



■ Variety

Beni Haruka



■ Introduction

This variety was registered in 2010. It was bred by crossing Kyushu No. 121 with Haru Kogane before careful selection and cultivation. It has deep purplish-red skin and is fusiform in shape. It has a strong sweetness, and turns glutinous with a moist texture after storage. It has a smooth texture and is suitable for baking, and eating as "sweet potato" dessert or tempura.

■ Characteristics

This variety has high sugar content with a high proportion of the sweetness coming from maltose, giving it a strong but elegant sweetness that leaves a refreshing aftertaste.

■ Packaging



Care taken to:
Pack them carefully into boxes to avoid damaging them.



■ Recommended way of eating them

baked

■ Best eaten

October to March

■ Export season

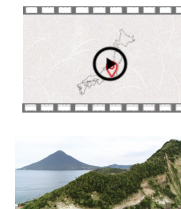
October to January

■ Exported to

Hong Kong, Singapore, Thailand, etc.

■ 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 Ibusuki City in Kagoshima Prefecture.



■ Name of producer



Kagoshima Federation of Economic Agricultural Cooperatives

■ Address

5th Floor Nokyokaikan, 15 Kamoikeshinmachi, Kagoshima City, Kagoshima Prefecture 890-8515

■ Contact information

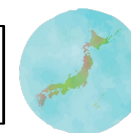
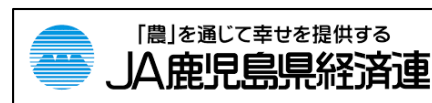
Phone: +81-99-258-5650
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URL: <https://www.kg-shoku.jp/>

■ Export system and facilities

JA Kagoshima Federation of Economic and Agricultural Cooperatives has been preparing the region for exporting sweet potatoes since 2020 through the Global Farmers / Fishermen / Foresters / Food Manufacturers Project. There is great overseas demand for good quality Japanese sweet potatoes, and efforts are being made in overseas market surveys, negotiations with buyers, overseas fairs, etc., to further expand overseas sales channels.

■ Overseas PR activities

Sweet potatoes are exported to regions centered on Hong Kong, Singapore and Thailand (exports of sweet potatoes have been declining in recent years due to the impact of foot rot).



MADE IN JAPAN

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

"Prioritizing the safety of food," Kumishoku delivers agricultural products produced by the people, climate and culture of Kagoshima to consumers and customers, based on thorough quality control.

■ Information on production and export quantities

Area planted with variety	3,300 a
Production quantity	500 t
Quantity available for export (annually)	20 t
Quantity available for export (per export)	1 t - 3 t
Minimum quantity available for export	100 kg
Total export quantity per region	Hong Kong: 0.6 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None