

■ Variety



Akita Beni Akari



■ Introduction

This variety is grown in northern and southern Akita Prefecture, with the main production area being in the north. The climate with temperature extremes makes this variety extremely sweet with a firm flesh and low acidity.

■ Characteristics

It is Akita Prefecture's original variety bred by crossing the Senshu and Orin varieties. It has a bright crimson color characterized by dots that look like a scattering of stars. It has a taste loved by people of all ages due to its sweetness and low acidity.

■ Packaging



Packed in polystyrene with a small packet of slaked lime to prevent browning.



■ Recommended way of eating them

Raw

■ Best eaten

Immediately after harvesting in early November until late February.

■ Export season

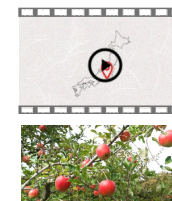
November through February

■ Exported to

Southeast Asia

■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to an orchard in the growing region of Kazuno City in Akita Prefecture.



■ Name of producer



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■ Export system and facilities

Akita Beni Akari has been exported since 2013 when export initiatives began, and the trend has been toward rising export quantities due sustained efforts. Furthermore, buyers were invited from Hong Kong in October 2015 to tour JA Kazuno orchards, and discuss sales plans and product standards on-site.

■ Overseas PR activities

The variety is being exported mainly to Hong Kong, but efforts are underway to export it to Singapore and other regions in Southeast Asia in the future. As for activities to promote sales in Hong Kong, it has been advertised actively about once a year to promote consumption.



MADE IN JAPAN

■ The characteristics and strengths of producers
(the growing region)

The northern and southern regions of Akita Prefecture are some of the biggest apple growing regions in the country. Kazuno City in northern Akita in particular has many orchards growing Akita Beni Akari, an original variety of Akita Prefecture that was bred in 2005. The region experiences temperature extremes between night and day, concentrating sweetness in the apples. They are also characterized by the color of their skin, which is dark even when compared to the Fuji variety.

■ Information on production and export quantities

Area planted with variety	Akita Beni Akari: 22 ha
Production quantity	140 t
Quantity available for export (annually)	20 t
Quantity available for export (per export)	1,000 kg
Minimum quantity available for export	1,000 kg

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None