

Main Export Countries	Hong Kong, Singapore etc. (2023)	Export Volume	260 million yen (2023)
Source Region	Kushima City, Miyazaki Prefecture; Obihiro City, Hokkaido; Hokota City, Ibaraki Prefecture; Nishihara Village, Aso District, Kumamoto Prefecture; Ibusuki City, Kagoshima Prefecture		

Overview of Export Production Areas

Started in 2013, establishing a production system with self-operated farms and collaboration with farmers in each region. Contract farmers and partner companies produce and select sweet potatoes of suitable sizes and varieties for export to meet overseas demands.

Actions for Compliance with Export Regulations

- Securing stable supply and constant shipments for the entire year by cultivating different sweet potato varieties and collaborate with many farmers in all regions.
- Reduction of logistics costs by increasing export bases and expanding direct trade.
- Implementation of curing process for sweet potatoes and related equipment and operational systems.

Promotional Points

- Use of freshness-preserving bags and curing processes to reduce the risk of decay during shipment and transportation.
- Hiring highly skilled foreign personnel for overseas sales to support and explore new markets.
- Unified efforts across the entire supply chain, including trading companies and retail stores, to manage and improve quality.



Promotion of Roasted Sweet Potatoes at Retail Stores in the UK



Participation in FoodExpo Held in Hong Kong



Participation in the Dubai Business Meeting



Banning at the Port and Arriving Containers