

Summary of Specification



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

西浦みかん寿太郎 (transcription : Nishiura Mikan Jutaro), Nishiura Mikan Jutaro

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

Class 1: Agricultural product (Mandarin Orange)

3. Applicant – name and address

Nansun Agricultural Cooperative (JA Nansun)

415-1 Aza Kamishoji, Shimokanuki, Numazu City, Shizuoka Prefecture 410-0822, Japan

4. Date of first Protection in the country of origin

November 18, 2020

5. Description of product

Nishiura Mikan Jutaro is *Jutaro Unshu* produced in San-ura District, Numazu City, Shizuoka Prefecture. It has the good eating quality generated from the perfect balance between sugar content (sweetness) and citric acid (acidity) when compared with general tangerines. The fruit has thinner fruit peel and less rind puffing and is a little smaller than *Aoshima Unshu*, which is one of the major tangerines in Japan,. It also has a stronger flavor due to higher sugar content and acidity compared to *Aoshima Unshu*.

As a result of the concerted efforts of the producing area lead by Nishiura Citrus Shipping Group of JA Nansun, the producing area is one of the largest producer of *Jutaro Unshu* in Japan. Furthermore, the area's many years of organizational efforts to ensure quality and improve cultivation technique including storage technique have contributed to the production of fruit with stable quality including taste. The fruit can be shipped in units of substantial amount, with the past 30-year annual average shipping volume posting 2,116 tons.

The fruit enjoys a high reputation from market participants as “the best producing area of *Jutaro Unshu*”, particularly for “the balance between sweetness and acidity,” “high scarcity value for being on the market in March, when other varieties are rarely shipped,” “good taste,” “small size” and “strong flavor”. Compared to *Aoshima Unshu*, distributed nationwide in the same period, the average 10-year unit price (2009-2018) is 243 yen/kg, whereas that of “Nishiura Mikan Jutaro” is 351 yen/kg, about 40% higher.

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:

San-ura District (Shizu-ura, Uchi-ura, Nishi-ura), Numazu City, Shizuoka Prefecture

(2) Production method:

① Cultivar

Use the variety of *Jutaro Unshu*.

② Cultivation method

Cultivate the variety in the producing area.

③ Shipping standard

Stored in a well-ventilated cool dark place for at least seven days after harvesting.

Those found to be overripe during the storage period can be provided to the fruit processors even before the seven-day period elapses.

7. Link with the Geographical Area

Jutaro Unshu was discovered in Nishiurakuzura, Numazu City in 1975 as a bud mutation of *Aoshima Unshu* widely grown in Shizuoka Prefecture.

Located on the Pacific side of Izu Peninsula and lying on a northern hill side with a view of Mt. Fuji across Suruga Bay, San-ura District in Numazu City, Shizuoka Prefecture, the producing area of “Nishiura Mikan Jutaro,” is blessed with a fertile volcanic ash soil. The soil is categorized as humus and wet andosols, and has excellent water and air permeability.

With the annual average temperature of 15.9°C, and 86% of the orchards formed in terraced farm fields located on the hills with an elevation up to 150 m, its airy and dry climate conditions make Numazu City a suitable place for tangerine production. The fertile land of San-ura District in Numazu City is more apt for the growth of *Jutaro Unshu*, which has a weaker vitality of tree than *Aoshima Unshu*. Combined with the cultivation technique improvement efforts, stable production of *Jutaro Unshu* has been achieved.

By keeping in a well-ventilated cool and dark storage for a certain period upon harvest for maturation, “Nishiura Mikan Jutaro” reach the optimum taste with a nice balance of sweetness and acidity. The high quality of the fruit is maintained by frequent checking of fruit condition by producers during the storage period, and by carrying out machine sorting at the shipping stage. Storage technique is based on the accumulated knowledge on cultivation of storage tangerines, rooted in the area.

8. History / confirmations of on-going production

Full-scale tangerine production in the area began in the late of the 18 century. In 1975, YAMADA Jutaro found *Jutaro Unshu*, a bud mutation of *Aoshima Unshu* in Nishiura area, Numazu City. Thereafter in 1977, Nishiura Citrus Shipping Cooperative (the current Nishiura Citrus Shipping Group) was established. In 1982, the Cooperative decided to make *Jutaro Unshu* a local specialty, and distributed one seedling to each member. From 1984 to 1986, the

Cooperative made efforts to promote wider adoption of the variety by subsidizing to its members who would purchase the *Jutaro Unshu* seedling.

In 1984, prompted by the listing of *Jutaro Unshu* in the national registry of plant varieties, cultivation technique of high-quality fruits and long-term shipping system were established. Since the fruit's first shipping in February 1985, the production has continued to this day. Even now, the area has been working to proceed with the formation of producing area by distributing to producers seedlings propagated by grafting a scion from original *Jutaro Unshu*, as well as to maintaining the cultivar by creating mother tree orchards to ensure future seedlings are secured ahead of aging of the original trees.

In 2010, Nishiura Mikan Jutaro was acknowledged as a local specialty by Numazu Chamber of Commerce and Industry.

In 2012, in recognition of the producing area's years of efforts, "Nishiura Mikan Jutaro" won Ministry of Agriculture, Forestry, and Fisheries Prize at the 61th National Competition of Japan Agricultural Contest..

JA Nansun and Nishiura Citrus Shipping Group are providing "Nishiura Mikan Jutaro" free of charge to elementary schools in Numazu City in February every year as part of food and agricultural education.

As of 2018, the number of producers is 378, and the production volume is 2,356 tons.

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 Nansun Agricultural Cooperative (JA Nansun).

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

11. Outline of the quality control plan

JA Nansun will check (1) producing area, (2) cultivar, (3) cultivation method, (4) shipping standard and final products. If a producer fails to abide by the specification, JA Nansun will issue a warning and request a correction of his/her production. If the producer does not follow the warning, JA Nansun may prohibit shipping the products as "Nishiura Mikan Jutaro" from the producer. In addition, JA Nansun 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