

Main Export Countries	Hong Kong, Singapore, etc.	Export Quantity	4,100t
Source Region	Mjurakami City, Tainai City, Shibata City, Agano City, Seirou Town, Kitakanbara District, Gosen City, Niigata City, Tsubame City, Yahiko Village Nishikanbara District, Tagami Town Minami-kanbara District, Kamo City, Sanjo City, Mitsuke City, Nagaoka City, Uonuma City, Minami Uonuma City, Ojiya Cioty, Tokamachi City, Kariwa Village Kariwa District, Makurazaki City, Joetsu City, Myoko City, Sado City		

Overview of Export Production Areas

- Niigata Kubota Co., Ltd. commissions contracted farms to produce rice for the export market, and Niigata Nosho Co., Ltd. handles overseas exports (298 contracted farms in 2024).
- In collaboration with Kubota Group’s overseas offices, we promote rice exports and develop export production areas through daily sales activities.



Japanese rice sold at Mongol retail store

Actions for Compliance with Export Regulations

- Kubota Group’s overseas offices gather customer feedback and request contracted producers to grow rice based on market demand.
- We aim to reduce production costs and labor by promoting smart agricultural machinery and providing farming guidance.



Visiting Singapore with contracted producers

Promotional Points

- Kubota Group has overseas offices in exporting countries, where we operate as a group to produce and sell rice.
- We export brown rice and polish it locally to maintain high quality at the destination markets.