



Varieties of Ehime Citrus fruits

 seedless  easy to peel with hands  eat the whole fruit with inner thin skin



Ehime Mikan



Harehime



Dekopon



Iyokan



Ponkan



Setoka



Haruka



Kiyomi



Kara



Kawachi-Bankan



Beni-Madonna



Kanpei



Ehime Mikan
Ehime
Mandarin orange



The King of Citrus!

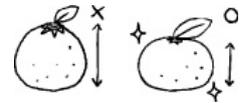
When Japanese hear the word "Mandarin orange (mikan)", "Ehime" springs to their minds. Ehime is known as the Citrus Kingdom, and "Ehime Mikan" is one of the best citrus fruits of Ehime. Raised by full of sunlight and the sea wind, "Ehime Mikan" has a fabulous taste with well-balanced sweetness and tartness. Everyone loves this cultivar.

Best Season	Early July to late September - hothouse mandarins Early November to late January
Characteristics	Sweetness
	Acidity
	Juice
Size	

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

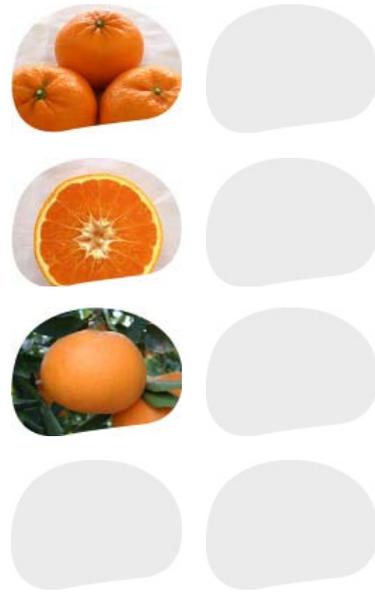
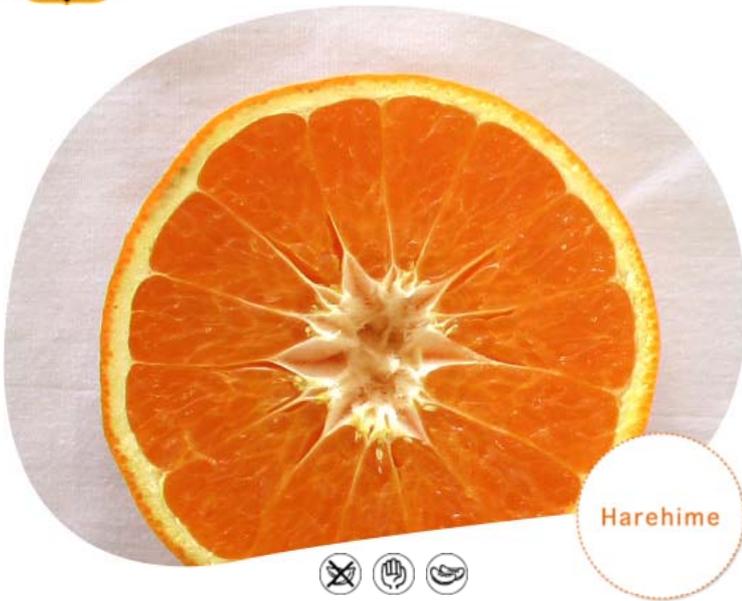
Easy to peel, Eat the whole fruit

The reason of its high popularity is its easiness to eat. As easy to peel by hand (so-called zipper skin) and seedless, you could eat a whole segment even with inner skin. There is a good way to differentiate a delicious Mikan from others. Choose "Ehime Mikan" with more flattened head, smaller stem and deeper color.



Note

"Ehime Mikan" was widely cultivated around 1900, and its cultivation has been operated up to date. During this time, our predecessors have developed the technology of growing better mandarins. As result, Ehime boasts the top-class quality and high production of mandarins in Japan.



Princess of Mandarin X Orange

Harehime is a new variety of citrus originated from Mandarin and Orange. It is easy to peel as a mandarin and has a fresh pleasing taste like an orange. Its pulp is soft and juicy. You can enjoy its new sweetness different from a mandarin.

