



Arida Mikan Region Important Agricultural Heritage Systems Promotion Association

Arida City Tel: 0737-22-3635 	Yuasa Town Tel: 0737-63-2525 	Hirogawa Town Tel: 0737-23-7764 	Aridagawa Town Tel: 0737-22-4504 
Japan Agricultural Cooperative Arida Tel: 0737-53-2323 	Arida Tourism Association Tel: 0737-22-3624 	Yuasa Tourism Organization Tel: 0737-22-3133 	Aridagawa Town Tourism Association Tel: 0737-22-4506 
The Kishu-Arida Chamber of Commerce and Industry Inc. Tel: 0737-83-4777 	Yuasa Town Society of Commerce & Industry Tel: 0737-63-3535 	Hirokawa Town Society of Commerce & Industry Tel: 0737-63-5611 	Aridagawa town society of commerce and industry Tel: 0737-52-5701 
Agriculture, Forestry and Fishery Department, Wakayama Pref Tel: 073-441-2943 	Arida Promotion Bureau, Wakayama Pref Tel: 0737-64-1273 	Brand Arida Fruit-Producing Region Council Tel: 0737-53-2323 JA Arida Cooperative Sorting Council Tel: 073-488-5581 Hirogawa Town Tourism Association Tel: 0737-23-7764 Arida Region Agriculture Association Tel: 0737-64-1273 Arida Region Life Research Group Liaison Council Tel: 0737-64-1273 Arida Region 4HC Liaison Council Tel: 0737-64-1273	

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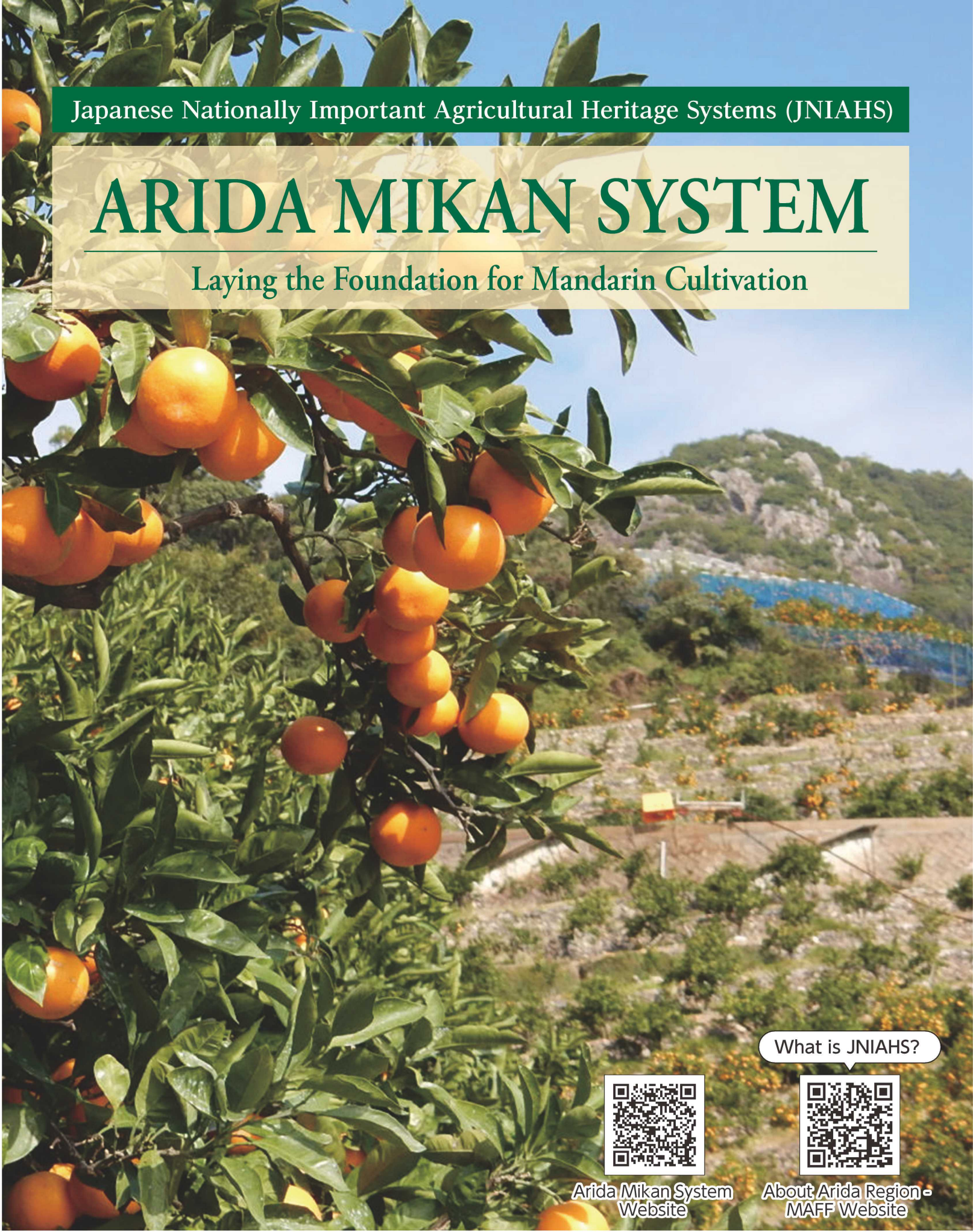
(Secretariat) Brand Arida Fruit-Producing Region Council

