### **Flagship Export Production Area**

#### ZEN-NOH YAMANASHI



Main Export Countries	Hong Kong, Taiwan etc. (2023)	Export Volume	120 million yen (2023)
Source Region	Kofu City, Yamanashi City, Nirasaki City, Minami-Alps City, Hokuto City, Kai City, Fuefuki City, Koshu City, Yamanashi Prefecture		

## **Overview of Export Production Areas**

In 2007, the Yamanashi Prefecture Fruit Export Promotion Council was established. Collaborating with five JA (Japan Agricultural Cooperatives), the council focuses on exporting major Yamanashi agricultural products such as peaches, grapes and promotes the expansion of exports.

# **Actions for Compliance with Export Regulations**

To meet the demand for high-quality grapes, particularly for gift-giving during events like the Mid-Autumn Festival, efforts are made to secure shipments from multiple production areas.

For exports to Thailand, the council has registered orchards and packing facilities, and obtained hygiene certification for the packing facilities to address local needs.

#### **Promotional Points**

Yamanashi Prefecture is the top producer of grapes in Japan. Surrounded by beautiful mountains and blessed with abundant water and long sunlight hours, the grapes produced by skilled local farmers are considered to be true works of art.



Promotional Event at Local Retail Stores