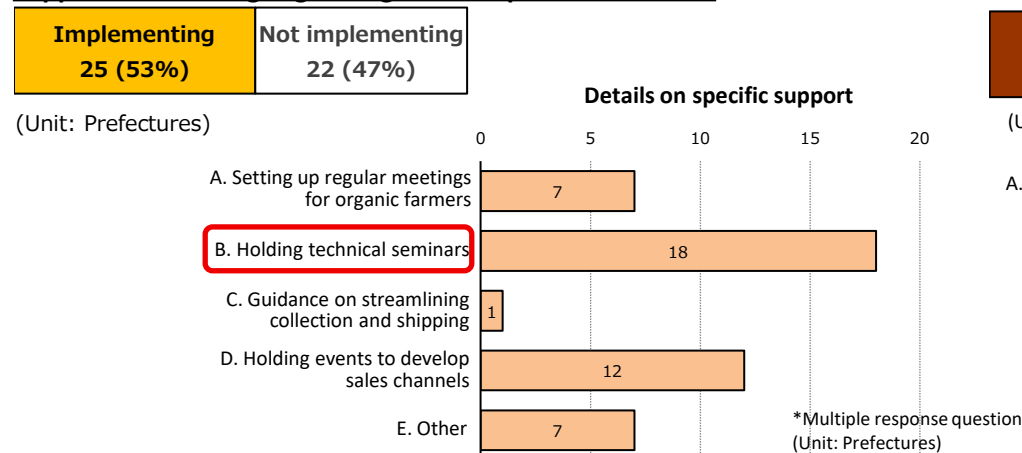


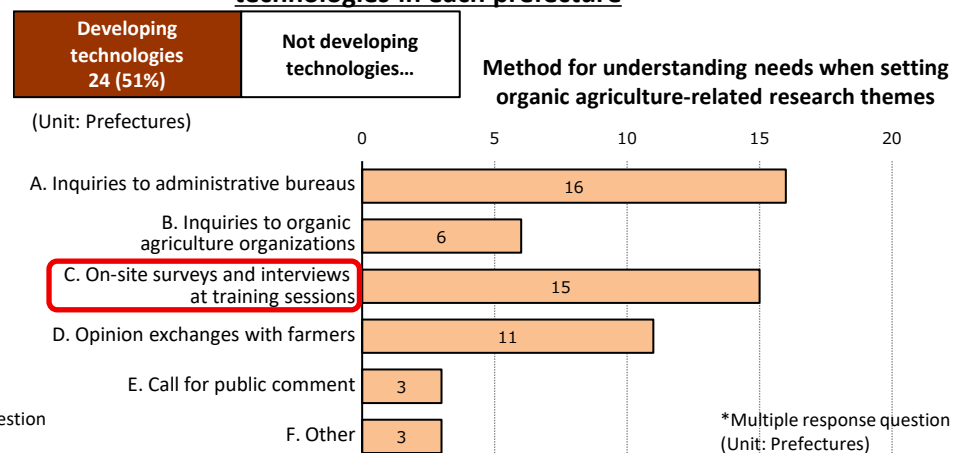
Initiatives in Prefectures (1)

- By 2018, all prefectures have formulated "Plans for Measures concerning the Promotion of Organic Agriculture (Promotion Plans)," as stipulated in Article 7 of the Act on Promotion of Organic Agriculture.
- 27 prefectures have established consultation points at their prefectural offices for individuals looking to start organic agriculture, and 42 prefectures have set up consultation points at their prefectural branch offices.
- 25 prefectures are providing support for creating organic agriculture production areas, with the most common initiative being "holding technical seminars," followed by "holding events to develop sales channels."
- 24 prefectures are developing technologies that can be used in organic agriculture. Additionally, when setting research themes, 15 prefectures are conducting on-site surveys and holding interviews at training sessions.

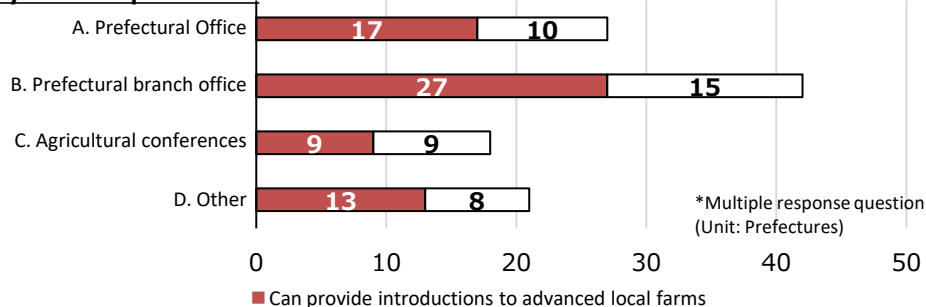
Support for creating organic agriculture production areas



Development of organic agriculture-related technologies in each prefecture



Organic agriculture employment consultation availability in each prefecture



Source: Sustainable Agriculture and Environment Adaption Division "Survey on Promoting Organic Agriculture in FY2022 (for Prefectures)"

Initiatives in Prefectures (2)

- 24 prefectures have implemented initiatives to match organic farmers with consumers and actual users. Business meetings, visits to production areas, and opinion exchange meets have been held, with the participants including organic farmers, JA, consumers, processors, distributors, ready-made meals companies, restaurants, local governments, and other industry stakeholders.
- 30 prefectures are implementing measures to increase consumer understanding and interest, with the most commonly cited initiative being the use of the Internet to send and receive information.

