

### ■ Variety



# Ripe Kumquat Tamatama



### ■ Introduction

Ripe Kumquat Tamatama, a Miyazaki brand, is very sweet with sugar content of over 16 degrees. The fruit is big and soft, and it can be eaten whole, unpeeled! They are also rich in vitamins C and E, dietary fiber, etc., making them appealing for their healthiness for which they have been eaten since ancient times to prevent colds. Eat the delicious fruit as an easy way to top up your vitamins.

### ■ Characteristics

They are fully ripened on the trees for over 210 days after blossoming inside greenhouses. After that, they undergo rigorous screening in which only fruit measuring more than 2.8 cm in diameter with sugar content of over 16 degrees, etc., are sold as Ripe Kumquat Tamatama. Furthermore, fruit measuring more than 3.2 cm across, with sugar content of over 18 degrees, and a beautiful appearance with almost no scratches are sold as Tamatama Excellent.

### ■ Packaging



Sweet, fully ripened kumquats are harvested and handled with care to prevent damage, while the boxes in which they are shipped out are lined with cushioning material.



### ■ Recommended way of eating them

- They are best eaten whole, unpeeled!
- They can also be enjoyed in appetizers, salads, sweets, beverages, etc.

### ■ Best eaten

January to March

### ■ Export season

December to mid-March

### ■ 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 Miyazaki City in Miyazaki Prefecture.



■ Name of producer



# Miyazaki Food and Agriculture Overseas Export Promotion Council

■ Address

Miyazaki Prefectural Government Office,  
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■ Export system and facilities

Given the shrinking domestic food market, full-scale exports began in FY 2019 to meet overseas demand targeting markets in Greater China, including Hong Kong and Singapore. To deal with strict standards for residual pesticides in Taiwan, we secured farms dedicated to exporting to Taiwan, laid down and implemented schedules for spraying pesticides and carry out inspections before shipment.

■ Overseas PR activities

Centered on demand during the Spring Festival in Greater China, we engage in sales promotion and PR activities at retail stores, hotels, restaurants, confectionary shops, etc., promoting; (1) their deliciousness with sugar content of over 16 degrees (2) their healthiness allowing them to be eaten unpeeled, and (3) the good luck they symbolize in Chinese culture.



MADE IN JAPAN

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

Miyazaki Prefecture is the biggest kumquat growing region in Japan both in terms of production area and quantity (accounting for around 70 % of production). Tamatama, which can be eaten unpeeled, boasts many years of history in which farmers, agricultural groups and the local government have worked in solidarity for 30 years to establish the brand, which has won high appraisal from both consumers and buyers.

■ Information on production and export quantities

Area planted with variety	50 ha (Ripe Kumquat)
Production quantity	1,040 t (Ripe Kumquat)
Quantity available for export (annually)	100 t
Quantity available for export (per export)	Decided in accordance with sales channels (open to negotiation)
Minimum quantity available for export	5 cases (15 kg)
Total export quantity per region	58 t (Hong Kong, Singapore, Taiwan. As of FY 2021)

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	Initiative being implemented to acquire Miyazaki Prefecture version of GAP.