

Farmind®

Farmind®

Farmind Corporation

Kanda-Izumicho Bldg., 7F, Kanda-Izumicho 1
Chiyoda-ku, Tokyo 101-0024 Japan
TEL +81-3-5821-7676 FAX +81-3-5821-7655
URL:<http://www.farmind.co.jp>

Farmind Corporation

Bringing producers and consumers together

Forward-looking support for the fruit and vegetable market

“Farmind is committed to delivering agricultural products to consumers from growers in Japan and overseas, while pursuing continuous efforts to contribute to a safe, abundant living and farming environment.”



Changing conventional thinking about the distribution and good taste of fresh fruits and vegetables

Our main objective is to turn growers' pride into appreciative smiles on consumers' faces. Farmind is a comprehensive food distribution group that supplies fresh produce and supports healthy, flavor-filled dietary lives by providing fruits and vegetables grown both in Japan and overseas in forms people find desirable.

Derived from “farm” and “mind,” the Farmind name implies transmitting the care and consideration growers invest in raising fruits and vegetables directly to the table. Our promise is to deliver fresh, delicious fruits and vegetables to customers safely and securely by making full use of the combined strengths of our fresh produce distribution businesses. These include Japan's only nationwide cold chain for fresh produce and a network of 14 processing and distribution centers in strategic locations throughout the country.

Guided by our commitment to “delivering agricultural products to consumers from growers in Japan and overseas, while pursuing continuous efforts to contribute to a safe, abundant living and farming environment,” we continue to take up exciting new challenges.



A full range of fresh produce distribution processes, from product development and processing to distribution and marketing

Business Domains

Pursuit of higher quality in Japan's fresh produce distribution industry

We deploy our nationwide network effectively to assure consistent provision of standardized, high value-added services and functions.

A network of 14 centers dedicated to handling fresh produce supports nationwide cold-chain distribution of all kinds of fresh fruits and vegetables.



All the centers are interconnected in a cold chain that enables distribution within a product-specific temperature range. This prevents deterioration of quality and supports wide-area distribution of fresh produce anytime.