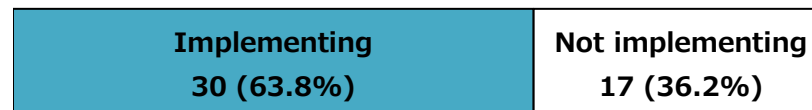
Exchange events between organic farmers and consumers, and matching with actual users



(Unit: Prefectures)

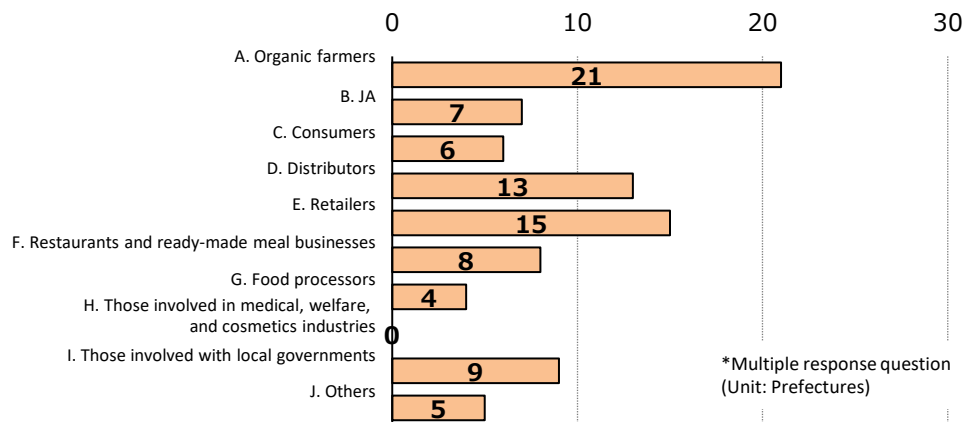
Matching initiatives are being implemented in more than half of prefectures

Initiatives to increase consumer understanding and interest

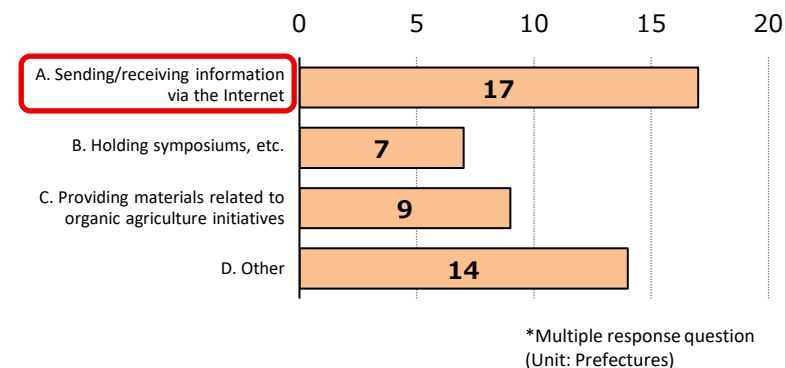


(Unit: Prefectures)

<Participating industry stakeholders>



<Specific initiatives>

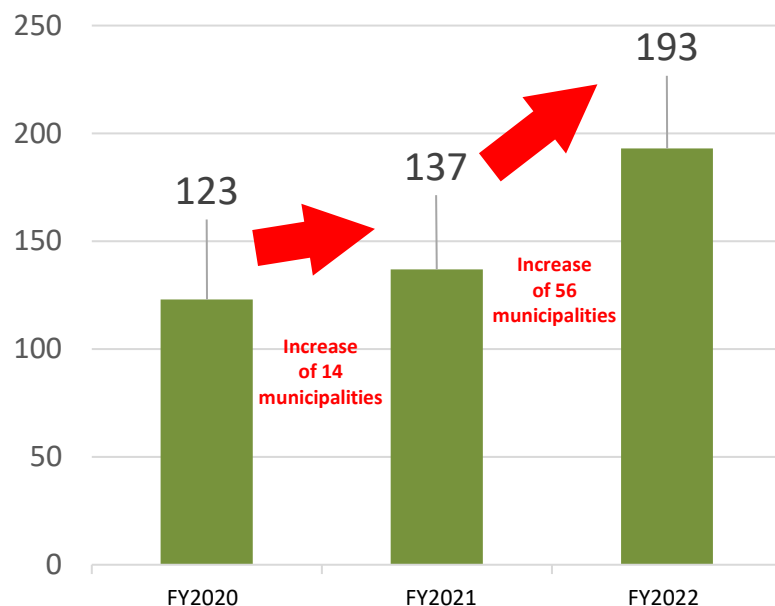


Source: Sustainable Agriculture and Environment Adaption Division "Survey on Promoting Organic Agriculture in FY2022 (for Prefectures)"

