

■ Variety



Ichida persimmons



■ Introduction

These are dried persimmons that originated from the southern area of Nagano Prefecture, and their history is said to stretch back 600 years.

They are somewhat small and delicate, and the fruit with a bright amber color is covered in white powder. The smooth texture of its flesh is soft and glutinous, and is characterized by an elegant sweetness.

■ Characteristics

Ichida persimmons are small even among dried persimmons, and they are covered in white powder, but their flesh is a beautiful amber color characterized by a glutinous texture and an elegant, natural sweetness.

■ Packaging



Care taken to:
Greatest care is taken to manage temperature.



■ Recommended way of eating them

They can be eaten as they are, but eating them with cream cheese is simple and very delicious.

■ Best eaten

December to February (main season is in January and February)

■ Export season

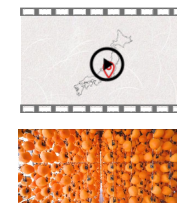
Late December

■ 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 Iida City in Nagano Prefecture.



■ Name of producer



Minami-Shinsyu Agricultural Cooperative Association

■ Address

281 Higashikanae, Kanae, Iida City, Nagano Prefecture
395-0817

■ Contact information

Phone: +81-265-21-2317
E-MAIL: han00-1@mis.nn-ja.or.jp
URL: <https://www.ja-mis.iijan.or.jp/>

■ Export system and facilities

Domestic demand for Ichida persimmons peaks in December, while a drop in demand in January and February had been an issue. But promotion has been bolstered since 2016, centered on Southeast Asia, to maintain domestic balance in supply and demand by marketing the product overseas. We hope to make many overseas fans.

■ Overseas PR activities

Promoted in Taiwan (Taipei, Taichung, Kaohsiung).
Promoted in Hong Kong (Japanese supermarkets).
Promoted in Malaysia and Singapore.
Cooperation with ABC Cooking Studio to hold sampling events at studios in Taiwan, Hong Kong, Thailand, Singapore and Malaysia.



MADE IN JAPAN

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

Ichida persimmons are put through multiple stages in their processing and cultivation management. Hygiene is managed thoroughly by inspecting the facilities of all JA suppliers before processing begins.

■ Information on production and export quantities

Area planted with variety	Ichida persimmons: 332 ha
Production quantity	1,200 t
Quantity available for export (annually)	100 t
Quantity available for export (per export)	1 t
Minimum quantity available for export	179 g trays × Containing 30 (5.1 kg) 20 cases
Total export quantity per region	Taiwan: 60 t Hong Kong: 6 t Singapore: 1.2 t Malaysia: 0.8 t Thailand: 1.8 t Vietnam: 0.07 t Cambodia: 0.4 t

■ Patents and certifications

Patents	Patented
GI certification	GI certified (Ichida Persimmon Kobo) Various HACCP certifications
Various other certifications	2021/2022 Monde Selection Grand Gold Quality Award