

Main Export Countries	Hong Kong, United States etc. (2023)	Export Volume	60 million yen (2023)
Source Region	Kakegawa City, Kikugawa City, Omaezaki City, Fujieda City, Yaizu City, Shimada City, Shizuoka City, and Izunokuni City in Shizuoka Prefecture		

Overview of Export Production Areas

Since 2015, a specialized export department has been established and focused exclusively on export activities. Currently, collaboration with six JA (Japan Agricultural Cooperative) strawberry groups in the prefecture is aimed at expanding exports. For countries with stringent regulations, potential candidates are selected through consultations with JAs and producers.

Actions for Compliance with Export Regulations

For exports to the United States, FDA registration and food safety plans were established, and exports began in 2022. To address logistics challenges, the system focuses on direct delivery from production areas to airports to reduce lead times and maintain freshness. For the U.S., strawberries are palletized at the production site and exported directly. Enhanced sales strategies include developing private labels in collaboration with local retailers and improving product specifications for small packs and commercial use to meet demand.

Promotional Points

For exports to Thailand, registration for plant quarantine and sorting and packaging facilities has been completed at local production sites. Efforts are ongoing to develop manuals and improve facilities for food hygiene registration of sorting and packaging facilities.



Shizuoka Prefecture Strawberry Fair in Hawaii



Use of Bulk Strawberries in a Pastry Shop in Hong Kong