

■ Variety



Yuzu



■ Introduction

Kito area of Naka Town in western Tokushima Prefecture has been a yuzu growing region for half a century. The renowned Japanese brand of yuzu grown here has a strong fragrance and strong acidity.

■ Characteristics

The mountainous region of Kito rising to an elevation of 300 m to 500 m is blessed with temperature extremes throughout the year, allowing the cultivation of highly fragrant and acidic yuzu.

■ Packaging



Care taken to:
Inspect products (for damage).



■ Recommended way of eating them

Use the juice.

■ Best eaten

November to December

■ Export season

November to December

■ Exported to

EU

■ 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 Naka County in Tokushima Prefecture.



■ Name of producer



OGON no mura Co., Ltd.

■ Address

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Tokushima Prefecture 771-6404

■ Contact information

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■ Export system and facilities

Yuzu, a renowned citrus fruit of Japan, has become highly popular among Michelin Star chefs and pastry chefs in France, and today, it has grown into a world-renowned taste. Kochi Prefecture exported yuzu to France for the first time in 2012, but OGON no mura too, began exporting the following year in 2013 to arrive at where we stand today. The fruit has also been exhibited at food fairs in the EU.

■ Overseas PR activities

Specifically, the yuzu has been exhibited at food fairs at SIRHA, SIAL, ANUGA, etc.



MADE IN JAPAN

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

We were awarded the Asahi Agriculture Prize in 1977. We sponsored the National Yuzu Summit in 1987. We acquired a GI mark in 2017, and the terroir (environmental factors) was introduced throughout the world as being ideal for growing high quality yuzu.

■ Information on production and export quantities

Area planted with variety	Yuzu 5 ha
Production quantity	150 t
Quantity available for export (annually)	2 t
Quantity available for export (per export)	600 kg
Minimum quantity available for export	300 kg
Total export quantity per region	France: 1.5 t Germany: 0.3 t

■ Patents and certifications

Patents	None
GI certification	GI certified
Various other certifications	JFS-B certified