

■ Variety



Japanese yam



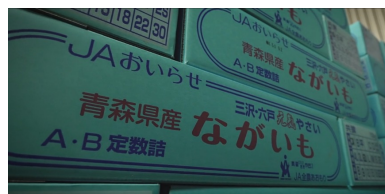
■ Introduction

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■ Packaging



Care taken to:
Maintain quality through thorough sorting and cold storage to extend the export season beyond the domestic season.



■ Recommended way of eating them

- (1) Sautéed in butter
- (2) Shredded

■ Best eaten

Year-round

■ Export season

December to September

■ Exported to

The U.S., East Asia, Southeast Asia, etc.

■ 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 Aomori Prefecture.



■ Name of producer



Aomori prefectural Export Promotion Council for Agricultural, Forestry and Fisheries Products
(Secretariat: Aomori Prefectural Government, Tourism and International Affairs Strategy Bureau, International Trade Division)



MADE IN JAPAN

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■ Export system and facilities

To expand exports of Japanese yams from Aomori, they have been promoted at local supermarkets. We have also carried out market surveys, and local buyers have been invited to events.

■ Overseas PR activities

We have been engaging in PR activities through sampling and advertising at local supermarkets.

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

Aomori is one of the biggest growing regions in Japan for Japanese yams. Planting begins in May, and they are harvested twice a year from November to February or March (autumn harvest), and between March and April (spring harvest) after getting through winter. They are kept in cold storage and shipped out throughout the year.

■ Information on production and export quantities

Area planted with variety	1,252 ha
Production quantity	Average quantity over the past 10 years 25,500 t
Quantity available for export (annually)	15,000 boxes/10 kg
Quantity available for export (per export)	400 - 500 boxes/10 kg
Minimum quantity available for export	400 boxes/10 kg
Total export quantity per region	The U.S.: 250 t Taiwan: 50 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None