

Summary of Specification



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

清水森ナンバ (Transcription: Shimizumori Namba), Shimizumori Red Pepper, Shimizumori Green Pepper, Shimizumori Namba

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

Class 1 : Agricultural Product (Green pepper, Red pepper)

Class 8 : Seasonings (Green pepper, Red pepper)

3. Applicant – name and address

Zairai Tsugaru Shimizumori Namba Brand Management Research Society
61 Kamenoko-machi Hirosaki City, Aomori Prefecture, 036-8332, Japan

4. Date of first protection in the country of origin

December 23, 2020

5. Description of product

Shimizumori Namba is a type of pepper, “*Hirosaki Zairai Togarashi*” (native variety), that has been succeeded since the Edo Period (1603-1868) at around Hirosaki City, Aomori Prefecture.

Shimizumori Namba belongs to *Fushimi Togarashi* group in the category of spicy pepper

varieties. The size is relatively big and long; often marks over 20 cm, and its shape is unique with its broad and high shoulder.

The content of Capsaicinoid, the pungent ingredient, is low, and the Product's mild spiciness which contains the sweetness as well as its own characteristic taste win high evaluation among consumers because it matches quite well with other food and can be used widely as a seasoning.

In order to maintain the characteristics of Shimizumori Namba, Zairai Tsugaru Shimizumori Namba Brand Management Research Society (hereinafter "the Research Society") that consists of producers, Hirosaki University, local governments, and processors has been taking care of the whole process — from cultivation and management of the seed to giving advices on the appropriate planting and cultivation management, and even to the sales — under close collaboration. There is no general sales of the seeds, and the Research Society prohibits producers from executing the in-house seed production.

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:

Hirosaki City, Hirakawa City, Nishimeya Villege in Nakatsugaru County, Inakadate Villege and Owani Town in Minamitsugaru County, all in Aomori Prefecture

(2) Production method:

① Cultivar

"*Hirosaki Zairai Togarashi*" (native variety) is used.

② Cultivation method of the fresh Product

At the seed production field designated in the producing area, the seeds are taken only from the healthy plants which show the character/unique shape of the Product. As the same as the seed production field, cultivation field is designated in the producing area, and germination and seedling are managed there.

The Research Society takes care of the seed. In case it becomes difficult for the Research Society to maintain the family line of Shimizumori Namba due to factors including natural disaster or pest, the seed of "*Hirosaki Zairai Togarashi*" kept and managed by Genebank in The National Agriculture and Food Research Organization (NARO) can be used. As necessary, soil diagnostics and /or inspections are/is implemented.

③ Shipping standard of the fresh Product

The Product with no damage, decay, nor dirt are selected for shipping.

④ Production method of Seasonings

The fresh Product is dried and milled at the producing area, depending on the use.

7. Link with the Geographical Area

The producing area of Shimizumori Namba is situated in the southern half of the Tsugaru plain which has Mt. Iwaki in the west, a mountain mass of Mt. Tsugaru in the south, and Hirosaki Basin, alluvial fan lowland, surrounded by Ou Mountains in the east. During the harvest season, usually from July to September, the maximum temperature often reaches more than 25 °C, which is consistent with the optimum temperature for cultivation of the Product (24 - 30 °C). When the Product matures, it turns deep red.

In the Tsugaru region, the culture of eating peppers has taken root. One good example is "Issho-zuke," pickles using the same amount of peppers, Koji malt, and soy sauce. Until the mid-1970s, most of the farmers in and around Shimizumori district in Hirosaki City were cultivating "*Hirosaki Zairai Togarashi*".

In 2004, the Research Society was established through industry-government-academia collaboration. After the seeds taken from the seed field of Hirosaki University, seedlings are cultivated at a raising seedling company, then they are distributed to producers. This way of cultivation and management has been contributing to the quality maintenance of Shimizumori Namba and to establishment of the higher brand recognition.

8. History / confirmations of on-going production

It is said that "*Hirosaki Zairai Togarashi*" was first cultivated by a farmer in Hirosaki area when the first feudal lord of Hirosaki brought it back from Kyoto about 400 years ago. Most of the farmers cultivated it and hung it under the eaves of the house; the planted area marked about 10 hectares at the peak, during the mid-1950s and the mid-1960s. Whereas, the planting decreased due to the influence of imports from the latter half of the 1960s.

Since a professor of Hirosaki University gave a lecture on the nutrition and functionality of "*Hirosaki Zairai Togarashi*" in 1997, the movement to preserve traditional vegetables mainly by local producers was launched, and it was named "Shimizumori Namba". ("Shimizumori" represents the district, and "Namba" means togarashi peppers in the local dialect.) It also played an important role as a crop diversification to increase the production volume. As of 2020, there are 61 producers working at the production area which is about 69 ares, and the annual production marked approximately 18 tons.

Since 2012, experience-oriented education of Shimizumori Namba planting has been provided at local elementary, junior and senior high schools. The activities of the Research Society were selected as "The 88 agriculture-commerce-industry cooperation projects" in 2008, which was co-sponsored by the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Economy, Trade and Industry, and selected as an excellent case of the third "Discover Countryside Treasures in Japan" held by the Ministry of Agriculture, Forestry and

Fisheries in 2016. Shimizumori Namba has taken root as a 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 Zairai Tsugaru Shimizumori Namba Brand Management Research Society. In addition, the MAFF regularly monitors the condition of quality control in the process of production, through the examination of annual report submitted by the Research Society.

11. Outline of the quality control plan

Zairai Tsugaru Shimizumori Namba Brand Management Research Society will check (1) cultivar, (2) production method, (3) shipment standard, and (4) final products. If a producer in the group fails to abide by the specification, the Research Society will issue a warning and request a correction of his/her production. If a product not conforming to the specification or the rule concerning to GI mark is found, the Research Society will make a necessary correction and request a person in charge to prevent a recurrence. In case the producer does not follow the warning, the Research Society may expel the producer from the association. In addition, the Research Society 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