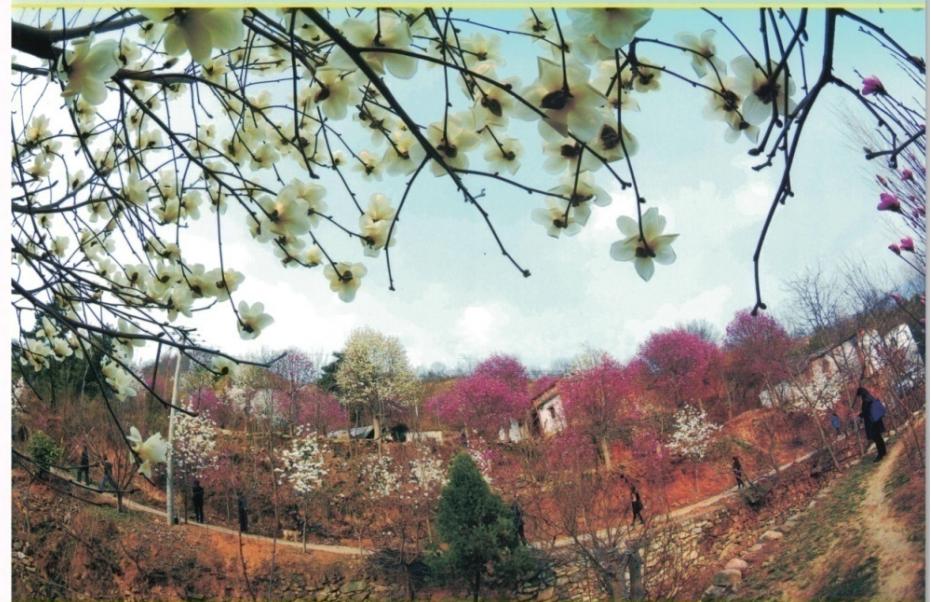


南召县花卉苗木产业办公室
二〇一三年四月



第二届中国玉兰研讨会

会议资料



河南省南召县花卉苗木产业办公室
2016年3月



问题与对策

Problems and Countermeasures for sustainable development

- the expansion of growth area resulted in a decline in revenue per unit area,
- similar species or cultivars leading to lower prices,
- relatively backward of the traditional seedling technology leading to the lack of core competitiveness,
- the fluctuation of economics affect the market stability of nursery stock.



问题与对策

Problems and Countermeasures for sustainable development

- to innovate the sales platform through these three combinations of exhibition and trade, nursery market and internet market, invitation and extension;
- to produce a series of products with Yulan features;
- to improve product's competitiveness by realization of technology upgrade;
- to create new cultivar, new technology and new products through independent innovation.



南召玉蘭
Nanzhao Magnolia





Magnolia 'Black Tulip'



MAGNOLIA
BLACK TULIP™



Magnolia soulangeana
x *liliflora* 'Genie'





南召玉蘭
Nanzhao Magnolia



Propagation, cultivation and application are the effective way to *ex situ* conserve the Magnolias

Varadero, Cuba, Dec.2, 2016