

Main Export Countries	Taiwan, Hong Kong, Singapore, EU, Vietnam etc. (2023)	Export Volume	120 million yen (2023)
Source Region	Matsuyama City, Imabari City, Uwajima City, Yawatahama City, Saijo City, Seiyo City, Iyo City, Tobe Town in Iyo District, Ikata Town in Nishiuwaga District, Ainan Town in Minamiuwa District, Ehime Prefecture		

Overview of Export Production Areas

Since 2009, support for the export of Ehime's citrus fruits, the face of Ehime, has been initiated, targeting Asian countries with high purchasing intent for Japanese products. The approach involves both "sales promotion activities" and "problem-solving activities" to overcome quarantine conditions and pesticide residue standards.

Actions for Compliance with Export Regulations

Given that exports require compliance with various countries' quarantine conditions, collaboration is carried out with enthusiastic production areas and prefectural research institutions to develop pest control guidelines that meet the pesticide residue standards of target export countries. Efforts also include implementing quarantine condition measures such as trap surveys for Bactrocera tsuneonis Miyake.

Promotional Points

The "Ehime and Southern Ehime Citrus Agricultural System," where citrus cultivation is thriving, is recognized as a Japanese Agricultural Heritage, characterized by its steep terraced fields. Over 40 varieties are cultivated, establishing a stable year-round supply system.



Promotion at Taiwanese Supermarkets



Reception of Inspection Team from Vietnam



Discussions on Exporting Kwangdong Pomelo to the EU



Shipping Scene of Kwangdong Pomelo