

Main Export Countries	Hong Kong, Vietnam (2023)	Export Volume	20t (2023)
Source Region	Anan City, Katsuura District (Kamikatsu Town), Itano District (Itano Town, Kamiita Town), Kaifu District (Minami Town, Kaiyo Town), Mima City, Miyoshi City, Mima District (Tsurugi Town), Miyoshi District (Higashimiyoshi Town), Yoshinogawa City, Awa City, Myouzai District (Kamiyama Town), and Tokushima City in Tokushima Prefecture		

Overview of Export Production Areas

Engaged in the promotion and sales of Awa-odori chicken. The council and two poultry processing plants in the prefecture collaborate to process homebred chicken meat and export it to Hong Kong, Vietnam, and other destinations.

Actions for Compliance with Export Regulations

Received certification for export poultry processing facilities for countries such as Hong Kong and Vietnam. Conducted marketing through importers and local trading companies in the export destinations and actively sent samples for overseas market development. Also actively participated in food exhibitions.

Promotional Points

Produced in accordance with the Japanese Agricultural Standards (JAS) for homebred chicken meat, and registered under the Geographical Indication (GI) protection system as of March 2023.



Exhibit at a local trade show