

Organic Tea Miyazaki

Main Export Countries	United States, Germany etc. (2023)	Export Volume	160 million yen (2023)
Source Region	Miyazaki City, Kobayashi City, Takaharu Town in Nishimorokata District, Miyakonojyo City, Takanabe Town and Kawaminami Town in Koyu District, Saito City, Miyazaki Prefecture		

Overview of Export Production Areas

Organic Tea Miyazaki (OTM) is an organization specializing in the production of rough tea for export, led by Koura Tea in Takao Town, Miyazaki City. Since 2012, OTM has been engaged in indirect exports to Germany and other countries through domestic tea traders. In 2019, they began direct transactions with online retailers handling Japanese food products in Russia.

Actions for Compliance with Export Regulations

To meet the needs of exporting countries, OTM has obtained Organic JAS certification and holds 2-3 training sessions annually to share information on organic production techniques and market needs. They also regularly share cultivation and processing techniques, building Aracha production system that can respond finely to actual demand.

Promotional Points

OTM promotes transparency in distribution by sharing market information and supports organic conversion by holding training sessions on organic production techniques.



Meeting to Expand Distribution Channels for Export Tea



Overseas Demand Survey for Unprocessed Tea (Training Seminar)