

Main Export Countries	Taiwan, Hong Kong etc. (2023)	Export Volume	250 million yen (2023)
Source Region	Iida City, Shimoina District Matsukawa Town, Takamori Town, Toyooka Village, Ooshika Village, Takagi Village, Achi Village, Shimojo Village, Anan Town, Yasuoka Village, Urugi Village, Hiraya Village, Tenryu Village, Neba Village, Kamiina District Iijima Town, Nakagawa Village, Nagano Prefecture		

Overview of Export Production Areas

Located in the southern part of Nagano Prefecture, the region is known for its specialty product, Ichida-Gaki (GI registered product), with 1,830 growers contributing to local agricultural promotion.
Export activities began in earnest from 2016.

Actions for Compliance with Export Regulations

In Taiwan, extended shelf-life trials have been conducted, and by changing packaging materials, the shelf life has been increased from 60 days to 90 days, leading to expanded export volumes.
In Hong Kong, promotional activities, market research, and local tasting events have been carried out to improve recognition and increase consumption.

Promotional Points

The primary goal for Ichida-Gaki is to shift domestic demand during periods of low domestic demand to overseas markets (especially for the Chinese New Year), helping to maintain domestic market prices. This has led to stable prices throughout the season and contributed to increased average prices and expanded exports.



Tasting and Sales at a Specialty Fruit Store in Taiwan



Tasting Event in Taiwan (PR for Women and Young People)