



J-FEC.

Japan Fruit and Vegetables Export Promotion Council

<http://jpfruit-export.jp/>

Our initiatives focus on the export of fresh domestic fruit and vegetables and processed foods made from them, as well as gathering and distributing information on exportation. We also support our members and provide information related to our field.

Letting the world know about Japanese fruit and vegetables.

Fruit and vegetables grown in Japan are known for their extremely high standard of safety and quality. Accordingly, demand for them is always increasing. In order to expand the exportation of Japanese fruit and vegetables, we must aptly communicate their appeal to international consumers and continue making improvements to the export system.

At the Japan Fruit and Vegetables Export Promotion Council, our operations focus on the exportation of Japanese fruit and vegetables and processed foods made from them. We also gather and distribute information about the exportation process, support our registered members and work towards the increased expansion of Japanese exports.

About the Japan Fruit and Vegetables Export Promotion Council

Over the past few years, Japan-grown fruit and vegetables have become recognized for their extremely high standard of quality and safety. Accordingly, demand has spiked in the US and throughout Asia, where the median income has been rising dramatically.

Currently, exportation of Japanese fruit and vegetables is conducted by individual growers and distributors, and collaboration between different production locales and brands is still rare. Furthermore, the export business faces a number of challenges: importing countries use different systems to quarantine organic material, and they impose different standards regarding pesticide levels. Also, countries outside of Japan tend to have different commercial practices, including varying capacities to keep fruit and vegetables fresh or store them long-term. In order to increase exports of Japanese fruit and vegetables, we must solve many of these issues. It is crucial that we communicate the appeal of Japan-grown fruit and vegetables to international markets and continue making improvements to the export system, both domestically and internationally, encouraging growers and distributors to export more. We are dedicated to promoting the Japanese fruit and vegetable market.

Given these circumstances, there is clearly a need for a system that allows producers, distributors and everyone involved in the fruit and vegetable industry to collaborate, forging a system that will maintain the steady promotion of exportation. It was for precisely this reason—to accelerate and strengthen the exportation of Japanese fruit and vegetables—that we established the Japan Fruit and Vegetables Export Promotion Council.

At the Japan Fruit and Vegetables Export Promotion Council, our work is essential to the increased exportation of Japanese fresh fruit and vegetables and processed foods made from them. Through activities focused on collecting and distributing information regarding exportation, our council was founded on May 28, 2015.

What we do at the Japan Fruit and Vegetables Export Promotion Council:

- (1) Domestic and international PR regarding Japan-grown fruit and vegetables
- (2) Exhibitions and seminars
- (3) Surveys on international marketing
- (4) Hosting peer review focused on inter-area collaboration to improve and maintain a robust exportation environment
- (5) Support for people working in the Japanese fruit and vegetables export industry
- (6) Other initiatives focused on completing our objectives

As of Aug 2025, 95 organizations are affiliated with the council. Council members are recruited as necessary to carry out the work described above.

About the “Japan-grown Fruit” label

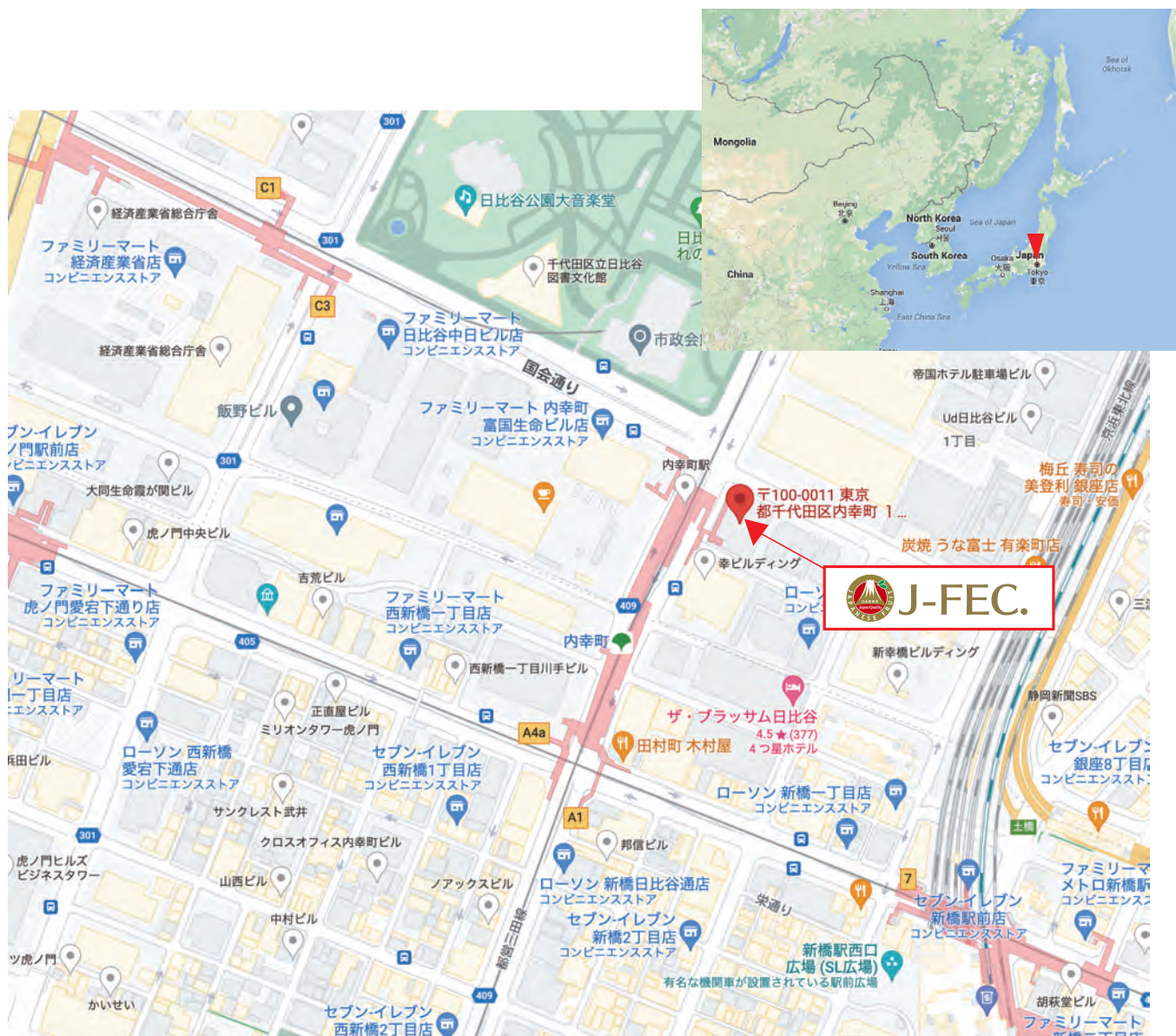
When fulfilling the responsibilities described above, the Japan Fruit and Vegetables Export Promotion Council uses a “Japan-grown Fruit” label to represent the council. This branding label, which was issued by the Ministry of Agriculture, Forestry and Fisheries, is used across the board for affairs relating to the export of Japan-grown fruit and vegetables. The Council received authorization from the Ministry to use the label on October 19, 2015.



“Japan-grown Fruit” label

The Japan Fruit and Vegetables Export Promotion Council uses the label when holding exhibitions and seminars both in Japan and overseas.

Address / Contact Details



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