

A big factory in a small village !

A new processing plant for specialty citrus JABARA is scheduled to be completed in the fall of 2023 in Kitayama Village, Wakayama Prefecture.

～The construction of the new processing plant, which will be the first since 1988, is progressing steadily.～

JABARISE KITAYAMA Co., Ltd. (Headquarters: Higashimuro-gun, Wakayama Prefecture; Representative Director: Teruyuki Ikegami) is a small mountain village with a population of about 400 people, Kitayama Village, Wakayama Prefecture. In Kitayama Village, Wakayama Prefecture, we are pleased to inform you that a new processing plant for specialty citrus JABARA is scheduled to be completed in the fall of 2023, and that the second hay fever monitor survey will be held.

■JABARA's new processing plant is scheduled to be completed in the fall of 2023.

Kitayama Village has been operating the JABARA Processing Plant, which was built in 1988, for many years.

Completion is scheduled for fall 2023.

○Main benefits of the completion of the new processing plant

• Increased production

Improvements in production volume are expected through the establishment of facilities with good production efficiency.

• Further improvement of quality level

For the safety and security of our customers, we will achieve better quality improvement.

• In-house production of cans and PET bottles newly realized

By making it possible to manufacture to standards that could not be achieved at the current processing plant, we can expect cost cuts and more flexible product development.

• The establishment of a free production line will enable the production of products other than JABARA.

By making it possible to manufacture products using products other than JABARA, it is

expected that efforts will be made to spread the goodness of the local region to the whole country.

- Secure employment

Since it will be possible to increase the operating rate of the processing plant, it is expected to secure employment in the village.



A state in the middle of construction of a new JABARA processing plant

■ We are looking for 1,000 people for the second JABARA pollinosis monitor survey.

～The recruitment ratio of the first round was about 4.3 times～

○ Purpose of the monitor survey

The purpose of this survey is to have people all over the country know more about the JABARA of Kitayama Village by regularly surveying the effectiveness of JABARA for hay fever and collecting and providing highly credible data through repeated surveys.

In Kitayama Village, the survey has been conducted irregularly since the first survey was conducted in 2001, and this survey will be the eighth survey in three consecutive years.

○ Points of this survey

For the 2021 survey, we have created a response questionnaire in collaboration with TOKYO KASEI University.

This survey will continue to be used in 2021 and 2022, and we expect that it will be a survey that can produce even more accurate results.

○Where to expect

In the 2021 survey, 82.6% of those who felt that there was some kind of effect, even a little, came out, and the 2022 survey showed that 85.5%.

We hope that more concrete results will be obtained in recent years from the high-precision monitor surveys that followed last year and the year before.



JABARA peel powder

We are also looking for 1,000 people in the second round.

In the first round, 4,346 people applied for 1,000 people, which was about 4.3 times the recruitment ratio.

We look forward to receiving many more applications.

○Kitayama Village's 2023 JABARA pollinosis monitor second recruitment details

Implementing body

: Kitayama Village, Wakayama Prefecture (Contractor: JABARISE KITAYAMA Co., Ltd.)

Recruitment period

: February 21, 2023 (Tuesday) to March 20, 2023 (Monday)

Recruitment number

: 1,000 people

Monitor sample

: JABARA peel powder 15g

Target audience

: Those who have hay fever and can answer the questionnaire on the web after the monitoring period.

Application method

: WEB application limited

RecruitmentpageURL : <https://kitayamamura.net/jabara/monitor2023/>

※Only one application per person.

※If the capacity is exceeded, it will be a lottery.

※We do not accept applications by phone.

Monitor method

: You will take about 1g of JABARA peel powder every day for about 15 days, and you will be asked to answer a questionnaire about its effectiveness against hay fever.

Contact information :

TEL : 0735-29-2222

MAIL : web_order@jabarise.co.jp

【Reference information (1)】 About "JABARA of Kitayama Village" that has been protected without letting it out of the village.

JABARA is said to be a natural hybrid of yuzu and kumquat, and has grown naturally in Kitayama Village since ancient times. It is a sour citrus like yuzu and kabosu and is harvested from November to December every year. JABARA are said to ward off evil spirits, and in Kitayama Village they are considered auspicious citrus fruits, and have long been indispensable in New Year's cuisine.

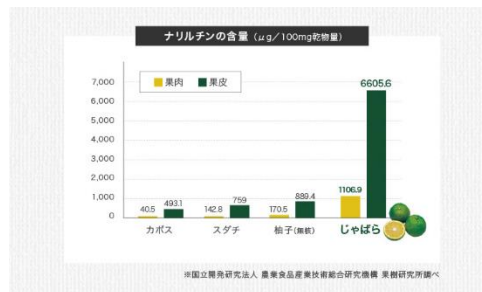
It is said that there were many JABARA trees in the village in the early Showa period. However, due to its strong acidity, it is not cultivated very often, and just before Kitayama Village started its apple business, there was only one JABARA tree left in the village, and its survival was in doubt.

However, from that one tree, it was carefully nurtured as a savior for revitalizing the village, and now about 5,000 trees are cultivated in the farm of about 8 hectares in the village, and about 100 tons are harvested every year. Fruit juice, drinks, ponzu sauce, jam, etc. are produced at the village-run JABARA processing plant, and are sold online as well as at department stores in major urban areas. The village has a population of about 400 people and employs nearly 30 people at peak production and shipping times, making it the largest industry in the village.

【Reference information (2)】 JABARA and hay fever

Compared to other citrus fruits, JABARA contains a large amount of a flavonoid called "narirutin", and this ingredient is attracting attention as it is expected to be effective in relieving hay fever.

In 2008, the Gifu University School of Medicine presented an academic conference on the improvement of QOL, and in 2021, clinical research was conducted by Tokyo Kasei University, Tokyo Medical and Dental University, and practitioners, and a paper was published.



Graph of narirutin content

【Reference information (3)】 The only "enclave" village in Japan

Kitayama Village is located in the central part of the Kii Peninsula, surrounded by Mie Prefecture and Nara Prefecture. Although it is in Wakayama Prefecture, it is the only enclave village in Japan that does not adjoin any municipality in Wakayama Prefecture. It is a small village with a population of about 400, rich in nature with 97% of its area covered by forests and the Kitayama River flowing leisurely.

While many hilly and mountainous areas in Japan are facing problems such as depopulation, declining birthrate and aging population, employment, and lack of successors in agriculture and forestry, Kitayama Village has an independent spirit and conviction that "I will protect and nurture my own area." We have established a direction to work on regional development.

The raft rafting, which is also a traditional culture, has been handed down to the present day, and the only specialty product in Japan, JABARA, has become established as a brand of Kitayama Village, and its name recognition is increasing. These efforts for regional revitalization have been highly evaluated.