

KYUSHU STRAWBERRY CATALOG

For overseas consumers and buyers, as well as
inbound visitors to Kyushu

This catalog provides an easy-to-understand explanation of
the fruit characteristics of the varieties of strawberries
produced in Kyushu, as well as mapping the production areas
by municipality. We hope it will be a useful reference for
buyers who deliver products to overseas consumers and for
inbound visitors to various parts of Kyushu.

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History of Strawberries in Japan



Strawberries were introduced to Japan during the late Edo period (around 1850-1870) from the Netherlands.

However, strawberries (scientific name: *Fragaria × ananassa*) are a plant of the Rosaceae family that prefers a Mediterranean climate. Due to Japan's hot and humid conditions, outdoor cultivation was limited by a short harvesting period and susceptibility to diseases and pests, which hindered widespread cultivation.

Around 1950, the "Duner" variety was introduced from California, USA, and due to its high quality, it spread nationwide, particularly in the Kanto region, replacing the previously dominant "Kogyoku" variety. Additionally, during this time, the practice of forcing cultivation in plastic greenhouses became widespread, and the Duner variety was particularly suited for semi-forcing cultivation, which contributed to its popularity.

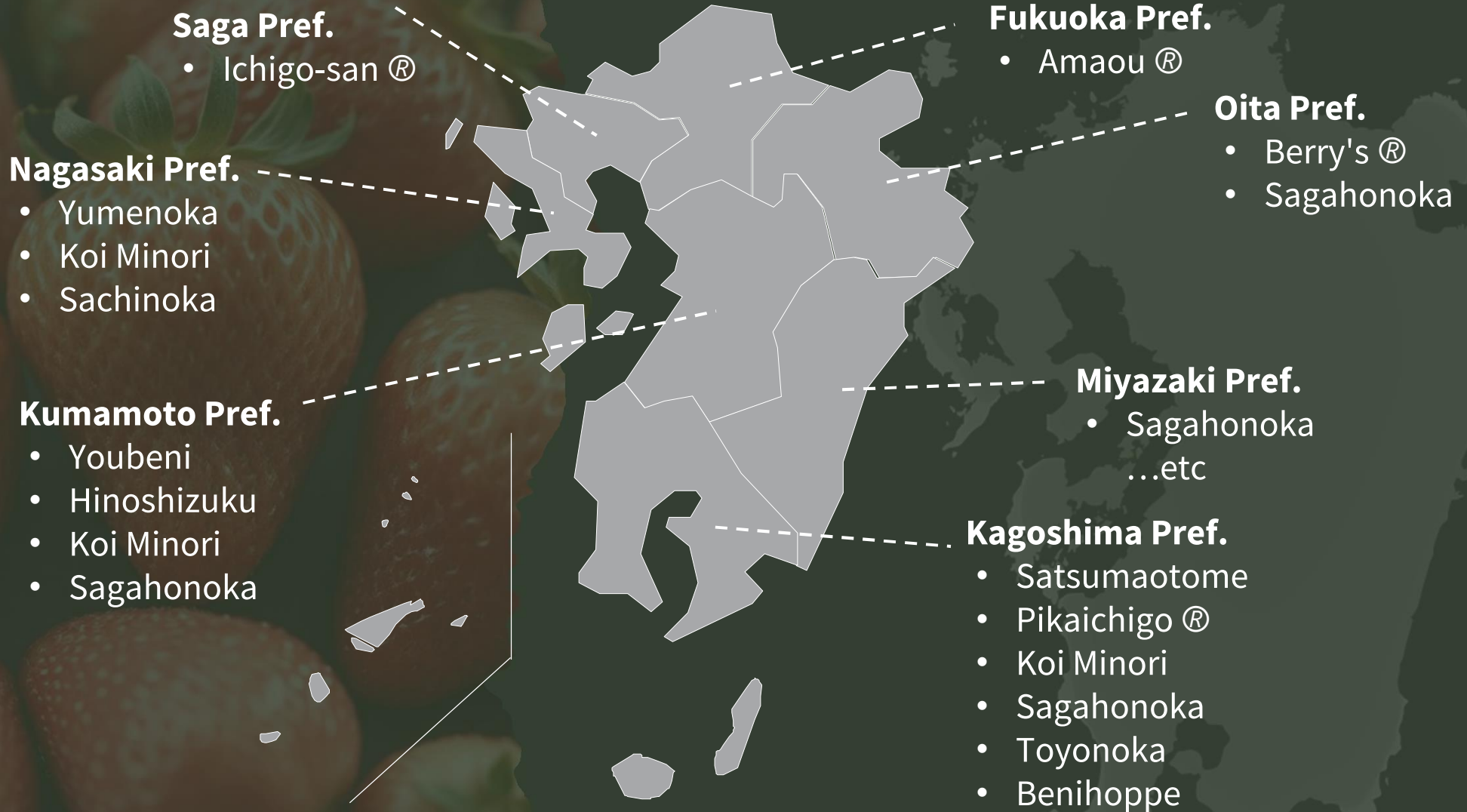
On the other hand, in the Kyushu region, which has a warm climate, varieties such as Duner, Fukuba, Kogyoku, and "Houkou wase" were primarily spread in the Kanto region. There was a demand for heat-resistant varieties, which led to the development of "Harunoka" by the Kurume Branch of the Ministry of Agriculture, Forestry, and Fisheries' Horticultural Experiment Station in 1967. This variety was easy to cultivate in warm regions, leading to the spread of strawberry cultivation throughout Kyushu. Subsequently, in the 1980s, "Nyoho" was developed as an early-ripening variety. However, since it was more suited to the northern Kanto region, "Toyonoka," which excelled in fruit color, taste, and aroma, and had a high early yield, was developed in Kyushu. This variety spread throughout the Kyushu region, and by around 1990, "Nyoho" and "Toyonoka" together accounted for 90% of the strawberry market share in Japan.