Municipalities Working to Use Organic Farm Products in School Lunches

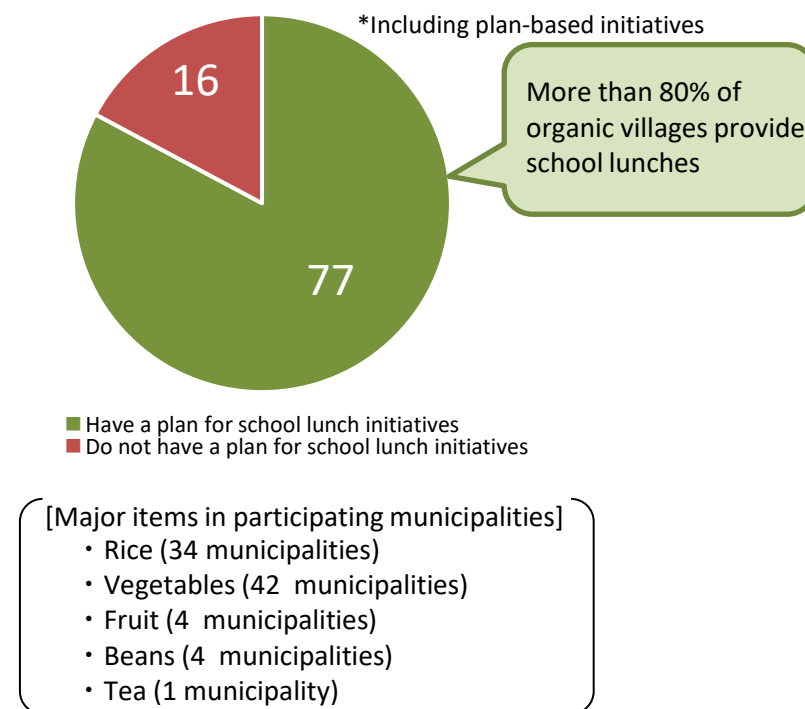
- As of the end of FY2022, 193 municipalities were using organic food in school lunches, an increase of 56 municipalities since the end of FY2021.
- Of the 93 municipalities that have begun organic village initiatives since FY2022, 77 municipalities (more than 80%) have implemented initiatives for school lunches, and efforts to utilize organic farm products are expanding across Japan.

Number of municipalities using organic food in school lunches (FY2020-2022)



Source: Sustainable Agriculture and Environment Adaption Division, "Survey on Promoting Organic Farming in FY2020, FY2021, and FY2022 (for Municipalities)"

School lunch initiatives in municipalities implementing organic village initiatives (FY2023)



Tabulate Interview results* with 58 of the 93 municipalities that are already using organic foods in school lunches.

Case Studies of Introducing Organic Farm Products into School Lunches (1)

Kisarazu City, Chiba Pref.

- Began the "Organic rice project for school lunches" in FY2019, which provides school lunches with organic koshihikari rice grown in Kisarazu City
- Is aiming to expand the proportion of organic rice used in school lunches, with the goal of using only organic rice for school lunch by FY2026 (the cost difference with conventional agricultural products will be covered via general financial resources)

[Proportion of organic rice provided]

2019: 2% (3 days/year) ⇒ 2022: 53% (71 days/year)



Registered a trademark under the name "Kisarazu School Lunch Rice"



Example of school lunch that uses organic farm products

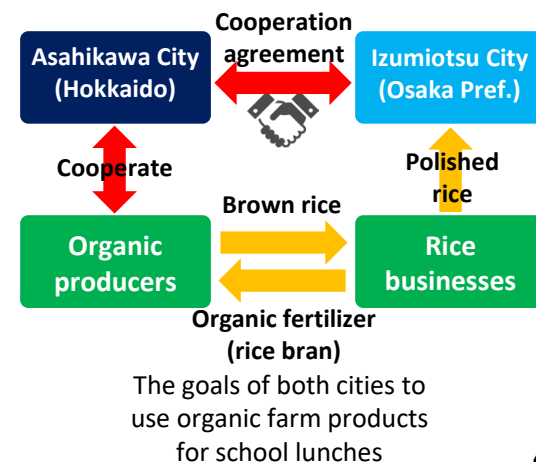
Izumiotu City, Osaka Pref. × Asahikawa City, Hokkaido

- Starting in FY2022, Izumiotu City implemented an initiative to provide school lunches with organic ingredients from other regions, under the name "Tokimeki School Lunches"
- In August 2023, Izumiotu City and Asahikawa City concluded a partnership agreement regarding the supply of organic farm products.* In FY2023, Izumiotu City purchased approx. 20 tons of Organic JAS "Yumepirika" rice from Asahikawa City and will provide it in school lunches from July 2024.

* In March 2023, Izumiotu City formulated the "Vision for the Stably Ensuring Safe and Secure Food." Based on the idea of "coexistence and symbiosis" between producing and consuming areas, the city has been working to build a unique food supply chain that resolves mutual issues.



School lunch using organic farm products



Case Studies of Introducing Organic Farm Products into School Lunches (2)

Matsukawa Town, Nagano Pref.

- Since 2020, the "Organic School Lunch Delivery Squad" had been providing organic agricultural product for school lunches, and this has expanded even further with the organic village.
- In addition to organic rice, organic potatoes, carrots, onions, and leeks, etc. produced in the town are used in the school lunches. In FY2022, organic farm products were used approx. three times a week. (The cost difference is covered by subsidies. Free school lunches from October 2023.)

[Amount of organic farm products provided]

2020: 1.8 tons ⇒ 2022: 6.4 tons

(In FY2022, organic rice accounted for approx. 20% of the total supply, while potatoes, carrots, and other major vegetables accounted for approx. 30%)



The Organic School Lunch Delivery Squad



Example of school lunch that uses organic farm products

Yamato Town, Kumamoto Pref.

- This initiative began in 2004 and uses organic rice, potatoes, carrots, onions, and taro, as well as organic Japanese mustard spinach and spinach. (The difference in cost is covered by the town for organic rice, and for organic vegetables the cost is adjusted within the school lunch fees)
- Producers visit the school and have exchange activities with the children, eat school lunches together, and hold study sessions on organic agriculture for the school lunch cooks.