47-1 Tenma, Aridagawa-cho, Arida-gun, Wakayama Prefecture 643-0032 Tel: 0737-53-2323

Japanese Nationally Important Agricultural Heritage Systems (JNIAHS)

ARIDA MIKAN SYSTEM

Laying the Foundation for Mandarin Cultivation



Arida Mikan System Website



What is JNIAHS?

About Arida Region - MAFF Website

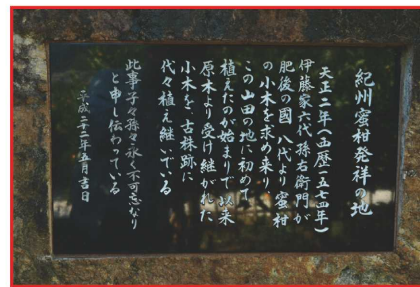
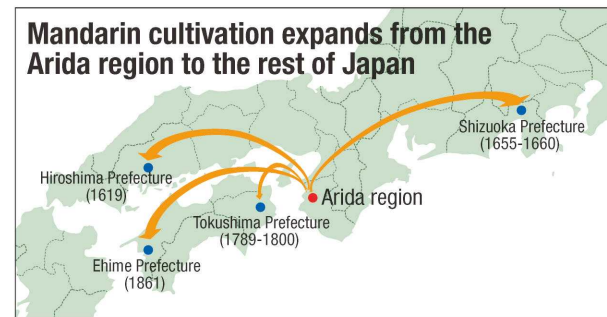
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Industrialization of Mandarin Cultivation



Leading Japan's Mandarin Industry

The Arida region was the first in Japan to develop mandarin cultivation, the country's most produced fruit, into a viable livelihood. This tradition has continued for over 400 years. Native mandarins have been cultivated since the 1300s. During the 1500s, small mandarins were introduced from Kumamoto Prefecture. Through repeated selection of superior strains, the Kishu Komikan (Kishu small mandarin) was developed, which became widely known as "Kishu Mikan" during the 1800s.



Monument inscription



Descendants of the original small mandarin tree brought back by Ito Magouemon

Discovery and Cultivation of Diverse Varieties



Enhancing Regional Self-Reliance

As the mandarin cultivation area expanded, highly observant farmers in the Arida region discovered a number of superior varieties and strains through their daily agricultural work, increasing the diversity of varieties and strains in the region. While many mandarin-producing areas purchase seedlings from specialized suppliers outside their region, in the Arida region, some mandarin farmers produce high-quality seedlings with soil attached as a side business to meet the needs of other farmers.

Earthy nursery plant of mandarin with and without soil attached

Earthy nursery plant of mandarin with soil attached (Produced Arida region)

Soilless nursery plant of mandarin (Produced outside the region)



Earthy nursery plant with soil attached grow well after planting.



