

Minaho Agricultural Cooperative

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.

Actions for Compliance with Export Regulations

- 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 high-temperature-tolerant.



Sales scene at Hong Kong supermarket



Sales scene at United Kingdom supermarket



Sales scene at Singapore supermarket



Collection and shipping