Best Season	Late November to mid January
Characteristics	Sweetness
	Acidity
	Juice
Size	

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

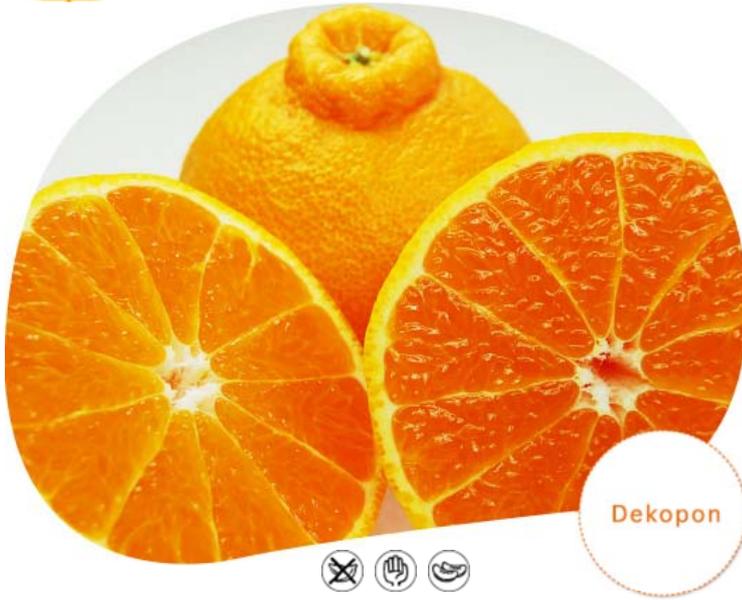
Peel by hand, eat the whole fruit

The Skin of Harehime is a bit thick comparing with a mandarin, but it is soft and easily peeled by hand. It is almost seedless and favorable for everyone.



Note

Harehime is created as a palatable type of citrus. Ehime is the top producer of Harehime in Japan. Harehime which passes the standard of eating quality is sold as a brand given the name of "Harehime of Seto" (Princess Sunshine of Seto) "Hime" means princess in Japanese.



The star with cute protruding bump on the top!

Dekopon is popular citrus with rich sweetness and favorable sourness. Its sweetness is one of the top among citrus fruits.

Best Season	Late November to late April
Characteristics	Sweetness
	Acidity
	Juice
Size	1 2 3 4 5

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

Easy to peel, eat the whole fruit!

It has craggy-skin but easy to peel by hand and almost seedless. You can eat the whole fruit with inner skin. It is a filling citrus with heavy volume of fruit.

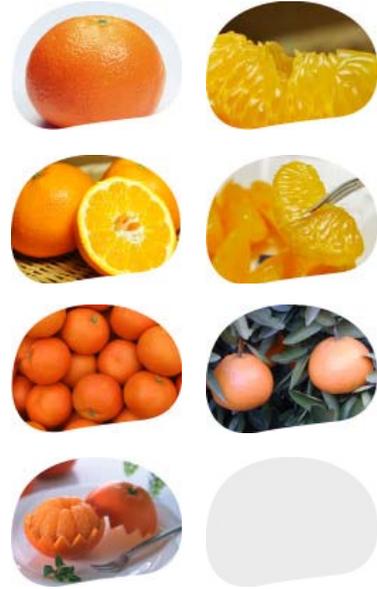


Note

Protruding bump on the top serves as an identity of Dekopon. ("Dekopon" is most likely a portmanteau between the word deko (凸, ; meaning convex) as a reference to its bump, and the pon. However there is Dekopon without its bump because of difference in temperature between night and day at the time of blooming. Regardless of with or without its bump, their taste is almost same.

