

## **Improvement of malnutrition by vegetable**

KAGOME has an integrated value chain from agriculture to production, processing, and sales that makes it one of its kind in the world. Since its establishment in 1899, KAGOME has developed a business that contributes to the health and rich dietary habits of consumers through its strengths in production by utilizing nature's bountiful provision of vegetables and fruits. Also, KAGOME has been carrying out various ongoing dietary education activities over many years based on a desire for the healthy growth of the children who will take the lead in the future.

The goal is to establish the image of the KAGOME brand in the year 2025 as that of a "strong company capable of sustainable growth, using food as a means to resolve social issues." Those social issues include helping people to live longer, healthy lives (extending healthy life expectancy), promoting agricultural development and regional revitalization, and the sustainability of the global environment. In aiming for this ideal image, the vision shared among all employees is the transformation from a "tomato company" into a "vegetable company." Vegetables are an important source of all kinds of nutrients, including vitamins and minerals. Numerous epidemiological studies have clarified that the abundant consumption of vegetables is effective for the prevention of cancer, heart disease, cerebrovascular disease and various other ailments deriving from lifestyle diseases. Therefore, increasing vegetable intake may contribute to the prevention and improvement of the "double burden of malnutrition," that is, insufficient vitamins and minerals due to poor nutrition and also the outbreak of lifestyle diseases due to excess nutrition.

KAGOME wishes to contribute to helping people to live longer, healthy lives by graciously conveying the importance of vegetable consumption, by recommending clever ways of taking in a reasonable amount of vegetables in our busy lives, and by developing attractive vegetable products. Also, through activities to increase vegetable consumption, KAGOME wants to "promote agricultural development and regional revitalization." The "sustainability of the global environment" is an essential business foundation for the realization of these goals, and so KAGOME strives to conduct environmentally-friendly business activities.

KAGOME is contributing to the resolution of global nutritional issues by actively promoting stakeholder cooperation and open innovation and by implementing the following (next page) business activities.

(Continue)

- **The wider provision of products (fresh and processed) utilizing the nutritional functions of vegetables.**
- **Active engagement in dietary education support activities, and the provision of accurate food information and enjoyable food experiences for children.**
- **The construction and wider provision of structures that promote increased vegetable intake using VegeCheck®, a device that estimates vegetable intake amounts.**
- **Support for Children's Cafeterias that provide a safe dining space for children in diverse situations, including those in poverty and those who eat separately from their families.**

## <Goal・Action>

Goal 1 : To provide a total of 10 million personal vegetable intake level checks by 2025 using VegeCheck® by estimating vegetable intake based on the skin carotenoid level for the purpose of behavior modification among people with insufficient vegetable intake.

Goal 2 : To raise the percentage of people in Japan who are aware that the daily vegetable intake target is 350g from the current 14.2% to 30% or more.

Goal 3 : To introduce foods with functional claims related to metabolic syndrome amelioration and cognitive function amelioration to three new domestic markets for delivery to people who want to maintain health through regular dietary habits.

Goal 4 : For a total of 30,000 or more children to be receiving preschool care that includes programs to encourage a preference for vegetables through vegetable cultivation by 2025.

Goal 5 : To continue to provide financial assistance (Grants: Approx. 15 million yen/year) for the ongoing activities of Children's Cafeterias that create safe dining spaces for children in diverse situations, including those in poverty and those who eat separately from their families.

## <Reference>

[https://www.kagome.co.jp/library/company/about/pdf/pdf/kagome\\_story\\_2021\\_en.pdf](https://www.kagome.co.jp/library/company/about/pdf/pdf/kagome_story_2021_en.pdf)

(Points supported for Action Plans)

- Food Systems Transformation
- Promote of Food-related Innovation in Business
- Promote of Nutritional Behavior Change in consumers
- Support for Nutrition Improvement in Developing and Emerging Countries

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