Currently, the National Agriculture and Food Research Organization (a national research institution) and public experimental stations in various prefectures have been developing varieties with various characteristics such as heat resistance, disease and pest resistance, color, size, and juiciness.

These varieties have been developed and spread throughout the prefectures in Kyushu.



Main strawberry varieties grown in Kyushu





Amaou[®]

In Fukuoka Prefecture, "Toyonoka" was originally cultivated actively. Toyonoka was characterized by its large size, good aroma, and good balance of acidity and sweetness, but it was weak in cold weather, and it matured with its color and size immature, and it had a weakness of unsightly appearance.

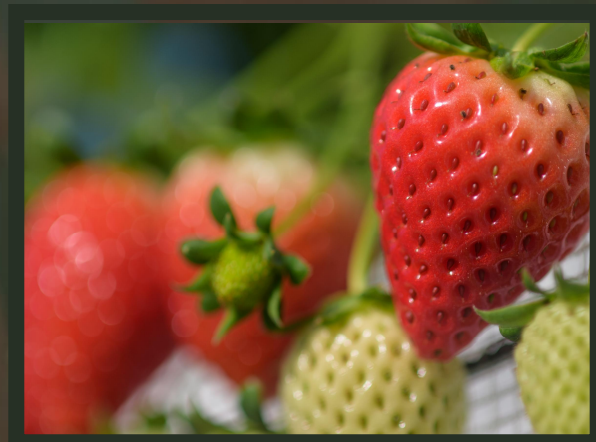
As a result, the Fukuoka Prefectural Agricultural and Forestry Research Center developed a variety called Amaou (variety name: Fukuoka S6) in 1999. It has the merit of being bigger than Toyonoka, bigger and turning red even in the coldest season, and stable harvest, so cultivation has spread rapidly.

Through the efforts of Fukuoka Prefecture and JA ZENNO-FUKUREN, we are maintaining a brand with cultivation and quality limited to Fukuoka Prefecture.

Main characteristics of the variety

- Amaou is named from the initial letters of Akai(red), MAru(i)round), Oo(kii)big), and Umai(delicious).
- Instead of being sharp triangles, they are rounded.
- Compared to other strawberries, there are many large ones.
- The color is a little deep red compared to other strawberries.
- The skin is firm and shiny.
- The fragrance is a faint fresh fragrance like peach.
- Compared to other strawberries, it has more juiciness.
- The balance of sweetness and acidity is exquisite, and it has a deep taste.
- A big Amaou feels the best balance of richness, sweetness and acidity.