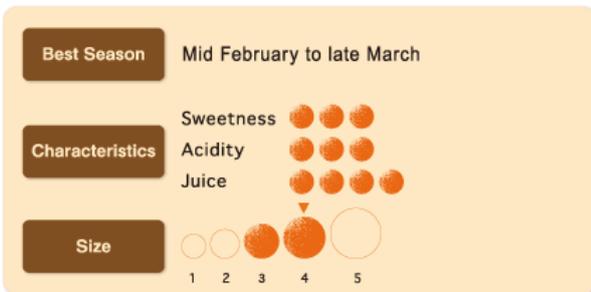


Iyokan



The Captain of Vitamins among citrus!

Iyokan is hallmark of Citrus of Ehime as Ehime Mandarin (Ehime Mikan). After peeling its shiny red skin, the sweet and sour fragrance wafts out. Iyokan is a very juicy citrus with a lot of vitamins, different from those varieties putting a heavy value on sweetness.



*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

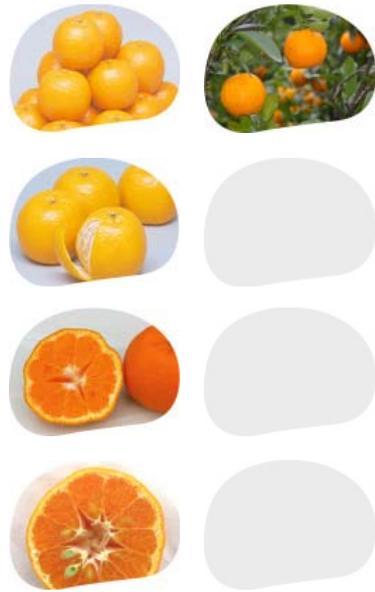
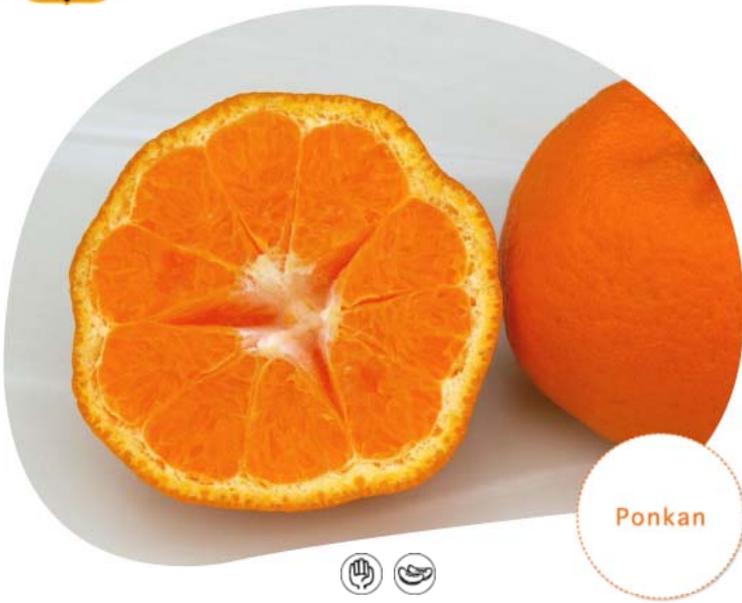
Its big pulp is very juicy!

The skin can be peeled by hand, but you may make a cut with knife and eat the fruit without inner skin. Making fresh iyokan juice is also recommended since its fruits have full of juice!



Note

Ehime prefecture was used to be called "Iyo-koku"(Iyo-country). Iyokan is named after that. The production of Iyokan in Ehime covers 90% of that in Japan.



Small sized convenient Citrus!

Ponkan has a unique sweet smell with rich taste. Its size is handy and you could eat easily like a mikan(mandarin). Around January when the production of mikan comes to end, people enjoy ponkan instead of mikan. Children loves ponkan since it's less sour and rich in sweetness.



*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

Easy to peel eat as a snack

Skin is not smooth and thicker than mikan, but easily peeled by hand. You can enjoy the whole fruit. It is very tasty but sometimes has seeds inside.



Note

Ehime is the largest producer of ponkan in Japan.



