

## ■ Variety



# Okimi



## ■ Introduction

This is a rare variety grown in a very limited area and harvested only in small quantities compared to other varieties. Cultivated in Kochi Prefecture blessed with a wealth of nature, lots of sunlight and a warm climate, we strive to produce large strawberries with high sugar content, good fragrance and good coloring. We also rely on honeybees for pollination and natural enemies for insect pest control in striving to reduce the frequency of spraying with chemical pesticides.

## ■ Characteristics

Everything from harvesting to packing into boxes and packs is carried out by hand to ensure the careful handling of each piece of fruit. Subcommittee members also exchange information while striving in research to maintain the luxury brand. This variety has low acidity, retains its fragrance right down to the base of the calyx, has strong sweetness, and maintains its large size throughout the season. The firm skin makes it ideal for shipment.

## ■ Packaging



Care taken to:  
Individually wrap all strawberries in foam mesh covers, then sandwich them between layers of polyurethane inside fancy boxes. Regular trays are lined with polyurethane sponge on the bottom and polyurethane film on top to hold down the fruit and prevent damage during shipment.



## ■ Recommended way of eating them

Eat them raw.

## ■ Best eaten

Immediately after buying them.

## ■ Export season

January to May

## ■ Exported to

Southeast Asia and other regions.

## ■ 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 the Hata area in Kochi Prefecture.



■ Name of producer



# JA Kochi prefecture Nakamura branch office Okimi subcommittee

■ Address

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■ Export system and facilities

In December 2018, farms, and a sorting and packaging facility were registered for handling exports to Thailand. Then in January 2020, the facility was verified as fulfilling all requirements. This was followed by initiatives at the sorting facility, where products are inspected and improvements are made, to acquire certification under the Kochi Prefectural version of GAP.

We are working closely with markets in Osaka and Tokyo, where we do business, to try and ascertain local needs.

■ Overseas PR activities

We engage in business negotiations with overseas buyers in the Osaka and Tokyo markets in carrying out surveys of local evaluations and needs. Leaflets with information in Japanese and English on the characteristics of Okimi strawberries are placed inside the fancy boxes to promote the product.



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

On-site review meetings, public exposure events, etc., are held by the subcommittee to ensure the strict enforcement of size, color and shape standards during sorting, and the sharing of awareness among all subcommittee members for the cultivation policy through the distribution of pesticide lists, etc. This is done with the aim of bolstering cultivation skills and standardizing quality.

■ Information on production and export quantities

Area planted with variety	Around 100 ha
Production quantity	Around 13.5 t
Quantity available for export (annually)	Around 7 t
Quantity available for export (per export)	Around 50 kg
Minimum quantity available for export	Around 7 kg
Total export quantity per region	Exported amount: Around 7 t (amounts exported to different countries are not designated)

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None