[Amount of organic rice provided]

2024: 7.1 tons

(For 6 out of 9 elementary and junior high schools, all 100% of the provided rice is organic)

*Organic vegetables are also procured by each school



Exchange activity between producers and school children



Example of school lunch that uses organic farm products

(Ref. 1) Municipalities with a High Ratio of Organic Agriculture Land Area to Cultivated Land Area

*In the "Survey on Promoting Organic Agriculture in FY2021 (for Municipalities)" that was conducted in FY2022, out of the 753 municipalities that responded that they had a certain degree of knowledge of the land area used for organic agriculture, the following table lists only those municipalities that responded "Yes" as to whether such information could be disclosed.

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
1	Umaji Village (Kochi Pref.)	52	81%
2	Nishikawa Town (Yamagata Pref.)	75	15%
3	Shibata Town (Miyagi Pref.)	123	13%
4	Kosaka Town (Akita Pref.)	90	11%
5	Gotsu City (Shimane Pref.)	63	10%
6	Ohkura Village (Yamagata Pref.)	121	9.8%
7	Samani Town (Hokkaido)	92	8.9%
8	Ono City (Fukui Pref.)	367	8.7%
9	Kitanakagusuku Village (Okinawa Pref.)	5	8.7%
10	Aya Town (Miyazaki Pref.)	59	8.6%
11	Kawanehon Town (Shizuoka Pref.)	44	8.5%
12	Yunomae Town (Kumamoto Pref.)	46	8.1%
13	Owase City (Mie Pref.)	5	7.6%
14	Odawara City (Kanagawa Pref.)	113	6.5%
15	Kawamoto Town (Shimane Pref.)	21	6.1%

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
16	Yoshika Town (Shimane Pref.)	44	5.2%
17	Nishihara Town (Okinawa Pref.)	6	5.1%
18	Okoppe Town (Hokkaido)	314	5.0%
19	Oguni Town (Yamagata Pref.)	51	5.0%
20	Aka Village (Fukuoka Pref.)	19	4.9%
21	Takinoue Town (Hokkaido)	166	4.6%
22	Gokase Town (Miyazaki Pref.)	28	4.0%
23	Kozaki Town (Chiba Pref.)	29	3.9%
24	Toyooka City (Hyogo Pref.)	191	3.9%
25	Kirishima City (Kagoshima Pref.)	216	3.8%
26	Yusui Town (Kagoshima Pref.)	67	3.8%
27	Nakadomari Town (Aomori Pref.)	140	3.8%
28	Masaki Town (Ehime Pref.)	31	3.6%
29	Akaigawa Village (Hokkaido)	29	3.6%
30	Sue Town (Fukuoka Pref.)	5	3.6%

(Ref. 2) Municipalities with a Large Organic Agriculture Land Area

*In the "Survey on Promoting Organic Agriculture in FY2021 (for Municipalities)" that was conducted in FY2022, out of the 753 municipalities that responded that they had a certain degree of knowledge of the land area used for organic agriculture, the following table lists only those municipalities that responded "Yes" as to whether such information could be disclosed.

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
1	Shibecha Town (Hokkaido)	418	1.4%
2	Ono City (Fukui Pref.)	367	8.7%
3	Okoppe Town (Hokkaido)	314	5.0%
4	Hamanaka Town (Hokkaido)	294	2.0%
5	Kushiro City (Hokkaido)	223	2.1%
6	Kirishima City (Kagoshima Pref.)	216	3.8%
7	Setana Town (Hokkaido)	204	3.5%
8	Kitami City (Hokkaido)	203	0.9%
9	Toyooka City (Hyogo Pref.)	191	3.9%
10	Esashi Town (Hokkaido)	174	1.6%
11	Takinoue Town (Hokkaido)	166	4.6%
12	Kikuchi City (Kumamoto Pref.)	166	2.8%
12	Tamba City (Hyogo Pref.)	163	3.0%
14	Biei Town (Hokkaido)	158	1.3%
15	Nakashibetsu Town (Hokkaido)	152	0.6%

	Municipality	Organic agriculture land area (ha)	Percentage of cultivated land area
16	Shibushi City (Kagoshima Pref.)	141	2.2%
17	Nakadomari Town (Aomori Pref.)	140	3.8%
18	Fukui City (Fukui Pref.)	134	1.7%
19	Shibata Town (Miyagi Pref.)	123	13.1%
20	Yamato Town (Kumamoto Pref.)	122	2.5%
21	Ohkura Village (Yamagata Pref.)	121	9.8%
22	Odawara City (Kanagawa Pref.)	113	6.5%
23	Ichinoseki City (Iwate Pref.)	111	0.6%
24	Echizen City (Fukui Pref.)	110	3.0%
25	Kamifurano Town (Hokkaido)	105	1.6%
26	Tamba-Sasayama City (Hyogo Pref.)	94	2.2%
27	Hokuto City (Yamanashi Pref.)	93	1.8%
28	Samani Town (Hokkaido)	92	8.9%
29	Kosaka Town (Akita Pref.)	90	10.7%
30	Tsuruoka City (Yamagata Pref.)	90	0.5%

Examples of Educational Institutions for Organic Agriculture

Tsuruoka Municipal Shonai Ecological Agri Design School (SEADS) (Tsuruoka City, Yamagata Pref.) 2020~

Through lectures and practical training, students can learn about organic farming and other sustainable agricultural techniques, as well as matters necessary for management, such as establishment of a farm management plan and developing sales channels.



NPO Private Rice Research Institute (Kaminokawa Town, Tochigi Pref.) 1997~

Students can learn about techniques for organic rice cultivation, which allows for efficient production at low cost.

Gunma Prefectural Agriculture and Forestry College (Gunma Pref.) 2024~

Offers organic agriculture courses at agricultural preparatory schools and an organic agriculture major in a one-year course for working adults, along with practical training in organic agriculture.