Citrus of thick sweetness like Otro of Sushi

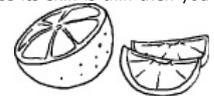
Setoka is high-grade citrus drawing a lot of attentions. The fruit is very soft and filled with a rich sweet aftertaste.

Best Season	Mid February to late March
Characteristics	Sweetness
	Acidity
	Juice
Size	1 2 3 4 5

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

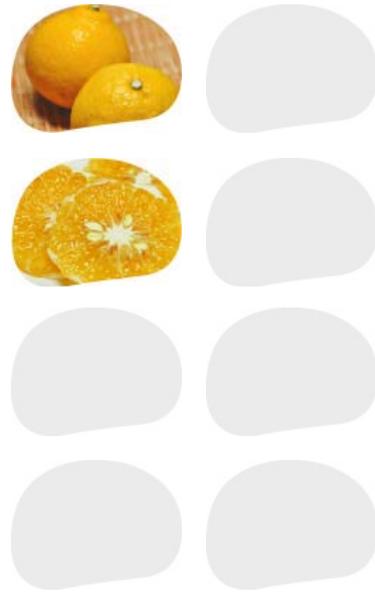
Easy to peel by hand and enjoy the whole fruit!

It is easy to peel by hand and almost seedless. You can eat the whole fruit with inner skin. You may feel difficult to peel since its skin is thin then you may cut into pieces like an orange.



Note

Setoka is a new-born breed crossed by three types of citrus. It is a high quality breed taking all good features from each parent citrus. Production of Setoka in Ehime covers about 80 % of that in Japan.



Resembles lemon in color, but tastes sweet!

"Haruka" is citrus yellow like a lemon, but when you taste it, you will be surprised. It is not sour, but sweet actually. And its sweetness is light and gentle, with tangy aftertaste.

Cut into pieces and enjoy!

"Haruka" needs to be cut and its thick skin to be removed. But the white part between the skin and the flesh is also sweet, so try the fruit with a bit of white part around!



Best Season	Mid February to late March
Characteristics	Sweetness
	Acidity
	Juice
Size	1 2 3 4 5

Note

"Haruka" is an accidental result of mutation of a citrus named "Hyuhganatsu". Ehime prefecture leads Japan in the production of "Haruka" in Japan.

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm



Fully ripe fruit melts in your mouth!

"Kiyomi" will be in season from March. Its soft pulp makes you feel if it is almost melting. Very juicy and fresh. Farmers wait and let it fully ripe on the tree until spring comes, which will make the fruit very sweet and smells beautifully.

Cut into small pieces or eat the whole segment

You can enjoy the fruit by peeling the skin by hand, but sometimes it is difficult to do so since it is very soft. You can also cut it into pieces by a knife.



Best Season	Late March to late May
Characteristics	Sweetness
	Acidity
	Juice
Size	

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

Note

With its outstanding quality, "Kiyomi" is a parent of many other new varieties such as "Dekopon", "Harehime", "Setoka". Ehime prefecture leads Japan in the production of "Kiyomi" in Japan.



Kara
(Kara Mandarin)



Spring gift with a rich taste

"Kara(Kara Mandarin)" ripe in spring, its easiness to eat is comparable to Mikan. It looks similar to Mikan, but the superior taste will make you surprised. It is very sweet with a bit of sourness which grows in the winter. Its richness in flavor is very rare in this season of spring.



*Reference from JA Standard
 1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
 3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
 5...more than 10.2cm less than 11.6cm

