

Main Export Countries	Taiwan, Hong Kong, etc.	Export Quantity	6,700t
Sourcing Region	Hokkaido Prefecture all municipalities		

Overview of Export Production Areas

- While working to ensure a stable supply of rice to meet domestic demand, the company began exporting rice in 2015 in anticipation of a future decline in domestic demand.
- The company has been exporting rice in cooperation with JA in Hokkaido.

Actions for Compliance with Export Regulations

- In cooperation with JA, the company is engaged in the production of new demand rice for export, promoting the cultivation and collection of rice for developing new markets.
- For export, the company has implemented initiatives for direct-seeded rice (Emimaru).

Promotional Points

- Hokuren Pearl Rice plant received FSSC22000 certification. For products to U.S. market are produced based on FSMA requirement.
- “Nanatsuboshi” brand rice has received the highest grade for 14 years in a row and producing and exporting as large lots.



Meijiya store in Singapore



Sampling sales promotion at Aeon Hong Kong