Product development

Vegetables and fruits grown throughout Japan and in production areas worldwide

Processing

Computer-controlled ripening, repacking & cut-fruit processing



Ordering

Systemized order placement and receipt

Distribution

Distribution centers, cold-chain network

Sales

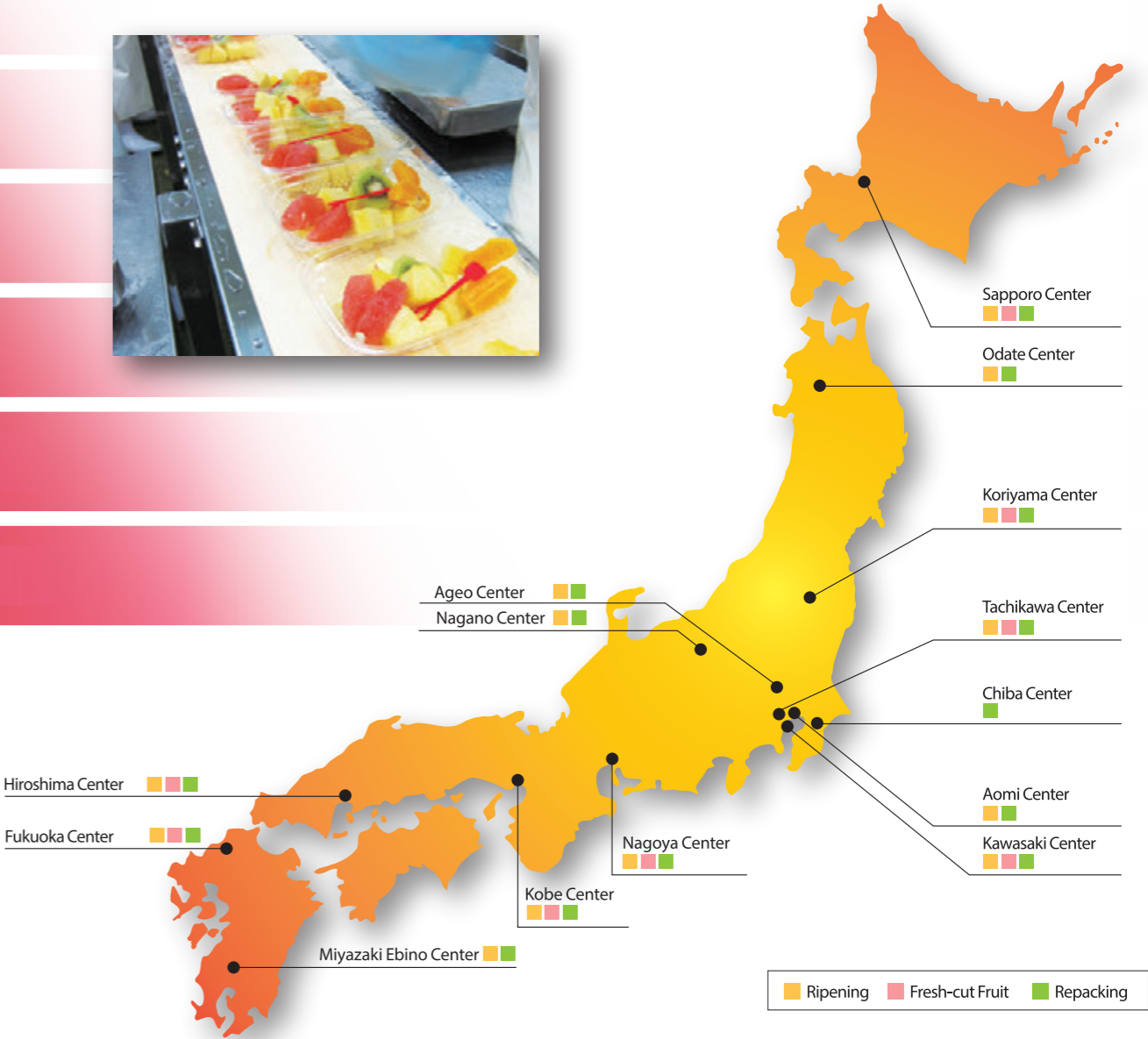
Imported fruits and domestic fruits and vegetables

Marketing support

Field merchandising, tastings, POS tool development

Consumer services

Inquiry and consulting service office, consumer community site management



Processing

**All the farm-fresh flavor consumers could hope for.
We are equipped to handle all kinds of fresh produce processing.**

Ripening processing

Deploying original systems for center management and processing

All the processes involved in banana ripening are centrally controlled by computer, and perfectly ripened bananas of dependable quality are shipped to market after careful inspection by skilled personnel. We have implemented systems for maintaining bananas at the optimal temperature, both inside the center and during shipping, moreover, to ensure that they reach the stores when they are most delicious. Our reputation for superior product quality and taste has earned us a 36% share* of Japan's banana ripening business, the largest of any company. We are expanding our ripened product variety, moreover, by adopting our technologies to avocados, kiwi fruits and pears.



*In 2014, we ripened 24.4 million (13 kg) cases, or roughly 36%, of the approximately 880,000 tons of bananas imported into Japan.



Fresh-cut fruit processing

A priority on freshness and comprehensive hygienic control

Our systems enable us to supply safer, fresher fresh-cut fruits and provide ample capacity and quality to meet the needs of a wide range of food services. These services choose FarminD fresh-cut fruit for its superior safety and quality.



Repacking

Adaptable to diverse configurations, including private brands

We meet various repacking needs, from creating small packages for vegetable halves to affixing labels upon request. We can respond adeptly to the packaging needs of private brands. And we have acquired JAS organic certification for handling organic products. Customers rely on our temperature-controlled facilities for assured delivery of safe, high-quality products.



Center



Farmind's centers optimize efficiency in processing for distribution and distribute fruits and vegetables at their freshest.

PC Processing center functions

Agent services for backyard operations

Outsourcing their backyard operations enables stores to reduce their workload and enhance the efficiency of their staffing and store space allocation at the same time. We contribute to rationalizing store management by processing fresh produce to uniform freshness and quality in sanitary temperature-controlled environments at our centers.