Taguchi-wase



Kyuuki



Uemi



Kinokuni

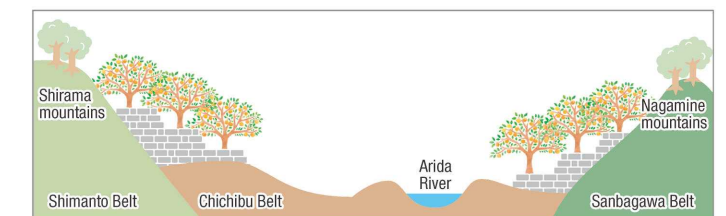
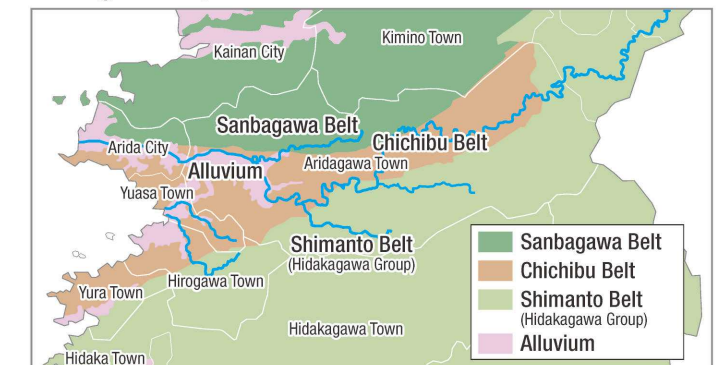
Cultivation Adapted to Topography and Geology



Establishing Arida Mikan Production Across the Entire Region

The Arida region is divided geologically into three zones: Sanbagawa, Chichibu, and Shimanto belts. Topographically, it ranges from coastal to inland areas, sloped to flat lands, and from the north to south banks of the Arida River. By selecting varieties and cultivation methods suited to these diverse topographical and geological combinations, the region has produced high-quality, profitable mandarins, establishing the Arida Mikan brand across the entire production area.

Geological Map



Geological maps and land use of the Arida region

Maintaining Competitive Edge in Sales

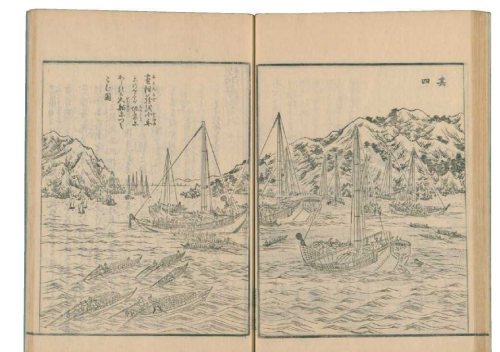


Evolving Distribution Systems from the 1800s

The Arida region, under the protection policy of the Kishu domain, established Japan's first cooperative mandarin shipping organization called "Mikan-gata." Since then, it has continuously evolved its structure to adapt to changing times. Currently, the



Sorting and packing in the 1800s
Source: Famous views of the Kishu Domain (Kiinokuni meisho zue) (1812)



Loading on Tokyo
Source: Famous views of the Kishu Domain (Kiinokuni meisho zue) (1812)

Arida region maintains its competitive edge in sales not only through the nationally common JA Shipping system but also through the coexistence of diverse shipping organizations led by producers and community groups.

Joint selection and sales Association	<ul style="list-style-type: none"> Large lot shipment is possible. It has the organizational power to secure a price advantage in the market. Local brands can be established and high unit prices can be sold.
Joint shipping Association	<ul style="list-style-type: none"> Joint transportation reduces costs. Establish a personal brand and sell at a high price.
Individual Shipment	<ul style="list-style-type: none"> Establish a personal brand and sell at a high price.
Cargo collector	<ul style="list-style-type: none"> The collection and shipment company will do the work after harvest, which will support the continuation of old farmers.



AQ Sorting Facility sorting each fruit individually (JA Arida)