



### **Ingenuous schemes and careful manual handling ensures the finest quality**

Increasing production is not the only goal for growers of Japanese fruits and vegetables. In fact, they consider the quality of their produce to be as important as the quantity. For instance, in the case of fruits, all except the best fruits are plucked out and thrown away, so that the remaining good fruits may be tended to with extra care. This loving care on the part of growers, who prize quality above everything else, is what ensures the high quality of Japanese fruits and vegetables. We pride ourselves on the all-round excellent quality of our produce.

### **The freshness of the farm is preserved in tact all the way to the store and on to your home**

One may harvest the finest fruits and vegetables, but it would be worth nothing if the freshness is not preserved. The mouth-watering juiciness of fruits and the crisp texture of vegetables can only be preserved with the right logistical infrastructure including state-of-the-art pre-cooling technology, cold storage facilities, and refrigerated trucks. Japanese fruits and vegetables retain their high quality intact because they are perfectly preserved at controlled temperatures all the way from the production centers to the stores, where they are delivered to you, in what is called the cold chain.

## **形、色つや、香味、食感。すべてが高水準。**

高品質は、さまざま工夫と丁寧な手作業から。

日本の果実と野菜は、量だけではなく、質も重視して生産しています。たとえば、果実は、着果したものの中から優秀なものだけを残して摘果され、限られた実だけが細やかな気配りの下に育つのです。生産者が品質にこだわり心を込めて作るからこそ、日本の果実と野菜は高品質。ルックスも、香りも味も食感も、すべて最高レベルであると自負しています。

鮮度を保ったまま、お店へ、ご家庭へ。

どんなに活きの良い作物を収穫しても、鮮度が保持されなければ意味がありません。果実のほとばしるジューシーさ、野菜のシャキシャキとした食感は、最先端の予冷技術と保冷設備、そして保冷車などのロジスティクス体制の整備によってはじめて実現されるのです。産地から店頭まで完璧に温度管理されたコールドチェーンによって、日本の果実と野菜は、その品質を高く保ったまま、みなさまのもとへ届けられます。

— Quality —  
**H**igh standards in everything —  
shape, luster, fragrance, and texture



— Safety —

# The grower's delicate care ensures the safety of his vegetables and fruits



**Environmentally friendly agriculture is now the norm in Japan**  
Japanese consumers today are uncompromising in their attitude toward food safety. Fruits and vegetables are no exception, and the appropriate use of agricultural chemicals and chemical fertilizers is an important issue with them. Environmentally friendly agriculture is now the norm in Japan. On the production side, several methods have been developed for preventing pests without the use of agricultural chemicals, and are bringing results. Earth-friendly farming may take time, but it ensures the production and delivery of safe products to consumers. This is another area in which the care of the grower is apparent.

A system called the “Positive List” has been introduced in Japan – whereby the permissible level of agricultural chemical residues has been specified for agricultural chemicals, and any food product that exceeds this permissible level is banned from being sold. You may rest assured that any fruit or vegetable that has passed this rigorous test is really safe for you to eat!

## 安全な果実と野菜をお届けします。

環境にやさしい農業は、もはや日本の常識。

日本の消費者は今、食品の安全性に厳しい目を向けています。青果も例外ではなく、農薬や化学肥料の適正な使用が大切なポイントとなっています。環境にやさしい農業は、もはや常識。生産面では化学農薬を使わずに害虫を防除するさまざまな方法も開発され、成果を上げています。環境にやさしい農業は手間はかかっても、安全な作物を作り、消費者に届ける。それも、生産者のこだわりなのです。

日本では、ポジティブリスト制度（農薬について、残留農薬基準を設定し、基準を超える食品の販売等を禁止する制度）が導入されています。この厳格な規制をクリアした日本の果実と野菜を安心してお召し上がり下さい。