Ripening

Application of our proprietary ripening techniques and expertise assures delivery of bananas and avocados in the optimal stage of ripeness. Our systems enable us to provide standardized products nationwide.



Repacking

Our flexible systems are adaptable to repacking in various configurations, including packaging in bags or trays. We deliver safe, high-quality products in formats that satisfy customers' needs.

Cold chain

Fresh fruits and vegetables are usually exposed to outside air several times in the distribution process, often suffering deterioration in freshness and quality as a result. Farmind employs central control to maintain its products in the ideal temperature range through every stage, from receipt and storage/processing to shipping. An unbroken cold-chain distribution network assures that fruit and vegetables arrive at the stores in good fresh condition.



TC Transfer Center Functions

Optimally equipped for quality maintenance & delivery to individual stores

Each center controls temperatures in multiple ranges depending on the characteristics of the fruits and vegetables concerned, and delivers products in the requisite amount and in fresh condition to stores within a 30-kilometer radius.



Sorting

The centers deploy an efficient sorting function to achieve accuracy and low cost. This contributes to smooth, rational distribution of fruits and vegetables, products for which freshness is the highest priority.

Inspection upon receipt

Products arriving at the center undergo a preliminary inspection for quality as well as for quantity, and a quality report is generated to help reduce loss at the stores.



Product management

Centralized control of data on every process, from reception and processing to shipping of the products, contributes to eliminating waste as well as to uncovering problems and clarifying their causes. Security control at the facilities includes installation of a fail-safe security and operation system including surveillance cameras.



Delivery functions

- ① Joint delivery leveraging a nationwide network of 1,200 distribution channels
- ② Direct delivery from fresh produce centers to individual stores
- ③ Wide-area distribution through networking of centers throughout the country

The cold chain is maintained after fruits and vegetables are shipped from the center as well to prevent deterioration in quality while en route to their destination.

Products

Increasing consumers' familiarity with more varieties of fruits.

Farmind supplies the varied range of fruits and vegetables consumers have been waiting for.

Fresh-cut fruit

Easier to eat, naturally delicious and packaged in just the right volume, our varied lineup of fresh-cut fruit products includes pineapples, citrus fruit and kiwifruit as well as seasonal fruits such as watermelons. All are cut and packaged for delivery at our centers under meticulous hygienic control. Besides selling products, moreover, we propose merchandising plans tailored to individual area markets and stores, including ways of selecting and combining fresh-cut fruit products to please customers.



Bananas

Farmind bananas are ripened to the optimally ripe condition in our own ripening rooms. Every banana we ship is dependably delicious. We offer a selection ranging from rich-tasting bananas with full-bodied flavor to organic bananas that familiarize customers with the natural taste of the organically grown fruit. Our extensive product offering includes not only bananas from the Philippines, but also directly imported Ecuadorian bananas. Farmind has initiated a direct contract system under which it purchases all the bananas produced on selected plantations for sale to consumers in Japan. It leverages its specialized expertise to ensure that all the bananas it supplies are distinguished by an insistence on excellent taste and quality.



Avocados

Consumers often tell us they find it difficult to determine when avocados are ready to eat. Farmind deploys its proprietary know-how to ripen avocados perfectly and supply them ripe and "ready-to-eat" on the day of purchase. The production areas and green avocados are carefully selected with a focus on the fruits' oil content, a factor in both taste and quality. The Farmind centers employ avocado ripening technologies that provide meticulous control of color and firmness to ripen the avocados and deliver them to market in optimal ripe condition. As proposed products responding to consumers' needs, moreover, we have commercialized avocados with "best-before-date" stickers attached to inform consumers of the best eating period at a glance.



Pineapples

Pineapples occupy a special place in the Farmind fruit product lineup. The pineapples marketed under our Candina Pine brand are grown in the Philippines and characterized by luscious sweetness. We are developing systems to ensure a stable year-round supply from sources not only in the Philippines, but in other production regions throughout the world as well. We also continue to commercialize and market a variety of other fruits besides pineapples sourced from domestic and overseas growers, including kiwifruit.



