

■ Variety



Beni Haruka, Silk Sweet, Kokei No. 14



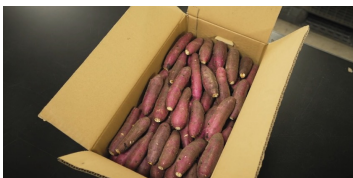
■ Introduction

Sweet potatoes from Kumamoto Prefecture are grown in the volcanic ash soil of the active volcano, Mt. Aso, boasting one of the world's biggest calderas centered on Otsu Town and Nishihara Village. They are soft and sweet, and are popular baked.

■ Characteristics

Kokei No. 14 is characterized by a soft and flaky texture with a mild sweetness. Beni Haruka and Silk Sweet are characterized by their moistness and rich sweetness.

■ Packaging



Care taken to:
They are kept in storage depending on the season to promote saccharification of their starch, which sweetens them before they are shipped out.

■ Recommended way of eating them

A recommended way of eating Beni Haruka and Silk Sweet is to bake them slowly. Kokei No. 14 too, can be eaten baked of course, but this variety is also suitable for making tempura and daigaku-imo (caramel-coated sweet potato).

■ Best eaten

All varieties are kept in storage for more than a month after harvesting.

■ Export season

October to June

■ Exported to

Southeast Asia

■ 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 Kikuchi County in Kumamoto Prefecture.



■ Name of producer



Kumamoto Prefectural Economic Federation of Agricultural Coop

■ Address

Kumamoto Prefectural Economic Federation of Agricultural Coop, 3-1 Minamisendanbata-cho, Chuo Ward, Kumamoto City, Kumamoto Prefecture 860-8528

■ Contact information

Phone: +81-963-28-1109
E-MAIL: jigyou@jakk.or.jp
URL: <https://www.jakk.or.jp/>

■ Export system and facilities

A system was established in 2009 to bring together the sweet potato growing regions within the prefecture under the jurisdiction of JA Kikuchi and JA Aso to cooperate in exporting products overseas. Sweet potatoes (2S and 3S size) bound for export are gathered at a JA Kikuchi packaging center before shipment.

■ Overseas PR activities

We have made and distributed leaflets (English) introducing our products, in addition to organizing and holding local fairs to promote products from the prefecture in an effort to export them overseas.



MADE IN JAPAN

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

They are kept in storage to promote saccharification of their starch, which sweetens them before they are shipped out.

■ Information on production and export quantities

Area planted with variety	JA Kikuchi (Otsu Town) 76 ha JA Aso (Nishihara Village) 80 ha *FY 2020
Production quantity	JA Kikuchi (Otsu Town) 1.8 t JA Aso (Nishihara Village) 1.6 t
Quantity available for export (annually)	60.0 t
Quantity available for export (per export)	1.5 t - 2.0 t
Minimum quantity available for export	More than 1 case
Total export quantity per region	Hong Kong: 56.1 t (April 2020 - March 2021)

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None