

■ Variety

Fuji



■ Introduction

Aomori Prefecture, located in northern Japan, is blessed with a wealth of nature and it is the biggest apple producing region in Japan accounting for around 60 % of all apples grown in Japan.

The cool climate is suited to apple production, and the temperature extremes between night and day is particularly suited to the production of apples with high sugar content and bright colors.

We recommend you to try our delicious, high-quality Aomori apples grown with the utmost care of producers.

■ Characteristics

Fuji is a variety characterized by its juiciness and the bright red color of its skin. It can also be stored for a long time, ensuring deliciousness even after the New Year.

Orin is also a very sweet variety that is available over a long period, and is characterized by a rich fragrance compared to other varieties, making it popular.

The prefecture also offers a variety of other apples with different characteristics, such as the world's biggest Sekai Ichi and brightly colored Crispin.

■ Packaging



Care taken to:
Check the quality of each apple using an optical sensor during on-site sorting, after which the apples are stored under strict temperature control. Packaging and shipment are also carried out with the utmost care to ensure the maintaining of quality and temperature control.



■ Recommended way of eating them

Eaten as star cuts with the skin (Japanese apples are not coated in wax)

■ Best eaten

Shipments begin in October, and delicious apples are shipped out as they come into season. We hope people enjoy the deliciousness of Aomori apples during their different seasons. From Toki in October to Fuji, Kinsei, Orin, etc., in November.

■ Export season

From October

■ Exported to

Southeast Asia (Taiwan, Hong Kong, Thailand, Vietnam, Singapore, Indonesia, Malaysia, the Philippines, 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 Aomori Prefecture.



■ Name of producer



AOMORI APPLE COUNCIL, INCORPORATED ASSOCIATION

■ Address

2-8-4 Yasukata, Aomori City, Aomori Prefecture
030-0803

■ Contact information

Phone: +81-17-723-1386
E-MAIL: ringo-taisaku@aomori-ringo.or.jp
URL: https://www.aomori-ringo.or.jp/

■ Export system and facilities

Apples play a central role in the exporting of fruits out of Japan, and they have won high appraisal among consumers particularly in Taiwan, Hong Kong and Thailand.

In the future, populations and incomes are expected to rise throughout Southeast Asia, and efforts are underway to increase exports of Aomori apples by cultivating new markets through initiatives to promote awareness for them.

■ Overseas PR activities

In addition to sales and advertising campaigns (through the use of on-site mannequins and PR tools for promoting sales) at mass retailers in Taiwan, Hong Kong and Thailand, campaigns have been run online and through social media, and consumption has been promoted through PR activities to disseminate information on growing regions.



MADE IN JAPAN

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

There are three reasons why Aomori apples are said to be of top quality in the world.

First is the care taken by producers. Even at big orchards with countless apples growing on trees, producers are said to tend to each and every apple at least seven times from when the fruit begins to grow until it is harvested. They take great care to look after every single apple in striving to grow high-quality products.

Second is the natural environment in which the cool climate of Aomori Prefecture ensures the high sugar content and firm flesh of the apples. Third is the technology for managing on-site temperature from harvesting to shipment, and great care is also taken to maintain quality during overseas shipment.

■ Information on production and export quantities

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|--|-------------------------------|
| Area planted with variety | ---- |
| Production quantity | ---- |
| Quantity available for export (annually) | ---- |
| Quantity available for export (per export) | ---- |
| Minimum quantity available for export | ---- |
| Total export quantity per region | ---- Inquire for more details |

■ Patents and certifications

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