Originality



A variety of delicious new fruit and vegetable flavors!

Manomi Series

Farmind's Manomi brand introduces consumers to novel good taste and quality. Items in the series include ready-to-eat fruits consumers have been waiting for and value-added vegetables that add pleasure to their shopping experience in the fresh produce section. Our widely varied selection of products that respond to consumers' desire for new taste experiences include ripe, ready-to-eat pears, apples sorted using sugar-content sensors, tomatoes with soft, thin skins and extra-sweet carrots. We provide delicious, carefully selected fruits and vegetables from farms throughout Japan all year round.



All products meet one or more of 3 special requirements!

- Processed for ready-to-eat ripeness
Perfectly ripened
- Sweetness determined by sugar-content sensor
Confirmed good taste
- Limited availability
Rare and unusual

Recommended selection

Recommended lineup of vegetables and fruits from specified growers. Farmind selects fruits and vegetables from identified growers to help produce departments meet demand for indispensable staple items. Products with excellent taste and quality are chosen under the discerning eyes of professionals.

JA* tie-up products

Lineup expansion through tie-up with JA and domestic growers! Farmind is working to stimulate the fruit and vegetable market by offering products with genuine consumer appeal. We are promoting commercialization of new products, such as apples sorted using sugar-content sensors and small packs of Ichida persimmons, for example, in partnership with JA and various Japanese growers.

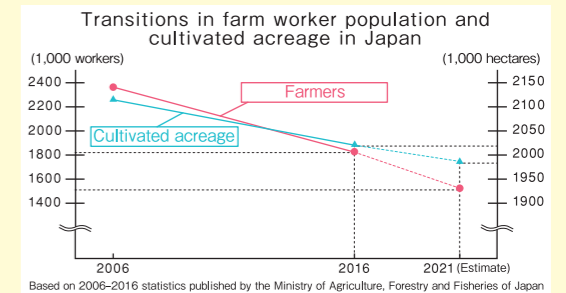
*JA: Japan Agricultural Cooperatives



Initiatives to avoid fruit and vegetable supply shortages

New strategies to establish ties between farmers and consumers

With both the farm worker population and the amount of cultivated land declining in Japan year by year, and with farmers aging and often without successors, the possibility of future shortages of domestically grown fruits and vegetables is raising concern. Looking to the future, Farmind is implementing new initiatives to address this issue.



Collaborative supply system connecting Japan, Taiwan and South Korea

Mutual cooperation with Taiwan in fresh produce importing and exporting

We work in partnership with a Taiwanese government-affiliated agricultural development corporation to deliver fruit and vegetables from Taiwanese farms to tables in Japan. The various fruits and vegetables we source from Taiwan include carrots and lettuce, which are known for their good taste and quality. We are also promoting exports of domestically grown produce to Taiwan.



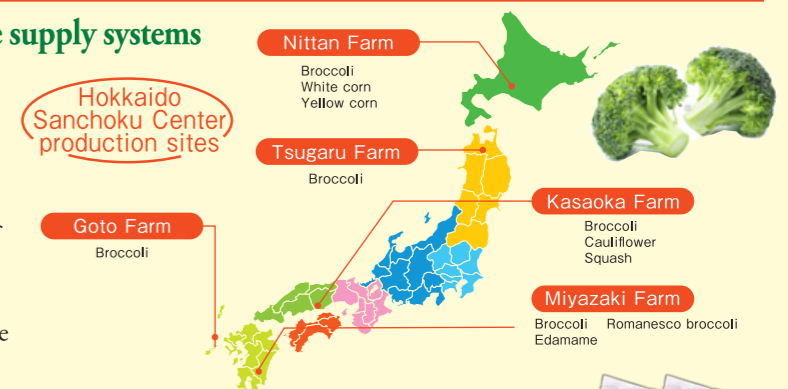
Leveraging a cooperative system with Korea

We have also established a collaborative system for procuring fruits and vegetables such as bell peppers and cherry tomatoes from Korea for markets in Japan. We plan to expand the scope of our offering, moreover, to include year-round supplies of produce such as tomatoes for commercial use.

