



IKEBANA INTERNATIONAL

San Diego Chapter #119
www.ikebanasandiego.org

September 1, 2025



A hundred different gourds *hyaku nari mo*
From the mind *tsuru hitotsu ji no*
Of one vine. *kokoro yori*
Kaga no Chiyo (1703-1775)

Board Meeting – September 17, 2025 via Zoom – 10:00AM

Teachers' Showcase – September 24, 2025, Room 101 Balboa Park Casa del Prado

Greetings from your President. I hope you had a wonderful summer. We have a great year of events and programs in 2025-2026 starting with our Teachers' Showcase on 9/24 at Balboa Park. Then, join us at the **TASTE OF JAPAN** event at Embolden Beer Company on Saturday Sept. 27th (flyer enclosed). It is a free event featuring Japanese cultural activities, vendors, and entertainment. Ikebana International will be participating with a brief flower demonstration at 1 pm and will also have a sales booth. If you would like to help with our sales booth for a couple of hours, please let me know (ceciliacarrick1@gmail.com). If you wish to participate in their raffle drawing, please sign up through Eventbrite.



Teachers' Showcase – September 24 -

We will kick off our new program year with this exhibition. You won't want to miss this unique experience of seeing displays of instructors of all represented schools. All qualified teachers are invited to show and discuss their designs. Contact Winnie Davis at davis91977@gmail.com

Also, you will have a chance to purchase gently used Ikebana-related items (cash or check only). And we will enjoy our first potluck of the year!



Taste of Japan Event – Ikebana Demo, Booth, and Outreach Opportunities –

September 27 – 2PM-7PM - Embolden Beer Co. 8655 Production Ave, Suite A, San Diego. The Taste of Japan San Diego is held annually, now in its third year of existence. It is affiliated with the annual Taste of Japan event held in Anaheim. This is a venue for vendors, non-vendors, and the public to experience and to promote food, drink, culture, arts & crafts, and fashion & accessories of Japanese and other Asian influences.

Our Chapter will participate as a community outreach event in line with promoting Japanese culture. Join us!

FREE ADMISSION
58th Annual Teachers' Showcase Ikebana Display
Wednesday, September 24, 2025
10 a.m. to 12:30 p.m.
Casa Del Prado Room 101

Guests Welcome

I.I. San Diego

- 10 a.m. Brief Business Meeting
- Teachers' Ikebana Displays
- Gently used Ikebana-related Items Sale (Cash or Check Only)

TASTE OF Japan SAN DIEGO
Saturday Sept 27: 12pm - 7pm
Embolden Beer Company
8655 Production Ave Ste A, San Diego, CA 92121

- Free entry - Sign up on Eventbrite to claim 1 free raffle ticket
- all ages welcome
- Shogun beer promo

Hosted by: EMBOLDEN BEER



Sogetsu School San Diego Branch 35th Anniversary Exhibition – October 4-5, 10:30-4:30 Balboa Park Casa del Prado 101 – Theme is Feeling of Fall or Aki No Koyo. Demonstrations both days at 2PM.



Yumi Rakers



Rose Phuc Pham Nguyen



Japanese Friendship Garden & Museum

Tokonoma photos from August: Please contact Debbie Warriner at dswarriner.sd@gmail.com for information.
<https://www.niwa.org/>
<https://www.ikebanasandiego.org/gallery#tokonoma-arrangers>

Exhibitors for September:

- Sept. 4-7 Laura Hoffman
- Sept. 11-14 Sachiko Kohatsu
- Sept. 19-21 Nakaba Emtesali
- Sept. 25-28 Noriko McDaniel



Rose Tyson



Jeff Fine



Alja Mrak Tadel



Membership We enter a new fiscal year with 90 members plus 4 associate members. An updated Member Directory is available at <https://www.ikebanasandiego.org/newsletters-and-more>

For your members only password, please contact JLVONH@gmail.com.