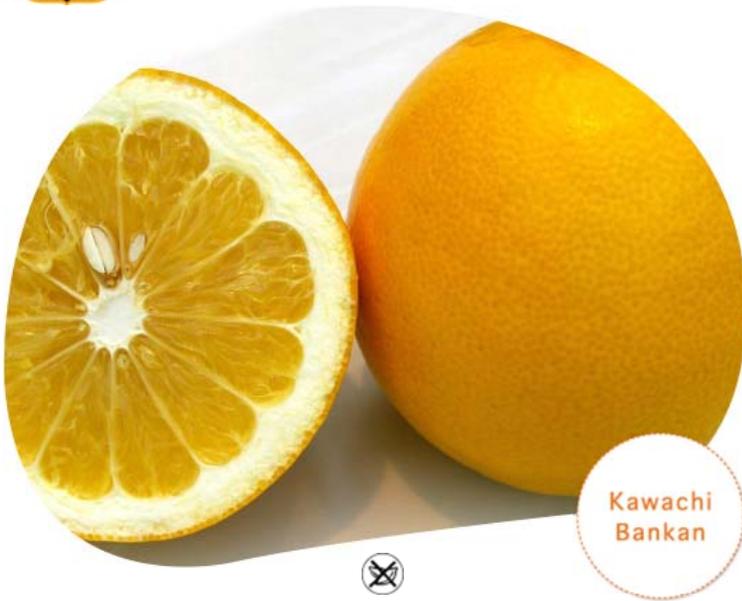
Easy to eat, just like Mikan(mandarin)

The skin is a bit thick, but easy to peel by hand. It has some seed, but you can enjoy the whole segment. Its inner skin is a bit thinner than Mikan.



Note

Production of "Kara(Kara Mandarin)" is still very limited and so it is very rare. Ehime prefecture leads Japan in the production of "Kara(Kara Mandarin)" in Japan.



Major citrus of early summer. "Japanese grapefruit"!

"Kawachi Bankan" is a variety of "Buntan". Large yellow fruit looks very similar to grapefruit, but has less bitterness and has very nice smell like "Buntan". Juicy and soft, sweetness is mild with refreshing aftertaste.

Best Season	Mid April to mid June
Characteristics	Sweetness
	Acidity
	Juice
Size	

*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

Easy to eat, like a Grapefruit

You can eat the fruit like a grapefruit. The skin can be peeled by hand, but you may want to use a knife. Remove the inner skin and enjoy the fruit. You can cut it into half like grapefruit and enjoy with a spoon too.



Note

"Kawachi Bankan" prefers warm climate since it survives the winter on the tree. Therefore the production is limited and most of it is in Ehime prefecture.



Check it out! New breed originally from Ehime!

Original citrus from Ehime, New taste, melts in your mouth like a jelly!
"Beni Madonna" is produced only in Ehime prefecture. You can say it is Ehime original fruit. As its name ("Beni" means red), "Beni Madonna" is a red fruit of grace and beauty. Its flesh is very soft and melts in your mouth like a jelly. It will pleasure your throat with its smoothness. These feature is introduced newly to the market, and it is popular as a gift. It is a high class citrus with its season in December.



*Reference from JA Standard
 1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
 3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
 5...more than 10.2cm less than 11.6cm

Cut in a vertical direction and enjoy!

The skin is soft and can be peeled by hand, but since the inner skin is very soft, it is sometimes difficult to do so. You can use knife to cut the fruit in a vertical direction into pieces. Also cutting one end of inner skin make it easier to eat.



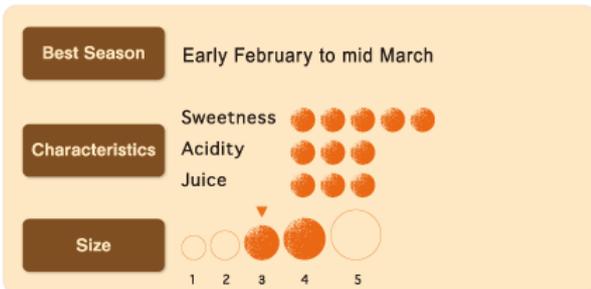
Note

Invention of "Beni Madonna" is fully supported by Ehime prefecture and it was newly born in 2005. It is high class citrus which is only produced in Ehime and attracts lot of attention. "Beni Madonna", which means "Madonna in red" is named after its appearance in bright red.



Check it out! New breed originally from Ehime!