Saitama Prefectural Agricultural College (Saitama Pref.) 2015~

In the organic agriculture major, students can learn about making compost and about cultivation techniques, which are the foundations of organic agriculture, via practical training.



Terakoya Farm School (Online and Hiratsuka City, Kanagawa Pref.) 2018~

Students learn about organic agriculture in a systemic way through video lectures, Q&A sessions and field experiences courses on soil, plant physiology, pests, diseases, and more.



Nature Farming Academy (Izunokuni City, Shizuoka Pref.) 1990~

People aspiring to become farmers or agricultural technology extension workers can learn about natural farming methods for vegetables and rice.



Toyama Organic Agriculture Academy (Toyama Pref.) 2023~

For farmers who are new to organic agriculture, the academy offers lectures and practical training on cultivation techniques from organic agriculture pioneers in the prefecture.



International Nature Farming Research Center (Matsumoto City, Nagano Pref.) 1985~

Provides courses and technical guidance on organic cultivation (rice farming, vegetable farming, home gardening, and self-seeding, etc.)



Shimane Prefectural College for Agriculture and Forestry (Shimane Pref.) 2012~

In the organic agriculture major, students can learn the basic techniques of organic agriculture, from raising rice and vegetables to harvesting.



Tokushima Organic Agriculture Support Center (NPO) (Komatsushima City, Tokushima Pref.) 2009~

Through lectures and practice, students can learn the basics of soil preparation and cultivation based on BLOF theory.



Agri Garden School & Academy (Fukuoka Pref.; online) 2014~

Based on BLOF theory, students learn agricultural skills to increase yields and functionality by practicing soil analysis and fertilization design.



ORGANIC SMILE Organic School (Yamato Town, Kumamoto Pref.) 2022~

Students learn BLOF theory and agricultural management in a practical setting for two days each month, with the aim of having them become work-ready organic farmers.



Aya Organic School (Aya Town, Miyazaki Pref.) 2023~

In addition to learning organic agriculture techniques from farmers and government officials, participants can also learn organic agriculture know-how such as branding strategies and marketing techniques.



Agri Innovation College (Kanto/Kansai; online) 2014~

With a focus on working adults, participants can learn agricultural techniques based on the principles of organic agriculture, the knowledge necessary to start farming, and agricultural management knowledge.



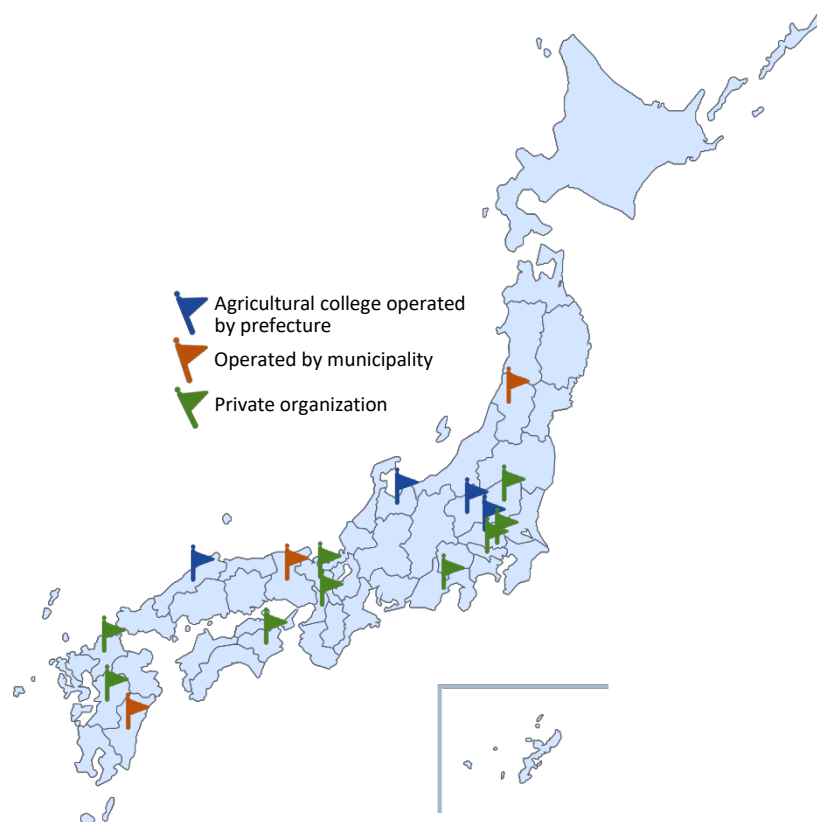
Kameoka Organic School (Kameoka City, Kyoto Pref.) 2024~

Students learn the knowledge that supports cultivation techniques, have training at farms and experience in practice fields, and learn new methods utilizing data.



Tamba Municipal Minori School (Tamba City, Hyogo Pref.) 2019~

Uses a practical curriculum in which students learn organic farming techniques in the fields and management in classrooms, after which they ship and sell products themselves.



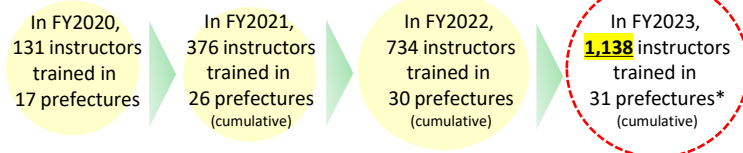
- ▶ Agricultural college operated by prefecture
- ▶ Operated by municipality
- ▶ Private organization

Organic Agriculture Instructor Training in Japan

- Since FY2020, via grants MAFF has been supporting the training of organic agriculture instructors, who provide on-site guidance and advice on organic farming techniques, in order to improve the instruction system for farmers engaged in organic agriculture in each prefecture.
- By FY2023, a total of 1,138 instructors had been trained in 36 prefectures.
- Experienced organic farmers and extension advisors work to provide technical guidance on organic agriculture that is suited to each region.

