

The Commercial Production of Japanese Persimmon 'Fuyu' (*Diospyros kaki* 'Fuyu')

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A HISTORY OF THE PRODUCTION OF FUYU-GAKI.

The First Stage (-1963). During this stage a cold-store was established, and a start was made on a specialized 3-ha orchard of kaki (*Diospyros kaki*).

The Second Stage (1964-1971). During this stage, part-time workers were employed and in order to provide a longer period of employment for the staff, the production farm was doubled in size (6 ha). Production and management staff took over the day to day running of the farms whilst production was increased through our technical direction.

The Third Stage (1972-1980). This period saw the establishment of a sales strategy for kaki and a new cultivation system. The Marukin-Seika Co. was founded in 1978 (initial capital: 10 million yen). By means of strict quality control and reliable supply our brand became established in the market.

The Fourth Stage (1981-1990). This stage saw the expansion of storage facilities with five new cold-stores (total 825 m²) added and expanding sales. Two lines of automatic packing machines were installed bringing savings in labour and costs. Direct sales to home consumers were started (15,000 families in 1995) and exports to North America and south-eastern Asia were increased.

The Fifth Stage (1991- future). Trials started of container culture of 800 8-year-old plants. Sales of frozen kaki began, wrapped in special sheets for off-season sales, from April. A joint venture has been set up with Taiwan for the production of kaki. In 1995 tourism on kaki orchards began.

IN FUTURE

By concentrating on the production of kaki, it is my aim to distribute high quality Fuyugaki all year round in Japan, supplemented by imports from abroad.