

Summary of Specification



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

えらぶゆり (transcription : Erabu Yuri), ERABU LILY, Erabu Yuri

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

Class 12: Plants for Ornamental Purposes (Lily)

3. Applicant – name and address

Okino-erabu Flower Agricultural Cooperative

185-1 Wadamari, Wadamari Town, Oshima County, Kagoshima Prefecture 891-9112, Japan

Amami Agricultural Cooperative (JA Amami)

111-1 Ura, Tatsugo Town, Oshima County, Kagoshima Prefecture 894-0104, Japan

4. Date of first Protection in the country of origin

November 18, 2020

5. Description of product

Erabu Yuri (ERABU LILY) is bred from wild Easter lilies that grew in the Nansei Islands including Okino-erabujima Island, which are located at southwest of Japan.

While heavily scented voluminous lilies that develop multiple flowers on a stem are popular in Europe, in Japan, lilies with two to four pure white flowers on a stem with faint fragrance and whorled leaves are favored. ERABU LILY perfectly meets such demands.

Okino-erabujima Island is the top producer of Easter lilies in Japan. In particular, ERABU LILY, cultivated in a mild climate, account for 80% of the entire shipping of domestically produced Easter lilies during December- April season, when shipping from other producing areas decrease. It has become an essential flower for various ceremonial occasions.

Kagoshima Prefecture is the top producer of Easter lilies in terms of both volume and value in the Tokyo Metropolitan Central Wholesale Market. Unit price per flower is higher than that of other prefectures', and majority of them are produced in Okino-erabujima Island.

The area is considered a reliable producer from wholesale markets due to the dependable shipping standards and an inspection system, and the stable supply of high-quality lilies enabled by using freshness-keeping agent and vacuum precoolers. From consumers, the flower has been highly praised for its noble appearance with a faint fragrance, which make the flower perfect for ceremonial occasions. The demand for the flower is expected to continue, with increasing demand for negotiated transactions in advance and purchase by designation.

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:

Wadamari Town and China Town, Oshima County, Kagoshima Prefecture

(2) Production method:

① Cultivar

Use the varieties from among Easter lily cultivars recommended by Kagoshima Prefecture, selected by ERABU LILY Brand Promotion Association (comprising the prefecture, town and producer's group) considering attributes such as adaptability to the producing areas.

② Cultivation method

Use flower bulbs produced in Okino-erabujima Island.

The bulbs are cultivated in accordance with the cultivation standards prescribed by the ERABU LILY Brand Promotion Association based on Kagoshima Prefecture Flower Cultivation Technique guideline.

③ Shipping standard

Flowers damaged by insects and diseases, those with a weak stem, those whose buds are opening are not shipped.

7. Link with the Geographical Area

Okino-erabujima Island is an elevated coral reef island located at 546 km south southwest of Kagoshima City. Thanks to the island's year-round warm climate with the annual average temperature at 22°C and winter average temperature at 17°C, the island serves as a suitable environment for cultivation of ERABU LILY, whose suitable growth temperature is 15-25°C, even without adding heat.

Derived from the wild Easter lilies on the island, ERABU LILY is a suitable variety for cultivation in the sea surrounded environment, which is susceptible to damage caused by sea salt. While most of the lily cut flowers produced in Japan are grown from imported bulbs, ERABU LILY flowers are produced entirely in the island, from the production/selection stages

of bulbs to cutting. To prevent quality deterioration caused by temperature fluctuations during transportation, logistics system focused on freshness control was established for shipping to markets around the country. This includes introduction of large refrigerators, refrigerated containers and vacuum precoolers, based on the result of surveys and studies on temperature management. Furthermore, a port on each side of the island, namely, Port Wadamari on the Pacific side and Port Inobe on the East China Sea Side, have also contributed to stable shipping of high-quality cut flowers.

8. History / confirmations of on-going production

The cultivation of lilies on the island reportedly began in 1899, when wild lilies found in mountains and fields were transplanted to a farm field by the sea side, prompted by an advice from an Englishman who had found the wild lilies growing on the island.

In 1902, lily production and trade began in full scale. Eventually, Okino-erabujima Island became a major flower bulb producer. In 1980, an agricultural cooperative was established. In 1981, Easter lily cut flowers produced entirely in the island, from bulb production to flowers, began to be shipped as ERABU LILY. Cultivation of virus-free bulbs also started in the same year.

In 2012, ERABU LILY Brand Promotion Association was established. In 2013, the flowers were designated as a Kagoshima Brand product, and the producer's group were recognized as a certified Kagoshima Brand Group from Kagoshima Prefecture on the ground that the producing area is a stable producer and shipper of high-quality safe and secure lilies.

In 2016, Okino-erabu Airport was nicknamed Erabu Yuri no Shima Airport as part of concerted efforts to promote ERABU LILY by the island.

As of 2018, the total number of producers in both towns combined is 74, the growing area 110 ha, and the shipping volume, 2,700 thousand flowers. The area ships the flowers nationwide to meet expectations as a reliable lily producer during winter/spring season.

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 Okino-erabu Flower Agricultural Cooperative and JA Amami (hereinafter "the Cooperatives").

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

11. Outline of the quality control plan

The Cooperatives will check ①cultivar, ②cultivation method, ③shipping standard and final products. If a producer fails to abide by the specification, the Cooperatives will issue a warning and request a correction of his/her production. If the producer does not follow the warning, the Cooperatives may stop receiving the product as "ERABU LILY" from the producer. In addition, the Cooperatives 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