


Summary of Specification



1. Name of the GI + transcription in Latin alphabet or in international phonetic alphabet

ヤマダイかんしょ (transcription: Yamadai Kansho), かんしょ, Yamadai Kansho

※ The portion of “ヤマダイ” is indicated by the mark mentioned in paragraph 9.

2. Category of the product for which the name is protected

Class 1 : Agricultural product (Sweet Potato)

3. Applicant – name and address

Kushima City Otsuka Agricultural Cooperative (JA Kushima City Otsuka)
5237-1 Oaza Naru, Kushima City, Miyazaki Prefecture 889-3531, Japan

4. Date of first Protection in the country of origin

August 6, 2018

5. Description of product

Yamadai Kansho is a sweet potato having ruby skin and pale-yellow flesh that becomes exquisitely soft and sweet when baked.

To ensure constant supply during the off-crops season of other production areas, the producers improved a cultivation system to supply from June, taking advantage of the warm climate. In 1979 they established an overwinter storage method, which resulted in a year-round shipment system. After carefully removing fibrous roots, the producers sort sweet potatoes rigidly.

As a result of stable supply of high-quality products for many years, markets have great trust in Yamadai Kansho, praising Yamadai Kansho as the king of sweet potato.

6. Description/delimitation of the Geographical Area and of specific steps in production that must take place in the identified geographic area.

(1)Producing Area

Kushima City, Miyazaki Prefecture

(2) Variety

Use *Miyazaki-beni*, a line derived from *Kokei No. 14* (May use "*Kokei No. 14*" and its line in case it is difficult to use "*Miyazaki-beni*" due to natural disaster or pest.)

..

(3) Cultivation method

Cultivation should be very early harvesting cultivation (tunnel culture), early harvesting cultivation, or late harvesting cultivation (normal).

- Cultivation system

Very early harvesting (tunnel culture): Generally, transplant between January and March and harvest between June and July.

Early harvesting: Generally, transplant between March and April and harvest between July and August.

Late harvesting (normal): Generally, transplant between May and June and harvest between September and November.

(4) Shipment standard

Follow the JA Kushima City Otsuka sweet potato standard.

7. Link with the Geographical Area

Kushima City is located at the southernmost point of Miyazaki Prefecture, facing the Hyuga-nada Sea to the east and Shibushi-wan Bay to the south. The climate is warm due to, the Kuroshio Current, and sunshine hours are long. The soil of the major cultivation area, Otsuka-hara-daichi, is composed of volcanic ash with good drainage. These natural conditions are suitable for sweet potato cultivation. Good water retention and drainage, and air permeability of the soil contribute to making the skin color of Yamadai Kansho bright.

In the production area, production of sweet potato as a fresh vegetable started in 1965. Producers established a unique storage method to huge quantities of sweet potatoes in winter. JA Kushima City Otsuka worked with related local organization to build a year-round shipment system by combining the storage method and early harvest cultivation method, including mulching culture and tunnel culture.

Furthermore, to strictly enforce the shipment standard, all packages undergo visual inspection in order to meet markets about the shape and size of it that differ between markets.

With the natural conditions suitable for sweet potato cultivation and producers' incessant efforts, the product gained high recognition and trust from the market and JA Kushima City established its position as the leading sweet potato producer.

8. History / confirmations of on-going production

Cultivation of sweet potato as a fresh vegetable started in the place of production in 1965. Today farmland area is 500 ha, and annual shipment is 10,000 ton.

In 1966, the current shipment standard started. In 1968, efforts for establishing an overwinter storage method started to build a system for year-round shipment, with the goal of satisfying the market demand for stable supply throughout the year. Volunteer producers set up a study group and they, through trial and error, established a unique storage method. In 1979, the year-round shipment system was established. Sales of Yamadai Kansho have continued for more than 50 years, making the production area one of the leading sweet potato production area in Japan.

The group of producers is also actively exporting the product especially to Hong Kong since 2003.

9. Specific rules concerning labelling and using, if any

The following mark representing “ヤマダイ” or “Yamadai” may be attached with the products.



10. Control body / control authority responsible for checking the respect of the product specifications

Control body is JA Kushima City Otsuka.

In addition, MAFF regularly monitors the condition of quality control in the process of production, through the examination of annual report submitted by JA Kushima City Otsuka.

11. Outline of the quality control plan

JA Kushima City Otsuka will check (1) producing area, (2) variety, (3)cultivation method, (4) shipment standard and final products. If a producer fails to abide by the specification, JA Kushima City Otsuka will issue a warning and request a correction of his/her production. In case the producer does not follow the warning, JA Kushima City Otsuka may stop the shipment of his/her products. In addition, JA Kushima City Otsuka will prepare an annual performance report and submit it to the Minister of Agriculture, Forestry and Fisheries.

12. Information of registered trademark(s) identical or similar to the GI (if applied by the GI holder in other Party's territory)

N/A