





華麗之星，火鶴爭豔

The Gorgeous Flamingo Flower

文圖 編輯部

火鶴花原產於中南美洲熱帶雨林，其苞片色彩繽紛，外觀呈心型，花語為熱情、關懷以及衷心祝福，是年節、婚禮和畢業季的花卉首選。還記得有人送上 999 朵花為中央流行疫情指揮中心加油打氣嗎？沒錯，那就是火鶴！象徵人們最真心的感謝。

近期為振興受疫情衝擊的花卉產業，行政院農業委員會農糧署和臺中市政府合作在宮廟推動「花香祈福」活動，倡導以火鶴花代替香枝，祈求全球疫情儘早結束。廟方也歡迎民眾在參拜後，將鮮花和神明賜福一起帶回家，既促進環保也充分利用花卉，更協助花農度過難關，一舉數得。

「我最近才知道日本人對臺灣火鶴花情有獨鍾耶。」

「長期以來，臺灣火鶴花在日本市場皆有 7、8 成以上市占率，真是『鶴鶴』有名！」

The anthurium, also known as the flamingo, originates in tropical rainforests in Central and South America. It is a colorful and heart-shaped bloom, signifying passion, care, and heartfelt blessing. The flower is the first choice for such special occasions as holidays, weddings, and commencements. During the COVID-19 pandemic, people even sent 999 anthuriums to the Central Epidemic Command Center as a token of appreciation and support.

In order to revive the flower industry that has been severely hit by the epidemic, the Agriculture and Food Agency of the Council of Agriculture has launched a “floral tribute” campaign with Taichung City Government. The initiative encourages replacing incense sticks with anthuriums in the temples to pray for a sooner end to the COVID-19 pandemic. The temples also encourage people to take the blessed anthuriums back home after their visits. The initiative is at once eco-friendly and of great help to the flower farmers to tide them over the difficult time.

“How interesting! The Japanese love Taiwan’s flamingo flowers so much.”

“Yes, they have had a 70% to 80% market share in Japan for a long time. The sales are red-hot as a flamingo flower.”