

■ Variety



Beni Haruka



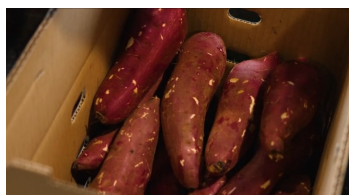
■ Introduction

We manage everything from production to processing and sales, and the sweet potatoes are matured during storage in a dedicated warehouse.

■ Characteristics

Matured Beni Haruka (our original brand: Beni Nagomi) are kept in a special warehouse to maximize their good quality sweetness, and allowing them to be shipped out throughout the year.

■ Packaging



Care taken to:
Inspect them for their freshness
and appearance.



■ Recommended way of eating them

Best baked.

■ Best eaten

February to June

■ Export season

November to May

■ Exported to

Southeast Asia

■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to a farm in the growing region of Hokota City in Ibaraki Prefecture.



■ Name of producer



HINODEYA Co., Ltd.

■ Address

381-1 Fukaya, Kasumigaura City, Ibaraki Prefecture
300-0134

■ Contact information

Phone: +81-29-840-8080
E-MAIL: saga@apc-hinodeya.co.jp
URL: <http://www.apc-hinodeya.co.jp>

■ Export system and facilities

Exporting sweet potatoes is a fight to maintain quality. We implement initiatives with on-site buyers adapted to the needs of local customers.

■ Overseas PR activities

We engage in sales promotion in Southeast Asia.



MADE IN JAPAN

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

We are celebrating our 80th anniversary. We manage everything from production to maturing during storage, processing and sales. Our product is characterized by its safety and good quality sweetness.

■ Information on production and export quantities

Area planted with variety	Sweet potatoes: 600 ha
Production quantity	15,000 t
Quantity available for export (annually)	1,000 t
Quantity available for export (per export)	5 t
Minimum quantity available for export	5 t
Total export quantity per region	Thailand: 50 t Malaysia: 30 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None