Japan Fruit and Vegetables Export Promotion Council
日本青果物輸出促進協議会

■Variety

Kawanakajima White Peach

■Introduction

These big and heavy peaches have sugar content of over 15 degrees Brix. The Kawanakajima White Peach is a popular variety accounting for 50 % of peaches produced in Yamagata Prefecture for raw consumption. It is characterized by a delicate crimson color and rich fragrance. It has flesh with a firm texture, but turns soft and sweet when fully ripened, allowing enjoyment of its juiciness. It can be stored for a long time, and can be eaten firm or soft to suit personal preferences.

■Characteristics

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■Packaging

Care taken to:
Prevent damage to the fruit

■Recommended way of eating them

- Store at room temperature to ripen, then cool in refrigerator for 1 or 2 hours just prior to eating to ensure a firm flesh and make the skin easier to peel. Wash quickly and gently under running water before eating.
- Use it as topping on cakes, or eat it mixed with other fruit.

■Best eaten

Mid-August to mid-September

■Export season

Mid-August to mid-September

■Exported to

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 Higashine City in Yamagata Prefecture.

■Name of producer

RINGBELL CO., LTD.

MADE IN JAPAN

■Address

3-13-6 Nihombashi, Chuo-ku, Tokyo 103-0027

■Contact information

Phone: +81-3-3246-1122
E-MAIL: -
URL: https://www.ringbell.co.jp/

■Export system and facilities

Need for measures to be implemented with the cooperation of producers, including cushioning materials, to prevent damage from shaking during exporting.

■Overseas PR activities

Kawanakajima White Peaches cultivated in Yamagata Prefecture are harvested around the time of the Mid-Autumn Festival, which creates demand for them as gifts. They are popular because Japanese peaches (mainly white-fleshed peaches) face no competition from overseas varieties in terms of taste. As with grapes, they are packed into baskets making suitable corporate gifts during the Mid-Autumn Festival season, and there is great demand for them.

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

This variety has been around for a long time, and it is loved by everyone for its sweetness.
Great care is taken in fertilizing this variety, and it is resistant to diseases and insects ensuring stable production. Yamagata Prefecture is the northern limit for cultivating peaches, but the temperature extremes between night and day, with low temperatures in the morning and at night even in summer draw out the natural sweetness of the peaches resulting in top-quality products.

■Information on production and export quantities

Area planted with variety	700 ㎡
Production quantity	Around 4 t
Quantity available for export (annually)	Undecided
Quantity available for export (per export)	Undecided
Minimum quantity available for export	10 MOQ outer boxes (containing 4 inner boxes each) for total of 40 boxes. Orders received from Hong Kong are consolidated and sent to arrive before the Mid-Autumn Festival.
Total export quantity per region	0.01 t

■Patents and certifications

Patents	None
GI certification	None
Various other certifications	None