

Summary of Specification



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

大山ブロッコリー (transcription: Daisen Broccoli), Daisen Broccoli

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

Class 1 : Agricultural product (Broccoli)

3. Applicant – name and address

Tottori Seibu Agricultural Cooperative (JA Tottori Seibu)

1-5-16 Higashi-fukubara, Yonago City, Tottori Prefecture 683-0802, Japan

4. Date of first Protection in the country of origin

December 27, 2018

5. Description of product

Production of Daisen Broccoli started in 1969, ahead of other produces in west Japan, and the producers have continued thorough quality control since then. Because of the good taste (strong sweetness and little acrid flavor), few defect, stable supply to the market throughout the year except midsummer, the product enjoys a very high reputation particularly at the Nagoya Market. The land area planted with broccoli in Daisen Town, one of the producing areas in Saihaku County, Tottori Prefecture, is the third largest among municipalities in Japan and the largest in west Japan. Daisen has established its position as one of the leading broccoli producers in Japan since it started the production. Daisen Broccoli is widely known and its average unit price is 10% higher than that of other broccolis products at the Nagoya Market.

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:

Saihaku County (Daisen Town, Hiezu Village, Nanbu Town, and Houki Town), Hino County (Nichinan Town, Hino Town, Kofu Town), and Yonago City, Tottori Prefecture

(2) Production method:

① Cultivar

Use the variety selected by the group of producers, following test cultivation, in light of expected weather conditions and suitability for cultivation in the production areas.

② Cultivation method

[Cultivation system] *Work period may change depending on the weather conditions of the year.

- Early summer harvesting: Sow between mid-January and mid-February. Transplant between mid-March and mid-April. Harvest between early April and early July.
- Fall/winter harvesting: Sow between early July and late August. Transplant between early August and early October. Harvest between late September and late April of the following year.

[Plating rate]

- Sparse planting with about 4,000 seedlings per 10 ares (to secure good ventilation and promote photosynthesis)

[Harvest/selection]

- Complete harvesting between 10 p.m. and 9 a.m. when the temperature is low (between noon and 10 a.m., in low-temperature seasons when average temperature is 10°C or below). However, it is possible to harvest at other time of day than above if temperature of broccoli can be lowered to the level of those harvested during the above time of day with the use of refrigerating facilities.
- Cover the harvest with insulating sheets. When the weather is dry, pour water over harvested broccoli to lower its temperature.
- After checking foreign matter and contamination with disease or insect, pack broccoli brought from farm into freshness-keeping bags (modified atmosphere package, etc.) set inside the cardboard boxes while the product temperature is still low.

③ Shipment method

After vacuum pre-cooling treatment (at about 5°C for 20 minutes), ship the products with refrigerated transport at about 5°C from March to early December, or at about 2°C from mid-December to late February.

7. Link with the Geographical Area

The producing area, located at the foot of Mount Daisen, has andosol and sandy loam soil with good drainage and rich organic matter thanks to volcanic activity of Mount Daisen. Annual average temperature of about 15°C and average temperature difference between day

and night of 8°C also provide the cultivation environment suitable for broccoli production. The location spreading from coastal flatland to middle cool-climate highland (at 600-meter elevation) provides the environment for relay shipping of high-quality broccoli cultivated primarily on flatland during cool seasons and on middle cool-climate highland during hot seasons.

In addition to such geographical conditions, the producing area as a whole has made research into cultivation and control methods to produce high-quality broccoli, and has continually held seminars on cultivation to improve skills of local producers since the start of the broccoli cultivation. The group of producers has strictly ensured thorough cultivation control in line with the methods established through years of broccoli production, including providing daily farm operation guidance, holding meetings for standardization several times during each cropping season, visualizing the cultivation environment of all farm fields with mandatory record keeping of field management, and using an agricultural production process management check sheet developed by the cooperative. These efforts have resulted in the social reputation that distinguishes Daisen Broccoli from broccoli grown in other places.

8. History / confirmations of on-going production

Broccoli production in the producing area started in 1969, ahead of other producers in west Japan, for rice-crop diversion in Nakayama District in Daisen Town (former Nakayama Town). Due to aggressive efforts for developing into a broccoli-growing area, cultivation spread in the western part of Tottori Prefecture.

Sales increased from 1,057 tons in 1990 to 4,120 tons in 2015. Crop acreage in Daisen Town, the main production area of Daisen Broccoli, is 376 ha as of 2015, which is the third largest in Japan and the largest in west Japan. Additionally, with good taste, freshness, thorough quality control in the community and continued stable supply to the market, the producing area has established its position as the one of the leading broccoli producers in Japan since the start of the production.

9. Specific rules concerning labelling and using, if any

N/A

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

Control body is JA Tottori Seibu.

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

11. Outline of the quality control plan

JA Tottori Seibu will check (1) producing area, (2) variety, (3) cultivation method, (4) shipment method and final products. If a producer fails to abide by the specification, JA

Tottori Seibu will conduct issue a warning and request a correction of his/her production. In case the producer does not follow the warning, JA Tottori Seibu will prohibit the producer from using the geographical indication. In addition, JA Tottori Seibu 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