

■ Variety



Beni Hoppe, Kirapika, Akihime



■ Introduction

Shizuoka is one of the biggest strawberry farming regions in Japan taking advantage of the warm climate and long hours of sunlight. We produce high quality strawberries centered on Shizuoka's original varieties.

■ Characteristics

Beni Hoppe: This variety is characterized by its strong sweetness and rich taste, with a well-balanced acidity and bright color.

Kirapika: This variety is characterized by its glistening appearance making it sparkle like jewelry, along with its juiciness and fruity fragrance.

■ Packaging



Care taken to:
Pack them with care, one piece at a time. We strive to maintain quality by chilling them prior to shipment.



■ Recommended way of eating them

Eat them raw.

■ Best eaten

December to March

■ Export season

December to May

■ Exported to

Southeast Asia, North America

■ 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 Yaizu City in Shizuoka Prefecture.



■ Name of producer



SHIZUOKA PREFECTURAL ECONOMIC FEDERATION OF AGRICULTURAL COOPERATIVES

■ Address

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Shizuoka City, Shizuoka Prefecture 422-8620

■ Contact information

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URL: <https://jashizuoka-yasai.jp/>

■ Export system and facilities

Given the shrinking domestic market and fierce competition between growing regions, we have been striving to prepare for the future by, e.g., establishing a department dedicated to exporting, since 2015. Moving forward, we will bolster cooperation between the local government and private businesses to expand exports through efforts to comply with the regulations of different countries, on-site marketing, etc.

■ Overseas PR activities

We have been engaging in activities to promote sales, including business negotiations centered on Southeast Asia.



MADE IN JAPAN

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

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■ Information on production and export quantities

Area planted with variety	138 ha
Production quantity	5,100 t
Quantity available for export (annually)	50 t
Quantity available for export (per export)	Not designated
Minimum quantity available for export	No limit
Total export quantity per region	Hong Kong: 9.5 t Singapore: 1 t

■ Patents and certifications

Patents	Patented
GI certification	None
Various other certifications	None