Training organic agriculture instructors

Prefectural governments support **training expenses to develop organic agriculture instructors**, as well as **travel expenses and honorariums for instructional activities** by instructors.



What are organic agriculture instructors?

Organic agriculture instructors are individuals who have undergone certain training (or who have practical experience) and provide guidance and advance on organic agriculture techniques and the Organic JAS system.

In addition to prefectural employees such as extension advisors, agricultural cooperative employees such as farming instructors, municipal personnel, employees of private companies, and experienced organic farmers, etc., can also be appointed.

* Prefectures other than the 31 that used the MAFF grant to train organic farming instructors are also establishing training systems by experienced organic farmers.

Case 1: Initiative to utilize master organic farmers (Hyogo Pref.)

■ Trained 49 people (total) by March 2023

○ Initiative with experienced organic farmers

Local organic farmers as master farmers (recipients), provide technical guidance to new farmers aspiring to engage in organic agriculture.

○ Initiative by extension organizations

Supported efforts to develop sales channels through training sessions and business meetings attended by organic farmers and distributors and sales companies



Confirming cultivation management among the participants



Training for organic agriculture instructors

Case 2: Promoting organic farming based on the prefecture's own cultivation manual (Kagoshima Pref.)

■ Trained 22 people (total) by March 2023

○ Collaboration between extension organizations and testing/research institutions

- Extension organizations and public testing/research institutes collaborated to create an organic cultivation techniques manual (cultivation and management) for vegetables, etc.
- In addition to providing cultivation instruction based on this manual, they disseminated information on organic techniques and testing/research results related to the prefecture's primary crops of tea, vegetables, and fruit trees.



Demonstration support

Organic Agriculture Initiatives at Agricultural Colleges and Universities

- **Almost all prefectural agricultural colleges have organic agriculture included in their curricula.** In addition, organic agriculture education is also provided at private agricultural educational institutions.
- In 2024, **Gunma Prefectural Agriculture and Forestry College established a new organic agriculture major.**

○ Organic agriculture education at prefectural agricultural colleges

40/41 schools plan to implement organic agricultural education in 2024

- | | |
|--|------------|
| (1) Establish an organic agriculture major..... | 3 schools |
| (2) Establish a course with organic agriculture as the main focus..... | 12 schools |
| (3) Include organic agriculture in some courses..... | 25 schools |

Survey conducted by the Young Farmers and Women Division in the Management Improvement Bureau at MAFF (January 2024)

○ Private educational institutions that provide organic agriculture education

- Japan Practical Agriculture Academy (Ibaraki Pref.)
- Tsuruoka Municipal Shonai Ecological Agri Design School (SEADS) (Yamagata Pref.)
- Toyama Organic Agriculture Academy (Toyama Pref.)
- Hyogo Agri Life Center (Hyogo Pref.)
- Yamato Town Organic Agriculture Support Center (Kumamoto Pref.)
- Aya Organic School (Miyazaki Pref.) etc.

○ Prefectural agricultural colleges offering organic agriculture majors

Shimane Prefectural College of Agriculture and Forestry
Organic agriculture major
(from 2012)



Content: In addition to classroom learning, students learn organic cultivation techniques from seedling raising to shipping by combining open fields, greenhouses, and rice paddies.

Capacity: Approx. 10 people (FY2024)

Duration: 2 years

Saitama Prefectural Agricultural College
Short Course Agriculture Department
Organic Agriculture Major
(from 2015)



Content: Students learn the basics of farming, soil preparation using compost and green manure, the best time to cultivate and harvest methods for 60 different vegetables, etc.

Capacity: 15 people (FY2024)

Duration: 1 year

Gunma Prefectural College of Agriculture and Forestry
Agricultural Management Department Organic Agriculture Major for working adults
(newly established in 2024)



Content: Lectures on soil preparation, pest control, the Organic JAS certification system, etc., practical training on organic farmland, and training on organic farmers

Capacity: 5 people (FY2024)

Duration: 1 year

○ From FY2026, the Organic Agriculture Academy (tentative name) will be established at the Hyogo Pref. College of Agriculture and Forestry



"Aigamo Robot Support Squad!" – System where consumers support producers ~Tohto Co-op~

In order to reduce the labor required for weeding, which is the biggest challenge in organic rice cultivation, Organic Rice Design Co., Ltd. developed a self-propelled weed-suppressing robot (Aigamo Robot) in 2022 that suppresses weed growth by using the rotation of a screw to muddying the water in paddy fields.

In December 2022 Tohto Co-op started the "Aigamo Robot Support Squad" fundraising campaign to purchase Aigamo robots, and implemented an initiative in which consumers could support the introduction of new technologies by organic farmers.

In FY2022, more than 800 members donated money, and Aigamo Robot support funds were presented to 10 production areas that ship rice to Tohto Co-op, with a total of 26 Aigamo Robot units being introduced.



Working to expand domestic organic processed ingredients

~Establishment of the Japan Organic Processed Food Consortium~

In April 2023, the Japan Organic Processed Food Consortium was established, consisting of businesses involved in the production, processing, and distribution of organic farm products.

