

■ Variety



# Tokachi Taro



■ Introduction

This region experiences temperature extremes, and the Japanese yams store nutrients in summer, and ripen as temperatures drop in autumn, raising their sugar content and viscosity. All growers cooperate to ensure standardization of the cultivation rules, and we recommend them with confidence for their safety and security.

■ Characteristics

These Japanese yams are cultivated in the fertile soils of Tokachi. The temperature extremes between night and day result in their smooth texture and pure white flesh with viscosity. Some are planted in spring and harvested in autumn, while others are kept in the soil over winter and harvested in spring the following year, allowing them to be shipped all over Japan and overseas year-round.

■ Packaging



Care taken to:  
Maintain quality



■ Recommended way of eating them

Eaten in Chinese soup, sautéed in butter, etc.

■ Best eaten

Year-round

■ Export season

Year-round

■ Exported to

The U.S., Taiwan, Singapore, Canada, Hong Kong

■ 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 Obihiro City in Hokkaido.



■ Name of producer



# JA Obihiro Kawanishi

■ Address

18-32 Minami, Beppu Town, Obihiro City, Hokkaido  
089-1184

■ Contact information

Phone: +81-155-59-2241  
Fax: : +81-155-59-2655  
URL: <https://www.jaobihirokawanisi.or.jp/>

■ Export system and facilities

The Japanese yams were exported to Taiwan on a trial basis in 1999 due to lower prices during times of bumper crops and to expand sales channels beyond the domestic market for larger yams. They are currently exported mainly to the U.S., but also to Taiwan, Singapore, Canada and Hong Kong.

■ Overseas PR activities

Exports to the U.S. are currently centered on the West Coast, but efforts are being made to expand sales channels to the East Coast.



MADE IN JAPAN

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

JA Obihiro Kawanishi carries out centralized sorting and selling of Japanese yams produced in an extensive area in Tokachi of Hokkaido under the jurisdiction of 10 JAs. We run a wide variety of businesses from exporting to processing and selling non-standard products, taking advantage of the production quantity.

■ Information on production and export quantities

Area planted with variety	Japanese yams: 550 ha
Production quantity	25,000 t
Quantity available for export (annually)	1,500 to 2,000 t
Quantity available for export (per export)	16 t
Minimum quantity available for export	16 t (40 ft)
Total export quantity per region	Inquire for more details

■ Patents and certifications

Patents	Patented
GI certification	GI certified
Various other certifications	2008: Sorting plant 2017: Sorting plant
	SGS-HACCP certified SQF certified