

Summary of Specification



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

種子島安納いも (transcription : Tanegashima Annou Imo) , TANEGASHIMA ANNOU SWEETPOTATO , Tanegashima Annou Imo

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

Class 1: Agricultural product (Sweet potatoes)

3. Applicant – name and address

The Annou Imo Brand Promotion Headquarters
5297-8 Noma, Nakatane Town, Kumage County, Kagoshima Prefecture

4. Date of first protection in the country of origin

March 2, 2022

5. Description of product

Tanegashima Annou Imo is a sweet potato with a rich, honey-like flavor that takes on a soft, sticky texture when heated.

This feature derives from the change in starch content and the increased content of fructose, glucose, and sucrose when stored for a certain period after harvest while also being cultivated according to the cultivation standard table prepared by the Annou Imo Brand Promotion Headquarters (hereinafter referred to as the "Promotion Headquarters"). Compared to the general fresh sweet potatoes in other production areas, the fructose and glucose level are high when heated and the starch content is low, resulting in the distinct sticky texture.

In the market research, it is highly recognized for this sticky texture and the sweetness, and the demand by the consumers is strong, and it is traded at about 20-50% higher price in comparison with the general fresh sweet potatoes.

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

(1) Production area

Nishinoomote City, Nakatane Town and Minamitane Town in Kumage Country in Kagoshima Prefecture

(2) Production method

(i) Cultivar

The variety of Annou Imo recommended by the Promotion Headquarters shall be used.

(ii) Cultivation method

Cultivate either multi-crop type, bare-land crop type, or main field type nursery crop type. However, only crops harvested within the year can be shipped as Tanegashima Annou Imo under any of these cropping types.

(iii) Storage method

Store at room temperature or refrigerated for the number of days recommended by the Promotion Headquarters.

(iv) Shipping standards

For shipment, the product will be sorted by purposes (for fresh use or for processing) based on the "Standard for Appearance" of the "Unified Standards for Quality of Annou Imo" set by the Promotion Headquarters.

7. Link with the Geographical Area

Tanegashima Island, where Tanegashima Annou Imo is produced, is located about 115km south of Kagoshima City on the sea. It has an annual average temperature of 19.6°C, annual precipitation of 2,345 mm, and annual sunshine of 1,804 hours (sunshine hours during the growing season from April to December are 1,462 hours), the coastal area is a warm subtropical climate surrounded by zones with almost no frost throughout the year. It has a suitable temperature range of 15°C to 35°C and is suitable for the cultivation and storage of sweet potatoes, which is susceptible to damage due to low temperatures during storage.

In Tanegashima Island, sugarcane and its rotation crop, sweet potatoes used as starch raw materials have been cultivated as core crops. However, with the liberalization of starch imports in 1990, there was a demand for conversion to other uses (for fresh vegetables or for processing) and other items.

Therefore, Kumage Branch of Kagoshima Prefectural Agricultural Experiment Station (Current Kumage Branch of Kagoshima Prefectural Institute for Agricultural Development), focused on the traditional sweet potato "Annou imo" cultivated in the Annou area as a new core crop at that time, and selected strains that remained strong in their characteristics.

In 1998, Kagoshima Prefecture registered two varieties, "Annou Beni" and "Annou Kogane," which retained the characteristics of native strains but had improved shape, taste, yield and other

qualities, which then had been produced only in the island until October 2013, as the Breeders right under the Plant Variety Protection and Seed Act was only available there.

Production promotion centered on producers, is promoted by the Tanegashima Imo Research Association, which was established in 1999 by relevant local organizations, the Annou Imo Shipping and Marketing Council, which was established in 2008, and its successor organization, the Promotion Headquarters, which was established in 2010 and became a general incorporated association in 2013. Under the guidance of the relevant organizations, producers have further improved soil conditions, production management and proper storage, and have continuously produced the sweet and moist texture that is characteristic of Tanegashima Annou Imo.

8. History / confirmations of on-going production

Sweet potatoes in Tanegashima have a long history, Hisamoto Tanegashima, the 19th lord of Tanegashima, received sweet potatoes from Ryukyu Kingdom (present Okinawa) in 1698, and his retainer, who was ordered to cultivate them, succeeded in growing them after trial and error. The first sweet potato cultivation in Japan at that time took root in this area.

Tanegashima Annou Imo is a sweet potato that originated in Tanegashima. According to the interview record conducted by the Kumage Branch of the Kagoshima Prefectural Agricultural Experiment Station, it was first grown in the Annou area of Nishinoomote City around 1947, after soldiers brought it back from Serdang in northern Sumatra after World War II.

With its high sugar content and good taste, its production spread throughout the island, and it was called "Annou Imo" after the name of Annou area. Until 1998, when the geographical conditions surrounded by the sea and the sweet potato weevil (*Cylas formicarius*) designated as a special pest under the Plant Protection Law were eradicated, production was limited to Tanegashima Island because it was prohibited from moving outside the island.

Since the ban on the transfer of Annou Imo outside the island was lifted, the area of cultivation, which was about 2.6ha in 1999, has been increasing year by year, reaching about 540ha in 2017, with an annual production of about 9,600 tons. The number of producers has also increased from 29 in 1999 to about 520 in 2017.

Most of Tanegashima's arable land is low-organic thin soils. From the beginning, each producer has taken measures to improve the soil by inputting organic materials and lime materials, ploughing green manure crops, deep cultivation, and turning the soil back in order to improve productivity.

Tanegashima Annou Imo has been promoted by the "Tanegashima Imo Study Group" established in 1999, which was succeeded by the "Annou Imo Shipping and Sales Council" and its successor organization, the Promotion Headquarters, to promote the branding of Tanegashima Annou Imo. Tanegashima Annou Imo is now positioned as an indispensable product in the crop rotation system as a sweet potato for fresh vegetable that has higher value than the raw material sweet potato, and has become well known nationwide as an important local specialty.

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 The Annou Imo Brand Promotion Headquarters.

In addition, MAFF regularly monitors the condition of quality control in the process of production, through the examination of annual report submitted by the Annou Imo Brand Promotion Headquarters.

11. Outline of the quality control plan

The Annou Imo Brand Promotion Headquarters will check (1) production area and (2) production method, etc.

If a producer in the group fails to abide by the specification, the Annou Imo Brand Promotion Headquarters will issue a warning and request a correction of his/her production. In case the producer does not follow the warning, the Promotion Headquarters may prohibit the relevant producers from using the name "Tanegashima Annou Imo" and the "GI Mark" for a certain period of time. In addition, the Promotion Headquarters will prepare an annual performance report and submit the report 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