

Main Export Countries	Hong Kong, Thailand (2023)	Export Volume	230 million yen (2023)
Source Region	Fuefuki City, Yamanashi Prefecture		

### Overview of Export Production Areas

In response to the contraction of the domestic market and the expansion of overseas markets, efforts began in the 2010s. From 2022, initiatives for maintaining freshness and ensuring quality at the destination have been started, including a restructuring of the supply chain.

### Actions for Compliance with Export Regulations

- For exports to Hong Kong, a direct cold chain supply chain from the production area to the local destination is implemented to extend the quality preservation period and ensure stable quality.
- For exports to Thailand, a pest control calendar is created to meet Thailand's pesticide residue standards, and products are exported accordingly.

### Promotional Points

- To advance the development of production activities and shipping systems that comply with export regulations and needs, an Export Committee was established in 2024.
- To ensure regulatory compliance, including pesticide residue management, and to effectively respond to the growing global interest in food safety, efforts are being made to introduce a system for managing cultivation information and to obtain Global GAP certification.



Containers heading to Tokyo Port after regional packing



Trucks delivering peaches directly to the airport