Growing network of production regions and stronger domestic supply capabilities

Further enhancing our fruit & vegetable supply systems Hokkaido Sanchoku Center

Farmind has created a business tie-up with the Hokkaido Sanchoku Center, which conducts Japan's largest-scale outdoor produce cultivation in five production regions throughout the country. Its main product is broccoli, which is grown under a system of relay cultivation in different regions according to the season. Our future plans center on increasing the number of production areas and diversifying the range of produce.



Reinforcing our product lineup with a focus on greenhouse produce ORIX

Farmind has formed a business alliance with ORIX Corporation, a company with particular strengths in greenhouse cultivation. This alliance has enabled us to move forward with construction of a new distribution network for domestically grown fruits and vegetables interconnecting farms and stores. It is also contributing to further expansion of our product offering by giving us access to spinach, arugula, tomatoes and other fresh vegetables grown on ORIX Group farms such as Yatsugatake Farm, as well as on those of other ORIX business partners.



Marketing Support

FMDs / Sales Promotion /
Customer Responsiveness



Bringing the feel of the farm straight to the table. Passing feedback from the table directly to growers. Comprehensive MD services connecting farmers and stores with consumers.

We work closely with the stores to communicate our products' value to consumers. Our field merchandisers (FMDs)—specialists in providing solutions for in-store sales promotion—take the lead in conducting comprehensive sales floor planning, design and construction as well as in-store product tastings. Our comprehensive marketing and MD services serve as a bridge between farmers and consumers.

Field Merchandisers (FMDs)

Farind's field merchandisers pay regular visits to the sales floors of some 2,800 supermarkets operated by approximately 170 chains, primarily in 12 major consumption centers throughout Japan. They apply their extensive experience and expertise to supporting in-store sales promotion and product development.



Sales floor surveys & analyses

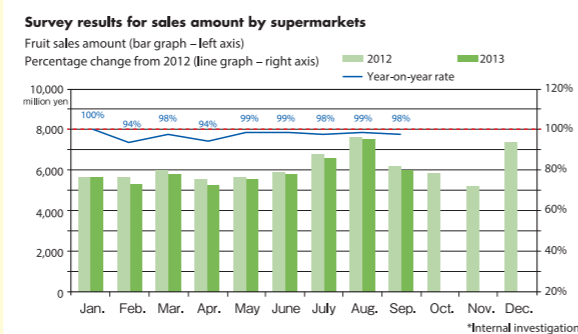
POS data for dozens of major supermarkets

Farind's Shokusenden.com site Over 100,000 members nationwide individual consumer data

Actual average monthly sales floor data for 2,800 stores

Area-differentiated income data and data on numbers of household memberships in major cities nationwide

We offer a variety of proposals based on feedback from retailers, sales floor observation and consumers. The ability to gather valid, widely diversified data is among our greatest strengths. We employ the abundant data we collect to propose effective product development and MD strategies.



Regular store visits & sales floor support

The FMDs install POPs and other promotional tools during their regular store visits with meticulous attention to the effectiveness of the product displays to create sales areas that increase the products' appeal. They also collect information on product sales and quality, moreover, and make proposals to encourage the stores to introduce new products.



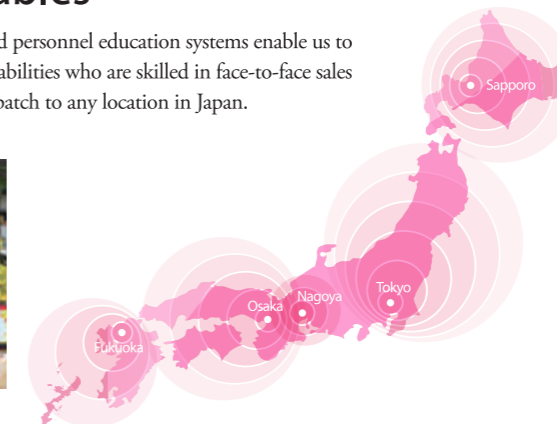
Marketing & Design

We monitor consumer purchasing and sales floor trends to maximize the effectiveness of our comprehensive marketing services. Services include proposals for in-store sales promotion plans, such as the introduction of labels and POP designs that present fruits and vegetables in an appealing manner as well as promotional campaigns and novelties.



