

■ Variety



Lemon



■ Introduction

Around 60 % of all domestic lemons are grown in Hiroshima Prefecture, making it the No. 1 growing region in Japan. Lemons were brought to the prefecture in 1898, and they have been cultivated for over 100 years. The region is ideal for growing lemons. Efforts are being made to grow safe and secure lemons without using preservatives or wax, allowing them to be eaten whole.

■ Characteristics

Hiroshima lemons are cultivated outdoors from October to April, kept in storage from May to June, then cultivated in greenhouses from July to September ensuring a year-round supply. Green lemons are shipped out between July and December, while yellow lemons are shipped out between January and June.

They have high sugar content and are characterized by mild acidity compared to imported lemons.

■ Packaging



Care taken to:
Pack them into standardized boxes designed in the image of Hiroshima citrus fruit.



■ Recommended way of eating them

No preservatives or wax have been used, allowing them to be squeezed whole for their juice and fragrance.

■ Best eaten

October to April

■ Export season

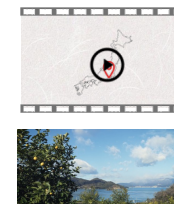
October to April

■ 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 Kure City in Hiroshima Prefecture.



■ Name of producer



JA Hiroshima Kajitsuren



MADE IN JAPAN

■ Address

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■ Contact information

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■ Export system and facilities

Export initiatives in recent years include efforts to cultivate a new market in the promising Southeast Asia region prompted by new flights between Hiroshima and Taipei in 2017. Efforts are being made to expand sales through on-site promotion and negotiations.

■ Overseas PR activities

Activities to promote sales in Southeast Asia, including Taiwan, Hong Kong, Malaysia and Singapore.

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

Grown in the warm Setouchi climate, lemons were brought to Hiroshima in 1898 and they have since been cultivated for over a century. The island area allows the cultivation of lemons that are susceptible to cold snaps and strong typhoon winds, making it an ideal location in Japan for growing lemons.

■ Information on production and export quantities

Area planted with variety Grown in 2022: 300 ha of lemons

Production quantity Expected harvest in 2022: 6,000 t

Quantity available for export (annually) 50 t

Quantity available for export (per export) 5 t

Minimum quantity available for export 1 case (10 kg)

Total export quantity per region Malaysia: 1.5 t

■ Patents and certifications

Patents Patented

GI certification None

Various other certifications None