Ichigo-san[®]

Sagahonoka, which has spread nationwide mainly in the Kyushu region, was an excellent variety with characteristics such as early maturing, continuous budding, uniform fruit shape, moderate hardness and excellent shelf life. However, the sugar content was slightly low depending on the season, and the number of fruits was small and early yield was low.

For this reason, the Saga Prefectural Agricultural Experiment and Research Center spent 7 years repeatedly crossing various varieties and selecting from more than 15,000 strains. As a result, the color of the pericarp is deep, the taste is good, and the high yield is realized, 'Ichigo-san' (variety name: Sagai9) was born in 2016.

Main characteristics of the variety

- The name of Ichigo-san was decided as "We hope this strawberry will be loved for a long time Easy to call and remember, a name that combines freshness and impact".
- The fruit is conical and well-balanced.
- The size of the fruit is rather large.
- The characteristic is that the skin is deep red and even the fruit flesh is dyed red.
- The sugar content is about the same as "Sagahonoka," and it has a moderate acidity and fresh aroma.
- All in all, it is a variety with gentle sweetness, and fruit flesh is juicy and fragrant. It has both good taste and appearance.





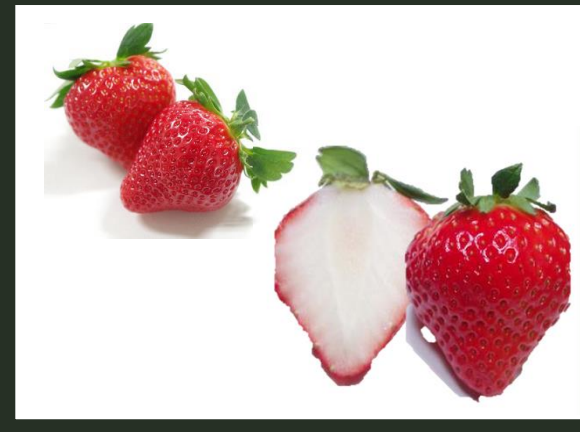
Yumenoka

Yumenoka is a variety bred by Aichi Prefecture and registered in 2007. In Nagasaki Prefecture, cultivation began in 2012, and the conversion from Sachinoka, which had been produced until then, proceeded. In fiscal 2023, the total area under cultivation in Nagasaki Prefecture was 111 hectares (56% of the total number of varieties), making this the largest cultivation area in the prefecture. The name Yumenoka is delicious strawberries that make everyone's dreams come true is the origin.

Main characteristics of the variety

- The shape is a large cone.
- The pericarp is bright red and glossy with no color irregularity, and the flesh and core are pale red.
- Even when fully ripe, the flesh is moderately hard and the skin is hard, so it is excellent in transportation and long shelf life.
- The flesh is juicy and the balance of sugar content and acidity is good, and the taste is refreshing.





Koi Minori

Koi Minori is a variety developed by the National Agriculture and Food Research Organization and registered in 2020.

In Nagasaki Prefecture, trial cultivation began in 2017 on the Shimabara Peninsula, and the cultivation area in the prefecture has been increasing year by year, reaching 88ha in fiscal 2023.

The name "Koi Minori" comes from the fact that the strawberry yields are high, and "the wish entrusted through the strawberry will come true."

Main characteristics of the variety

- Koi Minori's fruit is short conical to conical and slightly rounded and large.
- The skin is bright light red to red and glossy and the flesh is white.
- Rich in aroma, sweet and sour taste harmonize.
- It is attracting attention as a variety suitable for export because it keeps well during the cold season.





Berritys®

Berritys (variety name: Oita No. 6) is an original brand strawberry developed over eight years by Oita Prefecture with the aim of producing more delicious and beautiful fruit than conventional varieties. The origin of the name is a coined word "strawberry like sweets."

Compared to conventional varieties, it is characterized by high sugar content, moderate acidity, good aroma, and early harvest. It is crossbred in an exquisite balance while taking advantage of the strengths of several leading domestic varieties.

In addition, the logo and packaging, which focus on the characteristics of Berritys, are designed to wrap up "celebration day" and create a gorgeous atmosphere.

Main characteristics of the variety

- It is slightly long and has a neat strawberry shape.
- We can make a lot of large balls, so we have a wide range of gift items.
- The coloring is bright deep red and glossy.
- When you take a bite, the rich aroma fills your mouth.
- Juicy strawberries with abundant juice.
- The balance of sweetness and acidity is good, it has an elegant taste, and the original taste of strawberry stands out.
- It reaches its peak from December to February, during which high sugar content is maintained.