By promoting initiatives such as efficient use of raw materials through collaboration between businesses from production to consumption, the consortium aims to expand the production of organic processed food ingredients such as wheat and soybeans, and to expand the market for domestic organic processed foods.

In the future, the Consortium plans to expand the production of processed products (bread, etc.) using domestic raw materials, and to foster understanding and promote sales of processed foods made from organic agricultural products during the conversion period.



Movement to hold organic food trade fairs ~Holding BIOFACH JAPAN ~

BIOFACH, the world's leading trade fair for organic food, which has been held since 1990 in Nuremberg, Germany and other parts of the world, is to be held in Japan.

Held jointly with the GOOD LIFE Fair (sponsored by the Asahi Shimbun Company), organic food businesses from Japan and abroad will set up booths to promote their initiatives and products. In addition, seminars on organics are also planned, leading to increased awareness of organics and increased consumption.

[Dates] Friday, October 25 to Sunday, October 27, 2024

[Venue] Tokyo Big Sight

Private Sector Initiatives (2)

Restaurant companies' efforts to enter organic farming ~Watami Farm~

Watami Co., Ltd. entered the organic farming business in 2002 and established Watami Farm, Ltd. Currently, the company manages a total of 300 hectares of organic farmland nationwide. At Tomi Farm in Nagano Prefecture, the company produces organic lettuce, cabbage, etc., and supplies the organic lettuce to its own stores (Torimero, Miraizaka) as well as to retail stores in the Kanto region.

In its own stores, the company is also implementing an initiative to offer organic lettuce salads, organic tomato juice, and other menu items for a limited time (almost all of the lettuce used is organic lettuce produced on its own farms).



May 22, 2024
From Watami Co., Ltd. press release ▶

Initiatives by farmers, including exports and processing ~Organic Farm ZERO~

Organic Farm ZERO (Miyazaki Pref.) is a family-run business that produces organic agricultural products (paddy rice and vegetables) on 6 ha of farmland. By consolidating the farmland, they have improved production efficiency and introduced a groundwater level control system on 2 ha of farmland, achieving high yields (90% of conventional yields) even with rice and vegetable rotation.

The company also operates an onigiri rice ball shop where they process and sell the organic rice they produce, as well as exporting organic rice (approx. 1 ton to Taiwan in 2022), resulting in a highly profitable agricultural business.



▲ Package of organic rice sold By Organic Farm ZERO

(Winner of the Crop Production Bureau Director-General's Award in the Organic and Environmentally Friendly Agriculture Category for the 2022 Promoting Sustainable Agriculture for the Future Contest)

JA-led efforts to establish organic agriculture production areas ~JA Yasato Organic Cultivation Group~

In response to consumer demand for organic farm products, JA Yasato (Ibaraki Pref.) has begun organic cultivation as the next step in its traditional practice of reduced pesticide cultivation, and is producing organic vegetables grown outdoor (lettuce, carrots, etc.). In 1997, the organic farming committee was established, and the number of members has expanded from 6 households at the start to 32 households (as of fiscal year 2023).



▲ JA Yasato Organic Farming Committee

By grasping needs and securing sales outlets through business negotiations with clients, JA has created an environment in which farmers can concentrate on production. In addition to selling vegetable sets through co-ops, etc., the vegetables are also shipped to markets and provided for school lunches and children's cafeterias.

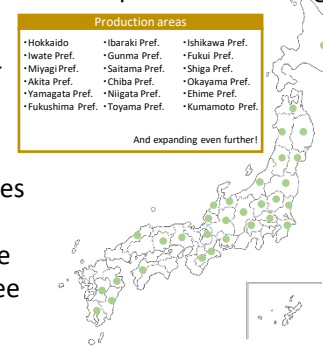
In addition, JA-run Yume Farm Yasato and Ishioka City-run Asahi Satoyama Farm accept organic farming trainees and have established a support system for new farmers, which includes providing training on cultivation techniques and sales, and securing farmland.

(Grand Prize Winner in the Collective Organization Category at the 52nd Japan Agriculture Awards)

A venture company's initiative to distribute organic rice ~NEWGREEN~

NEWGREEN Co., Ltd. (formerly Organic Rice Design Co., Ltd.) was established in 2019 as a venture company to develop the "Aigamo Robot," an automatic weed-suppression robot that reduces the labor required for weeding work.

The company also operates a distribution and sales business for organic rice, purchasing it from farmers at a high price.



It arranges for collection services from farmers, and in FY2023 it collected 450 tons of rice, with the goal of reaching 1,000 tons in three years.

Rice varieties	
•Koshihikari	•Ginbozu
•Sasanishiki	•Tsuyahime
•Sasashigure	•Date Masayume
•Hitomobore	•Kin no Ibuki
•Milky Queen	•Kuma-san no
•Iseihikari	Kagayaki
•Kinuhikari	•Tsabusuke
•Hinoikari	•Fuku, warai
•Kinumusume	•Sakura Fukuime
	etc.

