## **Aiiku Fish Export Promotion Joint-Venture**



Seafood (Yellowtail)

Main Export Countries	United States, China, etc.	Export Value	2.1 billion JPY
Sourcing	Uwajima City, Ainan Town in Minamiuwa District, Seiyo City, Ehime		
Region	Prefecture		

## **Overview of Export Production Areas**

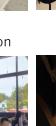
- Established in 2014 with 8 Seafood processing companies and 2 fisheries cooperatives in the Nanyo region of Ehime Prefecture (Uwajima City, Ainantown).
- We have named the Ehime farmed fish "Aiiku-Fish," and are actively engaged in promotional activities and business meetings in various regions overseas.

## **Actions for Compliance with Export Regulations**

- Especially, export to South Korea, the product is produced with ethoxyquin-free feed.
- Each company or cooperative's processing and aquaculture sites are certified for FDA-HACCCP, EU-HACCP and more.
- We are made "Mikan Fish" that is mixing citrus fruits into the feed to lessen fishy smell.



Participating in Barcelona exhibition



Business meeting in Denver



Business meeting in France



Serving example in U.S.

## **Promotional Points**

The Orange Wave consists of Ainan Fisheries Cooperative Association, IYOSUI CO., LTD., Uwajima Project Inc., Ehime Prefecture Fisheries Cooperative, KYOKUYO MARINE EHIME Co., Ltd., DAINICHI Co., Ltd., Tsuji suisan Co., Ltd., Nanyo Bejoy Co., Ltd., HIDECHO SUISAN CO., LTD., and Yonkyu Co., Ltd.



Aiiku fish logo





Mikan fish logo Logo for France

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