

Main Export Countries	North America, EU (2023)	Export Volume	500 million yen (2023)
Source Region	Kyoto Prefecture: Kyoto City, Uji City, Joyo City, Kuse District Kumiya Town, Yawata City, Kyotanabe City, Tsuzuki District Ide Town, Ujitawara Town, Kizugawa City, Soraku District Wazuka Town, Minami Yamashiro Village, Ayabe City, Fukuchiyama City, Maizuru City, Kyotango City		

Overview of Export Production Areas

Kyoto Prefecture is known for producing "Uji Tea," a high-end Japanese tea brand. In 2010, Kyoto Prefecture established the "Kyoto Prefecture Agricultural, Forestry, and Fishery Products Export Promotion Council Uji Tea Division," consisting of local producers engaged in export activities. To promote the export of Uji Tea, efforts include expanding production, developing sales channels, and conducting PR activities to increase demand overseas.

Actions for Compliance with Export Regulations

To meet pesticide residue standards in North America and the EU, demonstration experiments are conducted, and pest control systems are refined. Workshops on Uji Tea export are held for producers, tea distributors, and related organizations to share the current status, challenges, and methods of export throughout the production area.

Promotional Points

The Uji Tea region maintains its traditional heritage while adapting to modern times, with pride in the high level of skill among producers and tea merchants.



Producers Evaluating the Quality of Tea in the Export Demonstration Fields



Scenes from the Uji Tea Export Training Seminar



New Export Products Developed Based on Feedback from Overseas Exhibitions