

Main Export Countries	Taiwan, Hong Kong etc. (2023)	Export Volume	200 million yen (2023)
Source Region	Tamana City, Yamaga City, Kumamoto City, and Izumi Town, Tamana District in Kumamoto Prefecture		

Overview of Export Production Areas

Export activities began in November 2019. Initially, there were 9 producers with an export volume of 200,000 packs. By 2023, the number of producers increased to 40, and the export volume rose to 500,000 packs.

Actions for Compliance with Export Regulations

To expand strawberry exports to Taiwan, a specialized cultivation program for Taiwan has been established. Efforts are being made to develop cultivation methods that meet Taiwan's standards.

Promotional Points

To ensure high-quality strawberries, a cold chain system is established from production areas to retail stores.  
In case of high losses during export, data loggers are installed to monitor temperature and humidity. If any abnormalities or prolonged high temperatures are detected, the causes are investigated, and measures are taken to maintain quality.



Field Inspections for Export to Taiwan



Innovations in Pallets for Transport (Using Materials with Low Thermal Conductivity)



Harvest Coordination Meeting to Reduce Loss Rates



Hold a Meeting with Producers After the Season to Share Achievements, Lessons Learned, and Plans for the Next Season