



(Narrator) "Tokachi Shinmura Farm is located in Kamishihoro, Hokkaido, the annual turnover: 230 million yen, number of employees: 14

It produces high-quality milk and self-developed dairy products and sells them directly to consumers. Its unique business policy comes from the passion and frontier spirit of CEO, Hirotaka Shinmura.



(Mr. Shinmura) I was seeking a business that could be my ultimate vocation. Finally, I found it in holistic agriculture, starting from scratch, such as soil making, to a goal, delivering end products to customers. It was the beginning of our business.



(Narrator) As a first step to realize his concept, Shinmura decided not to keep cattle in barns, which is a popular method in Japan, but to pasture them. He believed that grazing was the best for cattle's health because pasture land would resemble the original living sphere of cows.



(Mr. Shinmura) I let cattle move around freely. But if the environment is not ready, they will not go a long way to graze. Their incentive is tasty foods, nice grasses. The highest priority lies in providing good environment for cattle.

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(Narrator) He started pasturing from making living soil. He analyzed soil and controlled mineral balance by designing manure. Consequently, the ecosystem of soil was restored. Soil became fertile and fluffy because microbes could decompose organic matters in soil smoothly.



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(Mr. Shinmura) The grass had become nutritionally balanced and optimized for cattle. It made the cattle healthier. Then, a calf born from healthy cattle inherits immunity from their parents. Immunity carried over for several generations makes cattle almost disease free.



(Mr. Shinmura) Fresh milk from healthy cows will be also good for customers' health. Providing fresh and healthy products is our mission, we believe.



(Narrator) Shinmura adds value to milk itself and bonds food and agriculture. A lot of tourists visit Shinmura’s shop and restaurant for healthy milk and its products.

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(Mr. Shinmura) Farmers would not see ‘what kind of products their milk had changed into’ or ‘who had consumed them’ in the ordinary system. We did not use such existing system but developed a brand-new system including factory-direct retail store. It has given us tangible results: customers’ delighted faces on tasting our milk and products. I get feedback on the quality of milk directly from them. If the ingredients are good, the products shall be good. It is apparent even after processing.

(Mr. Shinmura) Through providing such good agricultural products, we are very happy with increasing supporters of us. It is essential for long lasting Shinmura’s business.

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(Narrator) CEO Shinmura prioritizes adding environmental quality over scaling up. He also raises swine in rangeland, which is very rare in Japan. The product is called ‘Yamamori nobuta

(pork from mountainous forests)', processed into bacon or salami and provided directly to customers. This pork is expected to add a new value to Shinmura Farm.

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(Mr. Shinmura) Pigs could enhance ecosystem diversity and might be even attractive for tourists because there are no pigs in zoos. We are enjoying adding value from various angle beyond scaling up of agriculture itself.

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(Narrator) Shinmura's effort to create environmental value will unlock the future of agriculture.