

Main Export Countries	Hong Kong, Singapore etc. (2023)	Export Volume	160 million yen (2023)
Source Region	Minami-Shimabara City, Shimabara City, and Unzen City in Nagasaki Prefecture		

Overview of Export Production Areas

The Shimabara Peninsula, where the association is located, is a major production area in Nagasaki Prefecture, accounting for about 70% of both the area and shipment volume of strawberries in the region.

Since 2017, efforts have been underway to recover and maintain unit prices by acquiring new sales channels for international markets.

Actions for Compliance with Export Regulations

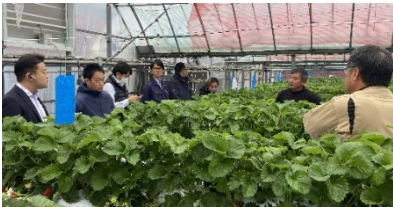
For exports to Thailand, registration of production areas and sorting and packaging facilities was completed in March 2020, with food hygiene certification and proof for sorting and packaging facilities obtained in October 2020. To meet overseas demand, the switch has been made from the "Sachinoka" variety to the higher-yielding "Yumenoka" and the labor-saving and large-fruit "Koi-minori."

Promotional Points

Sales promotion activities include strawberry tastings at local stores, PR video screenings, and the introduction of gift boxes with designs for the Lunar New Year. Additionally, efforts are made to enhance recognition and evaluation of Nagasaki strawberries through the creation and distribution of production area maps, aiming to attract more customers.



Creation of PR Videos in the Language of the Export Destination



Meetings with Buyers and Market Distribution Stakeholders



Facility Certification for Export to Thailand