Minaho Agricultural Cooperative

items

Rice

Main	Export
Countries	

United States, Hong Kong, etc.

Export Volume

1,400t

Source Region

Nyuzen Town, Asahi Town Shimoniigawa District, Toyama Prefecture

Overview of Export Production Areas

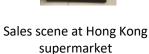
With the high demand for Japanese rice, beginning from 2009, Minaho
Agricultural Cooperative worked together with Shinmei Holdings Co., LTD.,
Toyama Agricultural Cooperative to export overseas. In 2024 119
producers(274ha of farming area) are working together to expand the export to overseas.



- Exchanging information with Toyama Agricultural Cooperative and Shinmei Holdings Co., LTD. we continue and stabilize the production of Japanese rice to overseas by sharing information with producers.
- Based on the regulation from export countries we formulated pest control calendar.

Promotional Points

- Working with Shinmei Holding Co., LTD to expand export market.
- To stabilize export volume with global warming progresses we are expanding the production of "FuFuFu" brand rice which is hightemperature-tolerant.





Sales scene at Singapore supermarket



Sales scene at United Kingdom supermarket



Collection and shipping

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