

■ Variety



Tochiotome, Amarin



■ Introduction

Manakokoro is a brand of strawberries grown in Higashimatsuyama City of Saitama Prefecture. Our farm makes use of the latest equipment, technologies and ICT to ensure stable and high quality production. The berries undergo strict screening and only the best quality strawberries are sold under the brand, Manakokoro. They are sorted into the ranks, Sai, Kira, Kaede and Aoi according to their size and shape.

■ Characteristics

Taking advantage of the climate of Higashimatsuyama with temperature extremes, they are harvested just before they ripen fully to make sure they are packed with goodness until the last minute. Strict quality standards have also been set to make sure only carefully sorted strawberries are sold as Manakokoro. We promise stable high quality throughout the season.

■ Packaging



Care taken to: Make sure the berries are not in contact with one another during packaging, due to their delicate and easily-damaged nature. They are transported in special trays, packs, etc.



■ Recommended way of eating them

Eating them just as they are is the best way.

■ Best eaten

November to April (year-round for frozen strawberries)

■ Export season

Fresh strawberries: November to May
Frozen strawberries; Year-round

■ Exported to

Southeast Asia, North America

■ 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 **Higashimatsuyama City in Saitama Prefecture.**



■ Name of producer



uViLe-F

■ Address

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■ Export system and facilities

Efforts have been made to export products since 2020 by interviewing local buyers and surveying markets, centered on Southeast Asia, in targeting overseas markets due to, e.g., stagnant domestic prices. Strawberries are very delicate, so we strive daily in our research to ensure the delivery of delicious products that retain the same quality as in Japan.

■ Overseas PR activities

Exports began in 2020 centered on Southeast Asia.
Exports to North America also began in 2022.



MADE IN JAPAN

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

Encouraged by the variety of contacts we established through our telecommunications construction business until 2014, we aspired to establish uViLe-F in 2016 as an agricultural corporation to produce and sell strawberries. We began stable production of high quality strawberries in 2018, making use of ICT and our knowhow cultivated over the years. We currently operate the biggest strawberry farm within the prefecture. "Bringing smiles to people's faces! × Vitalizing agriculture!" through strawberries.

■ Information on production and export quantities

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|--|--|---------------------------|
| Area planted with variety | - Tochtotome --> 134 a | |
| | - Amarin --> 5 a | |
| Production quantity | Around 80 t/year | Production per tan: 6.5 t |
| Quantity available for export (annually) | 20 t - 30 t | |
| Quantity available for export (per export) | 250 kg | |
| Minimum quantity available for export | Containers, pallets, etc. | |
| Total export quantity per region | Southeast Asia, North America: 10 t - 20 t | |

■ Patents and certifications

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|------------------------------|---|
| Patents | Patented |
| GI certification | None |
| Various other certifications | <ul style="list-style-type: none"> - Certified farmers in Higashimatsuyama City - Certified farmers of the Export Business Plan of the Ministry of Agriculture, Forestry and Fisheries - Members of the Saitama Prefectural Yoeki Strawberry Research Association - Members of the Higashimatsuyama Society of Commerce and Industry - Members of the Higashimatsuyama Tourist Agency - Facilities involved in sorting and packaging fruits bound for Thailand that satisfy JFS standards |