Sales promotion staff specialized in food products / fruits and vegetables

Our strong track record and well-developed personnel education systems enable us to dispatch staff with excellent marketing capabilities who are skilled in face-to-face sales of food products. Staff are available for dispatch to any location in Japan.



Customer inquiry and consulting services

We apply expertise in professional interaction with customers acquired through long years of responding to inquiries and complaints to improve customer services dramatically in the food industry.

- Recording of all conversations
- Immediate identification of customers with a history of complaints
- Nationwide handling of product recalls
- Operators with excellent communication skills
- Expertise in dealing with food product customers

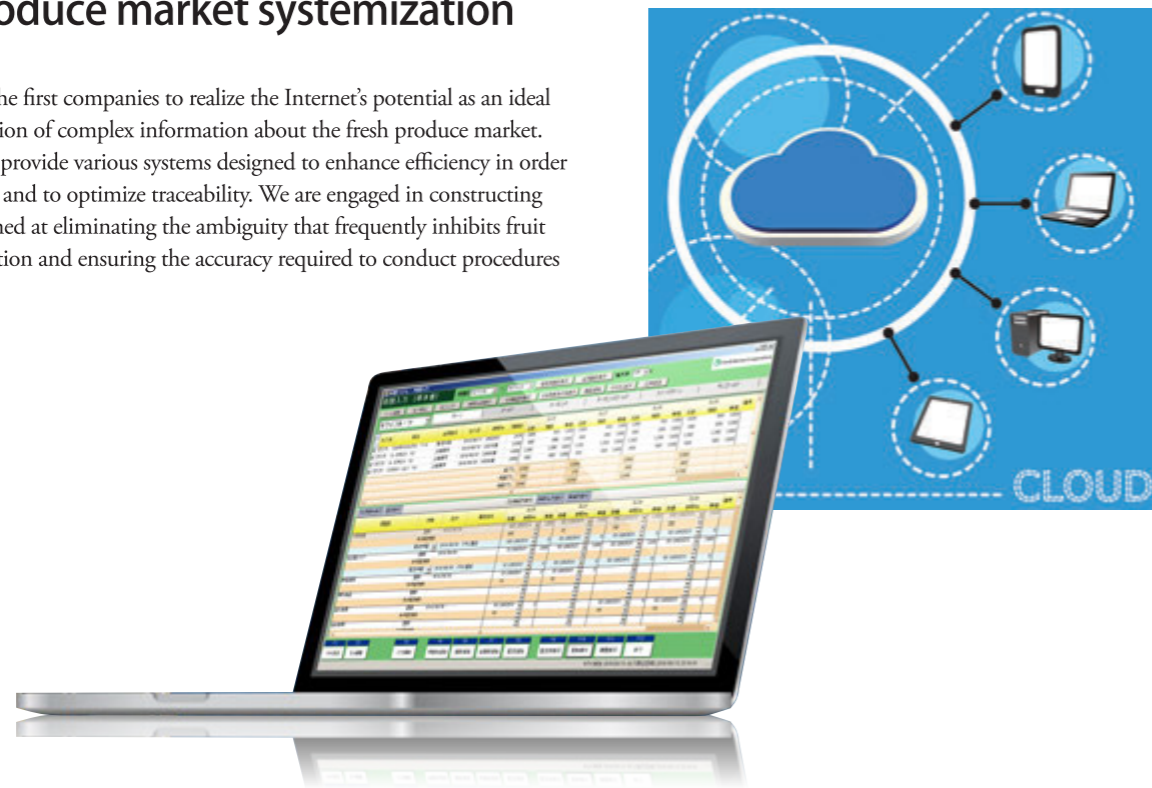


IT Infrastructure

Provision of improved information infrastructure and wide-ranging e-business support to realize accurate, efficient distribution of fruits and vegetables

Fresh produce market systemization

Farmind was among the first companies to realize the Internet's potential as an ideal platform for transmission of complex information about the fresh produce market. We plan, develop and provide various systems designed to enhance efficiency in order placement and receipt and to optimize traceability. We are engaged in constructing distinctive systems aimed at eliminating the ambiguity that frequently inhibits fruit and vegetable distribution and ensuring the accuracy required to conduct procedures properly.