Introduced by Ehime, its taste beyond your imagination!
"Kanpei" is produced only in Ehime prefecture. You can say it is Ehime original fruit. Crisp feeling is very new compared to other citrus. Rich and noble sweetness is beyond your imagination and will be favored by everyone. Peel the fruit and your room will be full of fresh scent.



*Reference from JA Standard
1...more than 5.0cm less than 6.1cm 2...more than 6.1cm less than 7.3cm
3...more than 7.3cm less than 8.8cm 4...more than 8.8cm less than 10.2cm
5...more than 10.2cm less than 11.6cm

Peel by hand, eat the whole fruit

The skin is very soft and easy to peel. Inner skin is thinner than Mikan and it has no seeds, please enjoy the whole fruit. Heavy and filling taste.



Note

Invention of "Kanpei" is fully supported by Ehime prefecture and it was newly born in 2007. It is high class citrus which is only produced in Ehime and attracts lot of attention. Its name has a meaning of "sweet and flat", which reflects its taste and shape.



Why are citrus fruits of Ehime so tasty?

Gift from Seto Inland Sea

Ehime faces Seto Inland Sea which is compared to Mediterranean Sea of East so that its climate is mild with relatively fair weather throughout a year. This climate makes rich environment for cultivating citrus. Most of citrus fruits in Ehime are nurtured in steep slope land close to the sea. These area have well-drained soil with full of mineral-rich nutrients gifted by wind of Seto Inland sea. This kind of environment makes citrus of Ehime so delicious and loved by everyone.



Three types of sunshine

There are three types of sunshine in Ehime. One is the sunshine pouring down from the sky. The second is the sunshine reflected from the surface of the sea. The third is the sunshine casted from the surface of steep slope land. These three kinds of sunshine nurture citrus fruits of Ehime. And that is why citrus fruits of Ehime are so full of good taste.





Stay healthy with Citrus fruits of Ehime

Two Mikans(mandarins) a day makes you healthy and beautiful.

Mikan is good for health and beauty. Especially it contains a lot of Vitamin C. Two Mikans are good enough for a day's Vitamin C for an adult.



Major nutrients of Mikan

Mikan is full of vitamins and rich in fiber.

Major nutrients	Effect
beta-carotene	improvement of immunity
beta-cryptoxanthin	prevention of diabetes, rheumatism, cancer,improvement in hepatic function,prevention of hyperglycemia, metabolic syndrome,osteoporosis
B-complex vitamins	relieving fatigue etc.
Vitamin C	prevention of cold. Whitening skin etc.
potassium	prevention of high-blood pressure

Why Citrus fruits of Ehime are good for health and beauty

Vitamin C richly contained in Mikan is known for the effects of preventing cold and whitening skin. Hesperidin contained by both skin or inner skin and white fiber part of Mikan is good for arteriosclerosis and high blood pressure. Moreover, the researchers recently found that beta-cryptoxanthin contained in pigments of Mikan is effective for preventing oncogenic action. It is also expected to have effect for anti-aging.



The production of Citrus fruits of Ehime

Ehime=Citrus fruits!

In Japan, people associate citrus fruits with Ehime. Ehime is best known as "the Citrus Kingdom".
The production of citrus fruits in Ehime is about 250,000 tons, and it is by far the largest in Japan.



Ehime image enhancement character Mikyan

Original brands from Ehime Coming Up!

Cultivation of citrus fruits in Ehime has more than 100 years of history. During that time, Ehime has studied the technologies for making delicious citrus fruits as the top producer of citrus fruits in Japan.

