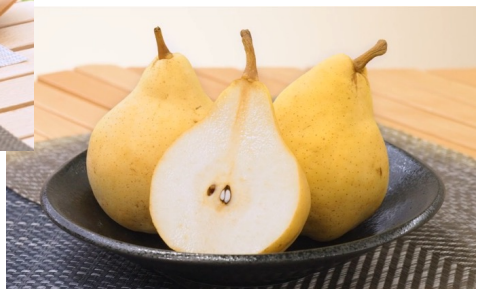
Japan Fruit and Vegetables Export Promotion Council
日本青果物輸出促進協議会

■Variety

# Akizuki and Le Lectier



## ■Introduction

Our orchards are blessed with clear blue skies and the Echigo Plain stretching out for as far as the eye can see, as well as the fertile soil on the banks of Shinano River, the longest river in Japan, making it the ideal location for cultivating fruits. We were the first in Niigata Prefecture to acquire JGAP certification. Our nashi pears are fully ripened on the tree, while our European Le Lectier pears undergo natural after-ripening for a delicious taste.

## ■Characteristics

The European Le Lectier pear is a specialty product of Niigata Prefecture packed with luxurious deliciousness, with its melt-in-the-mouth texture and elegant fragrance.

The different varieties of nashi pears have unique characteristics in their sweetness, texture and size, and Niigata pears in particular are known for their juiciness. Pears are available over a long period from Kosui in August to Le Lectier in December, as well as Shinko, Atago and Oshu between January and February.

## ■Packaging

Packed with cushioning to prevent contamination and damage during shipment. Packed to, e.g., emphasize luxurious appearance.

## ■Recommended way of eating them

Chill and eat after skinning.

## ■Best eaten

Adjustable

## ■Export season

September to February

## ■Exported to

Southeast Asia, Hong Kong, Taiwan, Dubai, EU, etc.

## ■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 Sanjo City in Niigata Prefecture.

## ■Name of producer

# SOJU CO., LTD.

MADE IN JAPAN

## ■Address

1442 Oshima, Sanjo City, Niigata Prefecture 955-0094

## ■Contact information

Phone: 0256-46-0531
E-MAIL: saftexg@gmail.com
URL: http://www.soju.jp/

## ■Export system and facilities

We cooperate with many young producers in growing regions within the prefecture, centered on a group of producers with direct connections to our company, and JGAP-certified producers of the Soju Supporters Club, allowing us to meet the quality and quantity requirements of importers. Before the COVID-19 pandemic, we also visited countries targeted for exports and carried out on-site surveys.

## ■Overseas PR activities

We have displayed our products at numerous business meetings and exhibitions throughout Asia and the EU. We have experience in PR activities through, e.g., social media, in collaboration with local companies, as well as more than 10 years' experience in exporting products.

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

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## ■ Information on production and export quantities

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|---|---|
| Area planted with variety | Nashi and European pears: Total of over 10 ha |
| Production quantity | Over 30 t |
| Quantity available for export (annually) | 5 t to 10 t |
| Quantity available for export (per export) | Over 1 t (open to negotiation) |
| Minimum quantity available for export | 10 kg |
| Total export quantity per region | Total of 3 t |

## ■Patents and certifications

| | |
|---|---|
| Patents | None |
| GI certification | None |
| Various other certifications | JGAP certification |