



Lixian Yam

蠡县麻山药

Lixian, the county within the jurisdiction of Baoding City of Hebei Province, is well-known for abundant Chinese yam. Throughout its history, the Zhulong River flooded and burst many times, therefore forming the fluvo-aquic soil. The soil, with loose texture at the top and solid part underneath, makes temperature significantly change in different soil layers, which is perfect for the Chinese yam to grow.

Compared to other Chinese yams, Lixian Yam tastes more gentle and refreshing with a slight numb feeling. Also, Lixian Yam has long fibrous roots, dark surface with thin skin and crisp snow-white pulp. It can also be made into medicine while many use it as food.

Since the implementation of geographical indication products protection, Lixian Yam has contributed a lot to the development of related industries. The annual per capita income of farmers in Lixian has increased by around 1000 yuan. Through the EU-SINO pilot project of mutual recognition and protection of "10+10" geographical indication products, Lixian Yam has been officially registered by the European Union. It is reported that the annual export value of Lixian Yam is more than 6 million yuan, nearly 30 percent increasing compared to the data before implementation of geographical indications protection.

(Courtesy of the IP Protection Department of CNIPA)

蠡县隶属河北省保定市，是远近闻名的“山药之乡”。历史上，蠡县潴龙河多次泛滥决口，冲淤形成了潮土。该土壤上虚下实，土层温差大，适宜麻山药的种植。

与其他山药口感相比，蠡县麻山药食之温润爽口且具有淡淡的麻感，根须细密且长，表面颜色发暗，皮薄质脆肉白，黏液浓稠，药食兼用。

实施地理标志产品保护以来，蠡县麻山药带动相关产业的发展，全县农民年人均增收千元左右。通过中欧“10+10”地理标志互认互保试点项目，蠡县麻山药获得欧盟正式保护注册。据介绍，蠡县麻山药每年出口额600多万元，比实施地理标志保护前增加近30%。

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