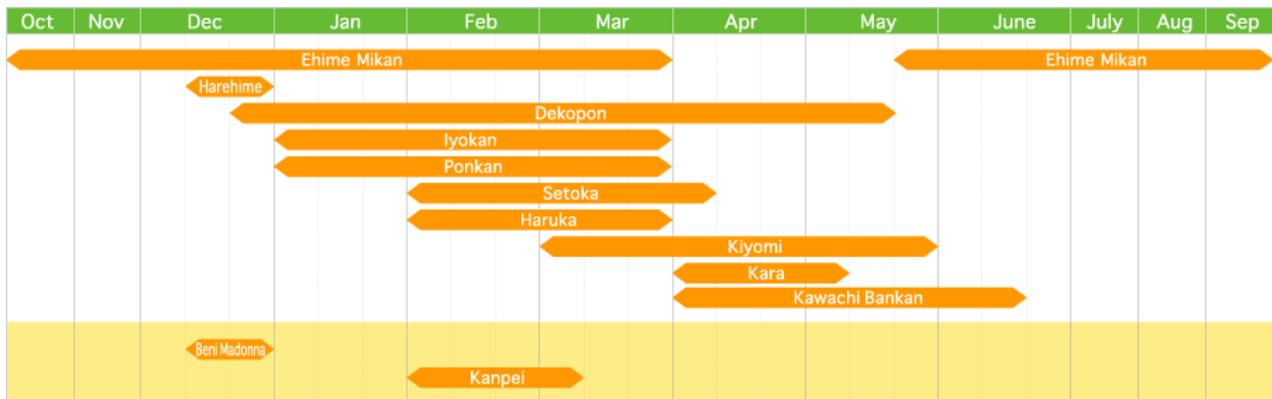
In 2007, Ehime established "Research Institute for citrus fruits" as Japan's first institution to be central for researching the technologies and improvement of citrus fruits. Ehime has aggressively challenged creating new breeds and successes to make a lot of original brands of citrus fruits such as "Beni Madonna", and "Kanpei". Citrus fruits of Ehime keep evolving.

Delicious Citrus fruits available at any time of the year

A lot of varieties of citrus fruits have been cultivated in Ehime and you can enjoy varieties of citrus fruits throughout a year.

Calendar of Ehime Citrus Fruits with "Love"

(The first character in the name of Ehime means "love", which is "Ai" in Japanese. Hence "Ai" become brand name of Ehime products standing for its high quality and safety, all products of Ehime are nurtured with love!)





What is "Ehime" like?

"Mt. Ishizuchi", the highest mountain in western Japan and 200 islands

Ehime prefecture is located in "Shikoku", South West of Japan. In its North is Seto Inland Sea, and South is Mt.Ishizuchi(1,982 m, 6501 ft at the top), the highest mountain in Western Japan. Seto Inland Sea has about 200 islands both small and big. Ehime is blessed with beautiful nature, which gives countless gifts from both sea and mountains.



size		population	
total area	rank	population about	rank
5,678km ²	25th	about 1.43 million	26th

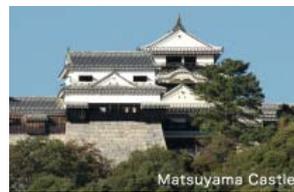
The oldest hot spring in Japan and cultural and historical places

Along with its natural beauty, there are a lot of historical and scenic sites in Ehime prefecture. The capital city, Matsuyama, attracts a lot of tourists from home and abroad, abundant with places of historic and scenic interest such as Matsuyama Castle and Dogo Hot Spring, the oldest hot spring in Japan.

Dogo Hot Spring, especially, is famous that Hayao Miyazaki, the prominent film director in Japan, used its building as a model of the main building in his movie "Spirited Away". Also Michelin's guidebooks give three stars to Dogo Hot Spring.

Eastern area of Ehime encompasses Besshi Copper Mine, noted as Machu Picchu of East, and "Shimanami Kaido" (Nishiseo Expressway) which links beautiful islands of the Seto Inland Sea with nine individual bridges. Many tourist visit there for sightseeing or a drive.

"Shimanami Kaido"(Nishiseo Expressway) is particularly popular among cycling lovers. Its bridges uncommonly consist of a pedestrian walkway which enables them to enjoy beautiful scenes with sea breeze while cycling. Western area of Ehime has many historical places such as Uchiko and Ohzu. You can feel and enjoy traditional Japanese culture and history.



Matsuyama Castle



Mt. Ishizuchi



Uchiko



Dogo Hot Spring