■Variety

Shine Muscat

■Introduction

High-quality grapes are produced in Hiroshima Prefecture, taking advantage of the range of climates in the region stretching from the coast of the Seto Inland Sea to the highlands of northern Hiroshima. Shine Muscat is cultivated according to the prefectural cultivation policy in an effort to prioritize its deliciousness.

■Characteristics

Shine Muscat is a variety grape bred at the Grape and Persimmon Research Station of the National Agriculture and Food Research Organization in Higashi-Hiroshima City of Hiroshima Prefecture. It has high sugar content and no seeds, allowing it to be eaten whole with the skin.

■Packaging

Generally sold in carboard boxes containing four bunches, weighing 2 kg.
A urethane mat is placed inside the box before exporting to prevent accidents during shipment.

■Recommended way of eating them

Eat them slightly chilled.

■Best eaten

Depends on method of cultivation. With heating: Late July to early August. Without heating: Mid to late August. Outdoors (tunnels): Early to late September.

■Export season

Late July to late September

■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 Fukuyama City in Hiroshima Prefecture.

■Name of producer

JA Hiroshima Kajitsuren

MADE IN JAPAN

■Address

JA Hiroshima Kajitsuren, c/o Hiroshima City Central Wholesale Market, 1-8-1 Kusatsu Port, Nishi Ward, Hiroshima City 733-0832

■Contact information

Phone: 082-279-2472
E-MAIL: hiroshima2@hirokaren.com
URL: http//www.fruit-morning.com

■Export system and facilities

There has been a tendency toward rising prices of domestic fruit in recent years, but there have also been fears of prices leveling out and consumption declining due to high prices. This led to the cultivation of a new market in Southeast Asia, and efforts began to export products to the region in 2004. Sales have been expanded and market surveys have been carried out through participation in domestic and international business meetings and activities to promote sales at retail stores.

■Overseas PR activities

Export initiatives in the prefecture began as early as before the war. The prefecture is currently the No. 1 producer of lemons, which were historically traded with continental Asia between the late Meiji period and early Taisho period, boosting profits and production among producers. Efforts have been made in recent years to export fruits produced in the prefecture to areas centered on Southeast Asia.

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

Grape cultivation began around the mid-1950s to 60s in Numakuma Town, located in eastern Hiroshima Prefecture, and efforts were made to pioneer the marketing of New Bailey A in 1967. Grapes of high and consistent quality have been produced since the end of the 1980s at modern orchards that underwent redevelopment.

■Information on production and export quantities

Area planted with variety	Shine Muscat (2020) Hiroshima Prefecture: 24 ha Numakuma: 12 ha
Production quantity	Shine Muscat (2020) Hiroshima Prefecture: 326 t Numakuma: 126 t
Quantity available for export (annually)	Shine Muscat - Numakuma: 12 t
Quantity available for export (per export)	200 kg
Minimum quantity available for export	The basic packaged unit of export is [2 kg box × 3 cases], but this is open to negotiation
Total export quantity per region	Taiwan: 0.7 t. Hong Kong: 1 t

■Patents and certifications

Patents	None
GI certification	None
Various other certifications	None