Fresh produce sorting system

Shipping accuracy and operating efficiency are enhanced through coordination and sharing of sorting data. Checking of the data in real time can be conducted anytime and anywhere.

Purchasing and sales management system

This system enables intermediate distributors to manage their purchasing and sales operations. It realizes both gross margin management of single items and enhanced operating efficiency.

Ordering system

This online ordering system is designed to support supermarkets and other retailers. It boasts excellent operability achieved by simplifying ordering procedures that can often become complicated.

Cloud system

We offer all the above systems through a cloud-based system providing immediate Web access and requiring no initial investment for servers or other facilities.

e-Marketplace (hontonoichiba.com)

Mediating "sell" and "buy" orders for fruits and vegetables nationwide. The hontonoichiba.com site provides information on regional specialty fruits and vegetables and other food items and delivers the products through Farmind's and other distribution channels.



Consumer community (shokusenden.com)

Our shokusenden.com community site has attracted a membership of some 87,000 consumers (as of May 2015). Developed to meet the needs of Japan's food producers, the site stimulates interest in their products through information-sharing among producers, retailers and consumers.



Farmind Shop <http://www.rakuten.co.jp/farmind/>

We have opened a Farmind Shop on the Rakuten Ichiba site where consumers can conduct relaxed shopping for delicious fruits and vegetables carefully selected by Farmind. Visitors to the shop can now purchase rare specialty fruits and vegetables in our Manomi series online. Our attractive product offering includes popular fruits and limited-offer best-buy sets.



Cut flower supply deploying systems developed in the fruit and vegetable market

We have adapted our cold-chain distribution system to the high-growth cut flower business. We apply appropriate processing techniques and comprehensive temperature control to supply fresh flowers to retailers nationwide.



Varied selection of seasonal products —Product planning—

Farmind seeks to expand sales by providing a varied range of floral bouquets, selected to satisfy various tastes, for shoppers to choose from at their leisure in their favorite supermarket. We also pull customers to our shops and promote purchasing by updating our product offering weekly, responding quickly to changes in the season and stocking fresh seasonal flowers.

Diverse range of processing technologies and temperature control facilities —Center functions—

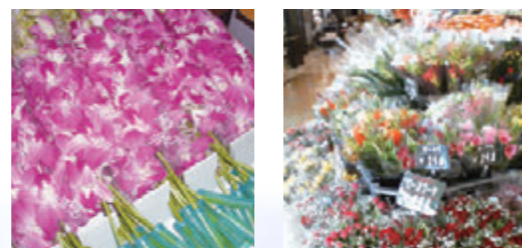
Flowers delivered to our centers from growers and wholesale markets in Japan or overseas are stored under temperature-controlled conditions in large refrigerators until they are taken out for individual processing. The flowers are returned to the refrigerators immediately after they come off the processing line to await delivery to the stores the following morning.



Three services to meet every need

Supply of flower arrangement materials

We operate our own flower processing facilities where we prepare flowers for supply as materials to customers engaged in large-scale horticultural and fresh flower sales businesses.



Processed product (bouquet and floral arrangement) supply

We offer seasonal products to customers who already have a floral section in their store and process the products to match their specific needs.



Contracted shop management (FarminD-managed shops)

We also lease floor space in stores and operate shops ourselves employing appropriate fixtures. We implement a variety of product and sales promotion efforts aimed at increasing both the number of shoppers visiting the stores and our own sales.