Ikenobo School New Website – Check it out at <https://www.ikenobosandiego.org/>



Ohara School Wabi Chapter New Website - <https://www.ohara-wabi-chapter.org/>



Visit our Website and Social Pages – <https://www.ikebanasandiego.org/> - Remember to check the Members Only section for updates. Contact JLVONH@gmail.com for password

f Facebook <https://www.facebook.com/Ikebana-International-San-Diego-Chapter-119-312812938756549/>

Instagram <https://www.instagram.com/sandiegoikebana/>

YouTube <https://youtube.com/@ikebanainternationalsandiego>



From the Editor – If you have announcements or suggestions for the next newsletter, please email me at gingert@san.rr.com



The Latest Casualty of Social Media Hype Is Your Matcha Supply

<https://www.nytimes.com/2025/07/24/world/asia/japan-matcha-tiktok-instagram.html?searchResultPosition=1>

The powdered Japanese green tea is increasingly hard to find. Experts say its popularity on the internet is straining Japan’s tea industry.



It was around midnight when Narita Naret received the alert, via the notification service she had paid for. The product she wanted was back in stock, and she knew that she had only minutes to act.

She rushed to open the website where the items were already in her shopping cart. Holding her breath, she clicked on the checkout button. The screen loaded. Her purchase was successful. Ms. Naret, 25, from Oregon, had not scored a pair of rare sneakers or a sought-after collectible. She had bought tea. Specifically: three small tins of high-quality matcha, the Japanese powdered green tea that has become scarce as a global craze snatches up the limited stock.

“It’s the same as Labubus,” Ms. Naret said of the matcha she bought this month, referring to the cult key-ring dolls that collectors line up for — and occasionally get into fights over.

Matcha has been growing in popularity worldwide for years, particularly among health-conscious consumers because of its potential benefits. But in the past year, demand has surged to dizzying levels, according to people in the industry, who attribute it in large part to internet

buzz. The interest has caught tea farmers, manufacturers and sellers off guard, and driven fierce competition online among aficionados and resellers.

“Everyone is demanding it, especially on social media — TikTok, Instagram, everywhere,” said Matthew Youn, the owner of Maison Koko, an Australian wholesaler and retailer that sells about 11 tons of matcha annually.

In recent years, he said, the company’s revenue had typically grown by about 10 to 20 percent monthly, a healthy rate. But from the first to the second quarter this year, it tripled.

Supply has become so scarce, Mr. Youn said, that in May, he paid a million Australian dollars (more than \$600,000) upfront to his suppliers in Japan to secure matcha for the next six months instead of paying weekly as he had done in the past.

Matcha, which originated in China but has become more closely associated with Japanese culture, comes from the same plant (*Camellia sinensis*) as other caffeinated teas. But it is shaded from excessive sunlight during its growing period, allowing it to develop more amino acids and biologically active compounds, like chlorophyll and theanine. Once the leaves are harvested, they are ground into a fine, bright green powder. It is usually reserved for special occasions in Japan, but people in the industry say many overseas consumers have adopted it as an everyday drink. Experts say spike in demand since last year appears to have been driven in large part by the explosive buzz around matcha drinks on social media.

That has put immense pressure on limited supplies. In 2023, Japan only produced about 4,600 tons of tencha, the tea leaf that is ground into matcha, compared with more than 40,000 tons of sencha, the most commonly drunk loose-leaf green tea, according to government data.

Taking cues from social media, many overseas consumers are also seeking out the highest-quality matcha, which is traditionally used only in tea ceremonies, instead of culinary-grade matcha, which is cheaper and easier to produce, experts said.

The higher-grade matcha is time- and labor-intensive and only produced in small quantities, experts said. Farmers must handpick the tea leaves, which are dried and then ground in

specialized stone mills that can each process less than two ounces of leaves per hour.

Social media seemed to be driving the idea that high-quality matcha should be used in everyday drinks, such as matcha lattes, but it was “never intended to be a mass-market item,” said Agnes Balogh, the managing director of Sazen Tea, a retailer in Kyoto, Japan.

In September 2023, the company sold about 2,700 units of top-grade matcha grown in Uji, Japan’s best-known tea-producing region, Ms. Balogh said. A year later, that monthly figure had more than quintupled, to nearly 14,000 units. Sazen Tea’s website sells ceremonial-grade Uji matcha in small packages, with the largest containing 40 grams, or around 1.4 ounces.

“We simply can’t keep up with the demand,” she said.

The retailer, which mostly sells to customers in the United States, has put limits on online orders. Otherwise, “our entire monthly stock would sell out within a few hours,” Ms. Balogh said.

Signs that worldwide demand was straining Japan’s matcha industry began to appear late last year, tea experts and sellers said, when a few popular brands began implementing buying limits, increasing prices or temporarily suspending sales.