

■ Variety



Fuji



■ Introduction

JA Iwate-chuo is located in Kitakami Basin almost right in the center of Iwate Prefecture, sandwiched between the Ou Mountains and Kitakami Mountains. Blessed with an inland climate, people practice diversified farming centered on rice cultivation. Apples in particular are fully ripened and produced under a locally standardized control system to ensure safety through "Special Cultivation" certification.

■ Characteristics

Original Iwate varieties are mainly exported to avoid competition overseas between growing regions in Japan. Fuyukoi Haruka in particular has won extremely high appraisal. Furthermore, the apples have attracted attention in health-conscious markets overseas for the reduced use of pesticides and chemical nitrogen fertilizer through Special Cultivation.

■ Packaging



Care taken to:
Inspect for insects designated under the quarantine systems of countries the products are exported to.



■ Recommended way of eating them

Eat them raw. The characteristic textures and tastes of the different varieties have been indicated (on leaflets handed out during negotiations).

■ Best eaten

The best times to eat them and their period of availability for shipment have been set for all varieties.

■ Export season

October to February

■ Exported to

Southeast Asia, North America, etc.

■ 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 Morioka City in Iwate Prefecture.





■ Name of producer

Secretariat of Promotion Council for the International Distribution of Iwate's Agriculture, Forestry, and Fisheries Products

■ Address

Distribution Division, Department of Agriculture, Forestry and Fisheries
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■ Contact information

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■ Export system and facilities

Through the FY 2017 Project to Bolster Growing Regions, a facility to maintain freshness (SmartFresh) was established as a measure allowing products to withstand long hours of shipment.

■ Overseas PR activities

We have basically focused on negotiating on-site in overseas markets and taken advantage of the expanded and prolonged opening of sales booths in response to demand for products other than apples. Examples include the start of sweet potato cultivation dedicated to exports, and on-site production and sales of apple pies made from low quality apples.



MADE IN JAPAN

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

The only apple growing region in Japan meeting the requirements for export regulations in North America (Canada and the U.S.). Furthermore, the region registers producers in sorting products for export and packing them in a way that allows differentiation, to handle the regulations and quarantine inspections of various countries. The region has been expanding exports as a pioneer in breaking into markets in new countries.

■ Information on production and export quantities

Area planted with variety	Beni Roman: 3.4 ha Sansa: 11.3 ha Kio: 8.5 ha T sugaru: 25.6 ha Beni Iwate: 10.4 ha Jonagold: 34.7 ha Shinano Sweet: 8.9 ha Orin: 10 ha Shinano Gold: 22.9 ha Fuji: 220.4 ha Haruka: 14.9 ha Others: 5.3 ha Total: 423.9 ha
Production quantity	JA joint sorting facility: 3,576 t
Quantity available for export (annually)	286 t (8 % of total)
Quantity available for export (per export)	10 kg - 11,000 kg (single units to 40 ft containers)
Minimum quantity available for export	Same as above. Payments to be made strictly within Japan, with the exporter paying for the cost of transportation. (Results in FY2022)
Total export quantity per region	Thailand: 9.6 t Vietnam: 1.0 t Taiwan: 19.7 t Hong Kong: 3.7 t Singapore: 0.5 t Canada 0.3 t The U.S.: 15.4 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	No international certification