Corporate Data

Name	FarminD Corporation
Headquarters	[Head Office] Kanda-Izumicho Bldg., 7F, 1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024 TEL +81-3-5821-7676 (main) [Higashi Kanda Head Office] Ryukakusan Bldg., 4F, 2-5-12 Higashi-Kanda, Chiyoda-ku, Tokyo 101-0031 TEL +81-3-5822-1350
Founded	December 1, 2006 FarminD Corporation was established on July 1, 2015, through integration by merger of four companies: Fresh MD Holdings, Inc., Fresh System, Inc., Fresh Remix Corporation and Einband Holdings, Inc.
Capital	3,569.7 million yen
Contents of business	Import and export, processing and sales of fresh fruit and vegetables and cut flowers; fruit and vegetable distribution / processing center operation System development for the fruit and vegetable market; matching site operation / consulting for food product-related businesses

Offices • Branches • Distribution / Processing Centers

Head Office	Kanagawa Office	Sapporo Center	Aomi Center	Kobe Center
Higashi Kanda Head Office	Nagoya Office	Odate Center	Tachikawa Center	Hiroshima Center
Sapporo Office	Osaka Office	Koriyama Center	Kawasaki Center	Fukuoka Center Kashii plant
Sendai Satellite Office	Kobe Office	Chiba Center	Nagano Center	Fukuoka Center Takeshita plant
Saitama Satellite Office	Fukuoka Office	Ageo Center	Nagoya Center	Miyazaki Ebino Center
Chiba Satellite Office				

History

1991 February	Fresh System, Inc. founded to construct physical infrastructure for the fresh fruit and vegetable market.
2000 November	Fresh Remix Corporation founded to provide comprehensive information services in the field of fruit and vegetable distribution.
2006 December	Fresh MD Holdings, Inc. established through a mutual transfer of shares between Fresh System, Inc. and Fresh Remix Corporation.
2010 February	Einband Holdings, Inc. established with Shin-Chikuhou Seika Inc. as a group member company.
2015 February	Brand development initiated for FarminD and Manomi brands.
July	FarminD Corporation established through integration by merger of four companies: Fresh MD Holdings, Inc., Fresh System, Inc., Fresh Remix Corporation and Einband Holdings, Inc.

Group companies

<p>FarminD Trade Service Inc. Fruit and vegetable wholesaling / sales 3-2-6 Tokai, Ota-ku, Tokyo 143-0001 TEL: +81-3-5492-5733 FAX: +81-3-5492-5738</p> <p>FarminD Shin-Chikuhou Seika Inc. Fresh and processed fruit and vegetable sales and consignment sales (Iizuka district wholesale market) 3-6-1 Komodanishi, Iizuka, Fukuoka Prefecture 820-0017 TEL: +81-948-23-1800 (central) FAX: +81-948-23-2099 (general affairs / accounting)</p> <p>TOKA Inc. Fresh and processed fruit and vegetable processing as well as sales and consignment sales (Hiroshima central market / eastern district market) 5-1-1 Funakoshiminami, Aki-ku, Hiroshima, Hiroshima Prefecture 736-0082 TEL: +81-82-822-6666 (central) FAX: +81-82-822-6700 (general affairs / accounting)</p> <p>Comrade Inc. Computerized system design, development, distribution and sales for commodity trading businesses 3-6-1 Komodanishi, Iizuka, Fukuoka Prefecture 820-0017 TEL: +81-948-21-7676</p>	<p>FarminD Philippines Inc. System design and development 6750 Office Tower, 24 F, Ayala Avenue, Makati City 1226, Philippines TEL: (632) 752-7262, FAX: (632) 752-7261</p> <p>Fresh Futech Inc. Air-conditioning system design / installation, management and contracting Fruit and vegetable ripening equipment design / installation and contracting Kanda-Izumicho Bldg., 7F, 1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024 TEL: +81-3-5821-7658 FAX: +81-3-5821-7689</p> <p>Ota Fresh Flowers Inc. Intermediate trading, processing and sales of cut flowers 2-2-1 Tokai, Ota-ku, Tokyo 143-0001 TEL: +81-3-5492-7191 FAX: +81-3-3799-0491</p> <p>All Japan Line Inc. Fresh fruit and vegetable transportation business Kanda-Izumicho Bldg., 8F, 1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024 TEL: +81-3-5825-0101 FAX: +81-3-5825-0202</p>
--	--