Youbeni

Youbeni is a variety developed by Kumamoto Prefecture and has been cultivated since 2015.

It took nine years to develop a variety with higher yield and superior fruit quality than previous varieties.

The name is derived from two words “You” and “Beni”. “You” come from the sound of Kumamoto’s “Kuma”, which has another sounds as “you”. And the “Beni” is another sounds of Red which is a color of strawberry. The public was invited, and 5178 entries were selected.

I was chosen. It is named after the image of gorgeousness and elegance.

Main characteristics of the variety

- The fruit is conical and well-aligned, smart and beautifully shaped.
- It is characterized by good fruit hypertrophy, large fruit grains.
- The skin color is bright red and inside is reddish.
- The balance of sweetness and acidity is exquisite and elegant taste.
- This is a strawberry with rich aroma, juicy, and fresh texture.
- With beautiful appearance, well-balanced taste and strong aroma, it is a highly recommended variety by Kumamoto prefecture.





Hinoshizuku

Hinoshizuku is the first strawberry variety developed by Kumamoto Prefecture and has been cultivated since 2005.

In order to cultivate the prefecture's original strawberry variety, they have been engaged in variety development since 1995, and it took 10 years for this variety to be born.

The name is named after Image of clean water in Kumamoto Prefecture and Image of fresh strawberries.

Main characteristics of the variety

- The fruit shape is short conical to conical slightly rounded, cute shape.
- The skin color is bright red and glossy, and the fruit is large.
- High sugar content, moderate acidity, good taste and used as a gift it's often done.
- It has a strong sweet aroma and lingers after eating.
- The production volume is small, and it is a rare and valuable variety.





Sagahonoka

Sagahonoka was developed by Saga Prefecture and registered as a variety in 2001. Since the production area was not limited to Saga Prefecture, its cultivation has spread throughout Japan and the Kyushu region. In Miyazaki Prefecture in particular, “SAGA HONOKA” has become popular due to its high yield and ease of cultivation management and is widely grown from coastal areas to inland areas, taking advantage of the abundant sunshine conditions.

Main characteristics of the variety

- The fruit is large and conical in shape.
- The rind is bright red and glossy.
- It has low acidity, and its fragrance and sweetness increase when grown in a warm environment during the growing season.
- The firmness of the fruit prevents bruising, making it easy to transport and long-lasting.





Satsumaotome

"Satsuma Otome" is a strawberry variety developed by Kagoshima Prefecture and introduced in 1998. However, in the latter half of the cultivation period, when the temperature was high, the acidity became stronger, and the taste deteriorated, and the quality deteriorated due to the tendency to form small balls. For this reason, Satsumaotome was developed as a variety with little loss of quality under high temperature conditions, large fruit, and excellent taste. This variety is also excellent in saving labor in harvesting and selecting fruits.

Main characteristics of the variety

- The fruit shape is oblong cone shaped and well formed, and the drop of the fruit is small.
- The fruit is big (average 20 g) and well-balanced.
- The skin is bright red and slightly deeper and lustrous than Toyonoka. The flesh color is white (light yellow).
- The fragrance is moderate, but it will become stronger as time passes after maturity.
- The sugar content is like or slightly higher than Toyonoka, and the acidity is low (sugar acid ratio is high), so it feels very sweet.
- It is slightly hard and has good shelf life and transportation.





Pikaichigo ®

"Pikaichigo" is a strawberry variety developed by Kagoshima Prefecture and introduced in 2018.

Aiming to create a variety with excellent taste, early maturity, and high yield, various characteristics of different varieties were investigated. Through numerous combinations of crossbreeding and continuous selection of superior lines, "Pikaichigo" was developed. This variety is noted for its high early yield, high total yield, high sugar content, and low acidity, resulting in an excellent taste.

Main characteristics of the variety

- The fruit shape is conical and well-balanced.
- The fruit is rather large.
- As for coloring, the pericarp is a completely colored type with red and uneven color up to the shoulder.
- The sugar content is relatively high, the acidity is moderate, and it has a refreshing taste and excellent eating quality. It is also said to be a "Good taste, good appearance" variety.
- It is hard right after harvest.





Thank you

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