

## 1 Article: An Auction 1st: ¥40,000 Yen for a Single Cherry!

Directions: Read the following article aloud.

Japanese fruit is famous for its quality, and this one is big, red, shiny and heart-shaped and delicious. Would you buy one of these cherries?

Cherry brand Juno Heart had its first auction of the season at the central wholesale market in Hachinohe, Aomori Prefecture, on June 25. Known for its big, sweet heart-shaped fruit, the top brand of “Aomori Heartbeat” fetched a record ¥600,000 JPY (\$4,440 USD) for a box of 15 cherries.

People wowed and [applauded](#) when the bidding reached the top price of ¥600,000 JPY for one box. So how much does each cherry cost? A single cherry from the box is worth ¥40,000 JPY (\$295 USD), outpacing the previous record price reached in 2021. Who would pay that price? Nagatsuka Seika, a wholesale fruit and vegetable distributor in Chiba City, won the bid for the third [consecutive](#) year.

Juno Heart was originally developed by Aomori Prefecture, and the name was chosen partly from the Roman goddess of marriage, Juno, and partly from the fruit’s pretty heart shape.

“The good quality comes from the temperature difference caused by the yamase,” the cold Pacific wind that blows in the summer in the Northeast region where they are grown, said Hideki Todome. He should know. He is the director [in charge of](#) cherries at the Japan Agricultural Cooperative Hachinohe in the town of Nambu.

“I want people [all over](#) the country to enjoy it,” he added, smiling.

Source: An Auction 1st: ¥40,000 Yen for a Single Cherry!  
[JAPAN Forward](#)

## 2 Key phrases and vocabulary

Directions: First repeat after your tutor and then read aloud by yourself.

1. **applaud** 拍手を送る、拍手喝さいする、(拍手や掛け声などで)称賛する  
称賛・承認・同意などの意を(拍手などで)示す
  - The audience **applauded** at the end of his performance.
2. **consecutive** 連続した、継続的な、立て続けの
  - Shohei Otani hit home runs in three **consecutive** games.
3. **in charge of** ～ ～を担当している、～を任されている、～の責任者である
  - I'm **in charge of** several projects now, so I'm pretty busy.
4. **all over** ～ ～中の、いたる所に、全体にわたって、一面に
  - Widespread rashes **all over** the body can be a sign of an allergic reaction.

## 3 Questions

Directions: Read the questions aloud and answer them.

1. How much is one piece of cherry from the box that was sold for the top price?
2. What factor affects the quality of Juno Heart taste?
3. What and how much was the most expensive fruit you have ever bought?
4. On what occasion would you buy expensive high quality food?

## 4

## 日本語関連記事：サクランボー粒4万円！どよめきの初競り

ハート形の甘く大きな果実が特徴のサクランボ「ジュノハート」の初競りが25日、青森県八戸市の市中央卸売市場で行われ、上級ブランド「青森ハートビート」15粒入り1箱に60万円の過去最高値が付いた。

昨年の最高値を超えると、会場ではどよめきが起こり、一粒4万円にもなる60万円の値が決まると、「すごい」という声と大きな拍手に包まれた。3年連続で長塚青果（千葉市）が落れた。

ジュノハートは青森県が独自に開発。JA八戸さくらんぼ専門部長の留目秀樹さん（59）＝南部町＝は「やませによる寒暖差の影響から、良い品質になっている。全国の人に楽しんでほしい」と笑顔を見せた。