



About Us

Ibaraki Prefecture is known for its thriving agricultural production, and a variety of fruits are cultivated in this region, supplying high-quality and delicious fruits. Here are some key factors that contribute to Ibaraki's specialty products:

- 1. Soil and Climate Conditions:** The region boasts rich, fertile soil and a warm climate. The fertile soil is ideal for fruit cultivation, and the distinct seasons with clear temperature variations create the perfect conditions for the ripening of various fruits.
- 2. Abundant Water Sources:** Ibaraki is home to numerous rivers and lakes, ensuring an ample water supply essential for fruit cultivation.
- 3. Agricultural Technology and Research:** Ibaraki Prefecture places a strong emphasis on agricultural research and technological development. This results in the use of advanced cultivation techniques and the development of high-yield fruit varieties.
- 4. Regional History and Tradition:** Ibaraki has a long-standing history and tradition of fruit cultivation, with knowledge and techniques being passed down through generations of farmers.

These factors collectively contribute to the excellence of Ibaraki Prefecture's specialty fruit products. Whether enjoyed locally or shared as gifts, the high-quality fruits from Ibaraki are a true representation of the region's agricultural expertise and tradition. Among these products, here is a list of items that our company wishes to export to the UAE. Fruits vary based on the season for export, so we will propose a unique schedule to deliver the finest, premium fruits throughout the year.

- 1. Jan – March :** Ibarakiss (Strawberry)
- 2. May – June :** Ibaraking (Melon)
- 3. July – October :** Arls Melon (Melon)
- 4. September :** Keisui (Japanese Pear)
- 5. December :** Ibarakiss (Strawberry), Arls Melon Red (Melon)
- 6. All-year-round :** Yakimo (Roasted Sweet Potato) & Hoshi-imo (Dried Sweet Potato)

Our Strength

Our company, as an exporter officially recognized by Ibaraki Prefecture, can deliver the highest quality fruits that are hard to find in the market to the UAE with full support from the prefecture.

Product Information

1. Ibarakiss (Strawberries)



Ibarakiss is an original strawberry variety developed in Ibaraki Prefecture, officially registered in December 2012. This variety is the result of crossing "Tochiotome" (the mother), known for its firm flesh, with "Red Pearl" (sweet and large) and "Sho-hime" (mild acidity and soft texture) as the parent varieties. The development of "Ibarakiss" took eight years of extensive research and evaluation. Researchers examined over 10,000 plant samples, carefully assessing characteristics such as color, shape, and taste to select the best specimens. The most prominent feature of "Ibarakiss" is its high sugar content, balanced acidity, and rich flavor profile. It also possesses a satisfying firmness and a juicy texture. These strawberries are somewhat elongated in shape, and their skin is a glossy, deep red color.

2. Arls Melon (Melon)



Arls Melon represents the pinnacle of high-end melons. Its pale green flesh is juicy and offers a smooth, melt-in-your-mouth texture. When fully ripe, it exudes a rich aroma and becomes exquisitely sweet. The fruit is nearly spherical, and its fine, deep netting pattern adds to its exceptional appearance. With its three-dimensional net pattern, Arls Melon is truly a top-tier melon in both taste and visual appeal.

Outstanding Agricultural Products from Ibaraki, Japan



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3. Ibaraking (Melon)



Ibaraking was developed with a heartfelt desire to become the "king" of melons in Ibaraki, signified by the name. In the development process, a premium Arls-type melon with excellent taste and aroma was selected as the father melon. Over a period of more than 10 years, the researchers carefully selected the mother melon from around 40,000 individuals and conducted over 400 different combinations. The result is truly a top-class melon. It is characterized by its elegant fragrance, sweetness, smooth texture, and fine, juicy flesh. It has excellent shelf life, ensuring a long period of delightful consumption. A significant feature is its fruit's impressive size, with Ibaraking melons being more than 10% larger than standard spring melons. Additionally, we can export the melon who won the top position as "King of Ibraking" contest, specializing in high-quality melons suitable for gifting. These melons are extremely rare, so early ordering is highly recommended.

4. Hoshi-Imo(Dried Sweet Potatoes)



While this may not be a globally familiar food, dried sweet potatoes are a highly healthy snack without any added sugar. Ibaraki Prefecture's dried sweet potatoes are popular as souvenirs and gifts. Their deliciousness and quality contribute to the local economy as a regional product, and they have also gained popularity in other areas. You might imagine dried sweet potatoes as being tough and dry, but the dried sweet potatoes recommended by our company are made from the "beniharuka" variety from Ibaraki, which is bright yellow and a high-sugar content popular variety.

They are soft, making them well-liked by a wide range of people, from small children to adults.

How to Enjoy Dried Sweet Potatoes:

1. They are delicious on their own, of course.
2. Roast or deep fry them, spread some butter, and season with salt or cinnamon.
3. Serve with ice cream.
4. Drizzle with chocolate.
5. Incorporate them into scone dough.
6. Ideal for weaning food and snacks for young children. Dried sweet potatoes, made by removing the moisture from sweet potatoes, condense their nutritional value. They are rich in vitamins like B1, C, E, and minerals like potassium, calcium, and iron, making them a nutritious choice for children in small quantities.

5. Keisui (Pear)



Keisui is an original pear variety from Ibaraki Prefecture, known for its low acidity and deep sweetness, with a fragrant and refreshing taste. The harvest season for Keisui pears typically falls in early to late September. As autumn progresses, the flavor becomes richer, reaching its peak. Compared to other varieties around the same time, Keisui pears are larger, providing a satisfying eating experience with a crisp and refreshing texture. Due to its limited production, Keisui is a highly sought-after variety that can be challenging to obtain. The "Legendary Keisui" variant brings out the best of Keisui characteristics—large size, exceptional sweetness, and a crisp texture. These pears weigh approximately 1 kilogram per fruit, with a sugar content of over 14 degrees. Only about one in 10,000 pears meets the criteria for this extraordinary Keisui variant. The development of Keisui was the result of 17 years of effort, with researchers and technicians from the Ibaraki Prefectural Agricultural Center collaborating and crossbreeding the "Shinsetsu" and "Chikusui" varieties from roughly 4,300 individual plants. Keisui has since been cultivated in partnership with producers to consistently yield high-quality fruit and was officially registered as a variety in fiscal year 2011.

6. Yakiimo(Roasted Sweet Potatoes)



Healthy, incredibly sweet, and free of added sugar, roasted sweet potatoes are like a natural confectionery. Ibaraki Prefecture is famous for its roasted sweet potatoes (yakiimo) in Japan, and these sweetpotatoes have exceptional characteristics:

1. Local Varieties: Ibaraki Prefecture is known for cultivating local varieties of sweet potatoes, which have rich flavors and a unique taste. Ibaraki-grown sweet potatoes possess distinct characteristics that make them delicious when roasted, setting them apart from sweet potatoes in other regions.

2. Regional Tradition: Ibaraki Prefecture has preserved traditional methods and techniques for roasting sweet potatoes. This tradition contributes to the rich flavor and the delightful, slightly crunchy texture of roasted sweet potatoes.

3. Sweetness: Ibaraki's roasted sweet potatoes have their own unique sweetness, setting them apart from sweet potatoes in other regions. The sweetness of roasted sweet potatoes is beloved by many, especially during the autumn season.

4. Local Farmers: Local farmers in Ibaraki Prefecture produce high-quality sweet potatoes, some of which are roasted and made available to consumers. Collaborating with local farmers ensures you can enjoy fresh and delicious roasted sweet potatoes.