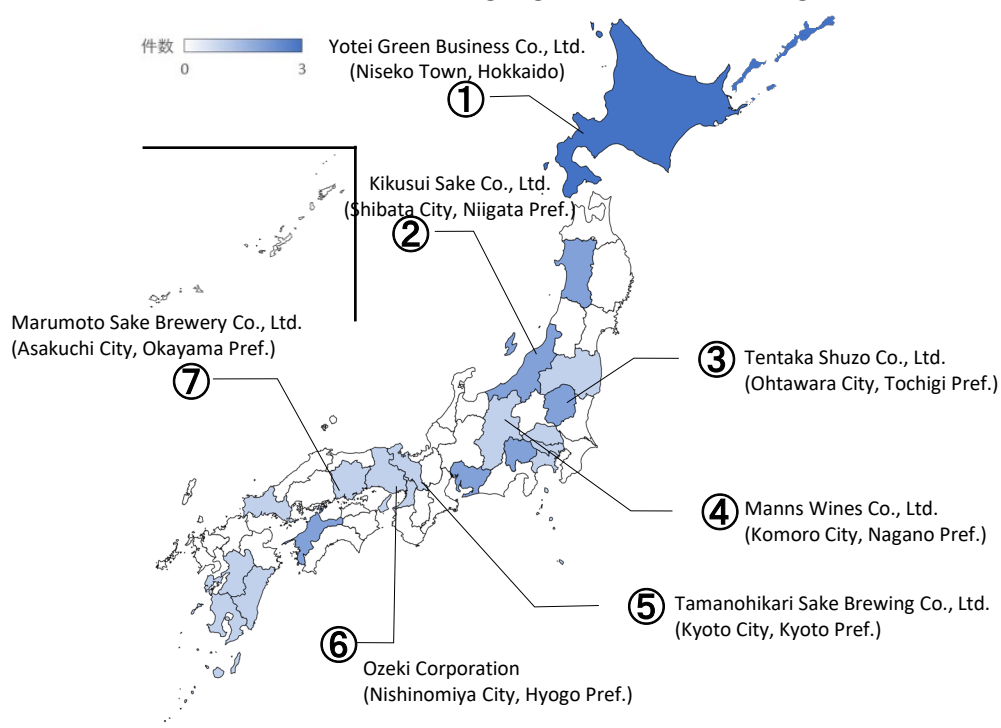
▲ Areas where NEWGREEN has purchased organic rice

Initiatives for Organic Alcohol (1)

(equivalence for organic alcoholic beverages, and examples of businesses' initiatives)

- With the enforcement of the revised JAS Law in October 2022, organic processed products and Organic JAS alcoholic beverages were added, and so far 28 manufacturers in Japan (as of October 31, 2023) have obtained JAS certification for organic alcoholic beverages.
- Additionally, equivalence negotiations for organic alcoholic beverages are being conducted primarily with countries for which Japan already has mutual recognition of equivalence for organic agricultural processed foods. Equivalence with Canada came into effect at the end of August 2023, and negotiations are still ongoing with the US, the EU, and the UK, etc.
- Amongst the certified businesses, interviews were conducted with seven companies that are unique in terms of their production volume and raw material procurement, asking them about their initiatives. They generally intend to expand production, and efforts to produce organic sake for export are also on the rise.

Figure: Distribution and examples of businesses that are manufacturing organic alcoholic beverages



(1) Yotei Green Business Co., Ltd. (Niseko Town, Hokkaido)

Product: Organic sparkling wine

Production volume: 2,000L and up

Sales: Direct sales, restaurants, etc.

Exports: -

Future initiatives:

- There has been strong demand, and the company plans to increase production in the future, including expanding the production capacity of its facilities to 6,000L.



(2) Kikusui Sake Co., Ltd. (Shibata City, Niigata Pref.)

Product: Organic sake

Production volume: 2,500L

Sales: Retail stores, roadside stations, etc.

Exports: US

Future initiatives:

- Two-thirds of organic sake sales are to overseas markets. Production is being addressed as part of the company's stance, so the status quo will be maintained.



Initiatives for Organic Alcohol (2)

(equivalence for organic alcoholic beverages, and examples of businesses' initiatives)

(3) Tentaka Shuzo Co., Ltd. (Ohtawara City, Tochigi Pref.)

Product: Organic sake

Production volume: 16,000L

Sales: Mainly EC sites

Exports: US, EU, South Korea

Future initiatives:

- Practices environmentally friendly sake brewing using organic rice produced in-house. Currently, this accounts for about 10% of the total, but in the future, the company plans to expand production and exports with the aim of making all organic.



(6) Ozeki Corporation (Nishinomiya City, Hyogo Pref.)

Product: Organic sake

Production volume: -

Sales: Co-ops, organic supermarkets, EC sites

Exports: -

Future initiatives:

- Plan to expand sales of organic sake for the domestic market. (Exports are also being considered.)



(4) Manns Wines Co., Ltd. (Komoro City, Nagano Pref.)

Product: Organic wine

Production volume: 460L

Sales: EC sites, retail stores, winery stores

Exports: -

Future initiatives:

- Manns Wines has been engaged in organic farming since 2010, and are expanding their scale. If awareness increases, then they plan to consider new sales channels.



(7) Marumoto Sake Brewery Co., Ltd. (Asakuchi City, Okayama Pref.)

Product: Organic sake

Production volume: 4,000L

Sales: Authorized dealers

Exports: US, EU

Future initiatives:

- Selling five products, including "Bamboo Forest Earth Science Bio," an organic sake made entirely from organic rice grown in-house. Plans to expand exports in the future.



(5) Tamanohikari Sake Brewing Co., Ltd. (Kyoto City, Kyoto Pref.)

Product: Organic sake

Production volume: 19,950L

Sales: Department stores, high-end supermarkets, e-commerce sites

Exports: US, EU

Future initiatives:

- Is selling organic sake "Organic Junmai Ginjo GREEN" made with sake brewing rice (Yamada Nishiki, Omachi). Plans to expand sales in Europe and North America in the future.



*Only counts organic production (most recent 1 year)

If organic equivalence is concluded

