■Variety

Yume Mizuki, Hakuho, Asama White Peach

■Introduction

Yamanashi Prefecture is the No. 1 peach growing region in Japan.
Yume Mizuki in particular is an original variety of Yamanashi Prefecture developed through selective breeding.
The peaches are large and oval in shape. They contain little fiber, giving them a smooth texture, and are very sweet with low acidity. They are also characterized by their good coloring.

■Characteristics

Peaches are a summer fruit, coming into season between June and September. They give off a sweet scent when they ripen, and are very popular among fruits. Japanese peaches in particular are said to be juicy and smooth, for which they have won high appraisal throughout the world.

■Packaging

Care taken to:
Ship them out as much as possible on the same day after being picked in the morning.

■Recommended way of eating them

Eat them after chilling in the refrigerator.

■Best eaten

- Hakuho: Mid-July to early August
- Asama White Peach: Late July to early August

*Season varies from year to year.

■Export season

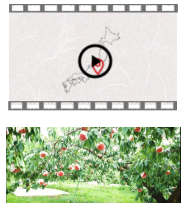
June to August

■Exported to

Thailand, Hong Kong, Singapore, Taiwan

■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 Fuefuki City in Yamanashi Prefecture.



■Name of producer

Vineyard Co., Ltd.

MADE IN JAPAN

■Address

1162-6 Kamikanogawa, Yamanashi City,
Yamanashi Prefecture 405-0018

■Contact information

Phone: +81-553-20-1655
E-MAIL: info@e-vine.jp
URL: https://e-vine.jp/

■Export system and facilities

An initiative was launched in FY 2017 to export the grapes in order to cultivate new markets aimed at increasing demand. Proposals are put forth adapted to the needs of local food cultures. Efforts are also being continued to promote the product through social media.

■Overseas PR activities

Promoted at Japan EXPO Thailand.

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

Yamanashi Prefecture is the No. 1 peach growing region in Japan. The abundance of sunlight, good drainage, little rain, and temperature extremes between night and day, lead to the growing of high quality fruit with good coloring.

■Information on production and export quantities

Area planted with variety	800 a
Production quantity	45 t
Quantity available for export (annually)	2 t
Quantity available for export (per export)	100 kg
Minimum quantity available for export	5 kg × 2 (total of 10 kg)
Total export quantity per region	Thailand: 0.3 t Singapore: 0.2 t

■Patents and certifications

Patents	None
GI certification	None
Various other certifications	None