

Main Export Countries	United States, Taiwan etc. (2023)	Export Volume	30 million yen (2023)
Source Region	Tamana City in Kumamoto Prefecture, Iga City in Mie Prefecture, and Awaji City in Hyogo Prefecture		

Overview of Export Production Areas

Strawberry production is undertaken in Tamana City, located in the northern part of Kumamoto Prefecture, with exports starting in 2016. Cooperation from producers in Awaji City, Hyogo Prefecture, and Iga City, Mie Prefecture, helps secure the necessary lot sizes for export.

Actions for Compliance with Export Regulations

To shorten lead times and reduce damage during delivery, logistics have been streamlined so that cooperating farmers can deliver directly to designated warehouses.

To meet customer needs, the number of strawberry varieties has been increased, and cultivation methods aligned with residual pesticide regulations are implemented, including conducting residual pesticide tests.

Promotional Points

By expanding overseas markets, efforts are being made to increase agricultural income and create jobs, contributing to further expansion of exports and local agricultural employment.

Aiming to become a model case for local producers and boost momentum for exploring additional overseas markets as a whole region.



Used in a Famous New York Cheesecake



Scenes of Sales in Dubai



In-house Packaging with a Japanese Theme



Checking Delivery Status with Local Buyers