

Main Export Countries	Hong Kong, Singapore etc. (2023)	Export Volume	3,560t (2023)
Source Region	Tome City, Miyagi Prefecture		

Overview of Export Production Areas

The initiative for exporting rice began in 2017, in response to the decreasing domestic consumption of staple rice and the rising appreciation for Japanese food among foreign tourists, as well as the increase in Japanese restaurants abroad. This effort was started following a proposal from a major rice wholesaler, with the aim of improving farmer incomes and expanding future sales channels.

Actions for Compliance with Export Regulations

Long-term contracts have been established with export businesses to ensure stable production and supply.

To provide rice at a low price while maintaining consistent quality, efforts are made to reduce production costs through the introduction of high-yielding rice varieties. Additionally, large-scale management entities and the consolidation of farmland are being pursued to reduce costs per unit area.

Promotional Points

Since 2003, the initiative has been committed to the "Environmental Conservation Rice Movement," with the proportion of "special cultivation rice," including "environmental conservation rice," reaching 80% of the total production.



Field of Environmentally Friendly Rice



Departure Ceremony for 2018 Rice for Export



Sales Scene at a Supermarket in Hong Kong



Inspection Visit to Hong Kong