

Aiiku Fish Export Promotion Joint-Venture

item

Seafood
(Yellowtail)

Main Export Countries	United States, China, etc.	Export Value	2.1 billion JPY
Sourcing Region	Uwajima City, Ainan Town in Minamiuwa District, Seiyo City, Ehime 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, Ainan-town).
- We have named the Ehime farmed fish “Aiiku-Fish,” and are actively engaged in promotional activities and business meetings in various regions overseas.



Participating in Barcelona exhibition



Business meeting in France

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.



Business meeting in Denver



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.



Mikan fish logo Logo for France

