



CORPORATE PROFILE

Farmind Corporation

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URL : <https://www.farmind.co.jp>



Bridging growers and consumers

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.”



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.

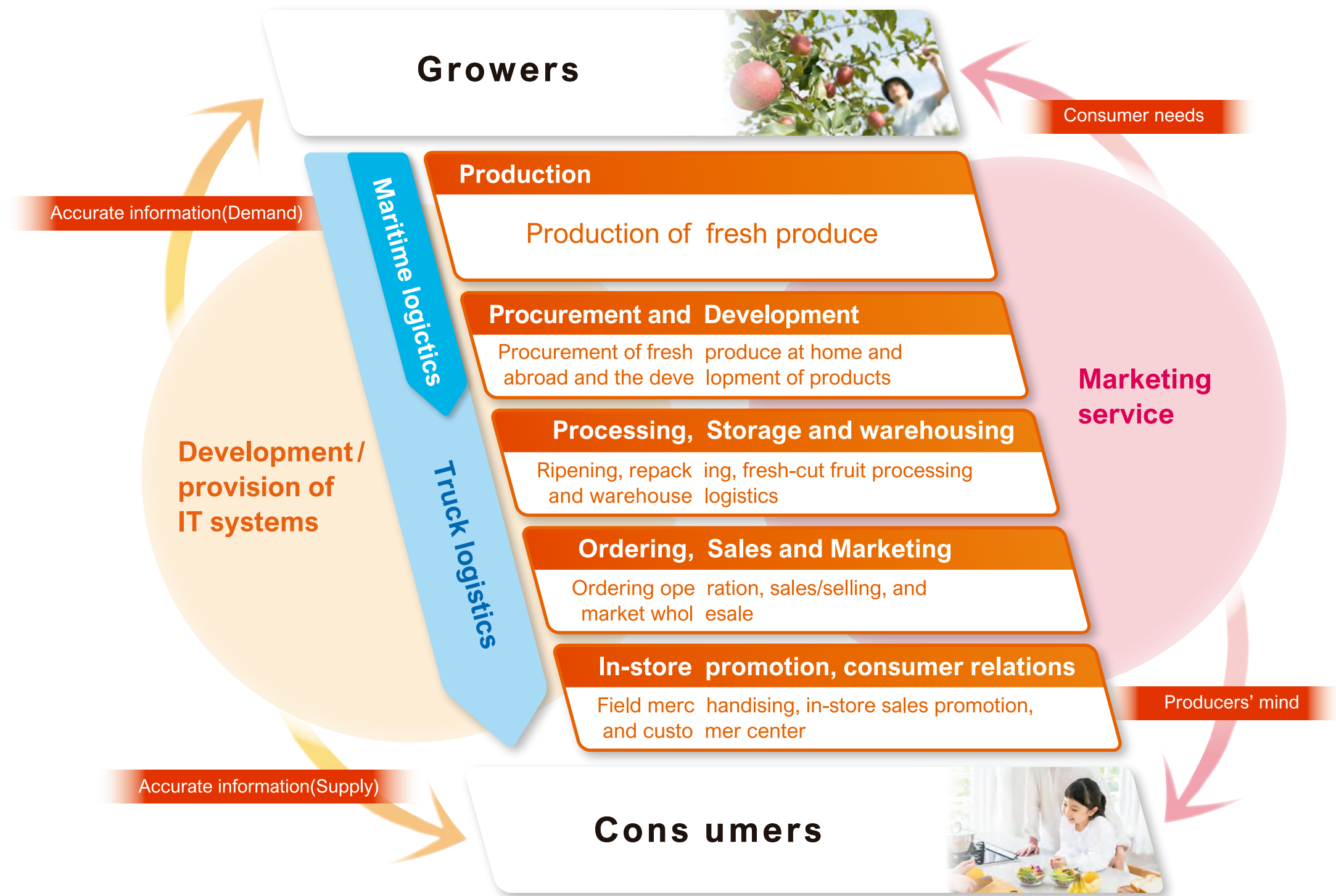
Our promise is to deliver fresh, delicious fruits and vegetables to customers safely and securely by making full use of the combined strengths of our fresh produce distribution businesses.

These include Japan’s 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 on exciting new challenges.



A full range of fresh produce distribution processes from production, procurement, and processing to logistics and marketing to bridging growers and consumers

The Farmind Group can bring processes ranging from production/procurement to processing/storage and logistics together and deliver fresh produce while preserving freshness.



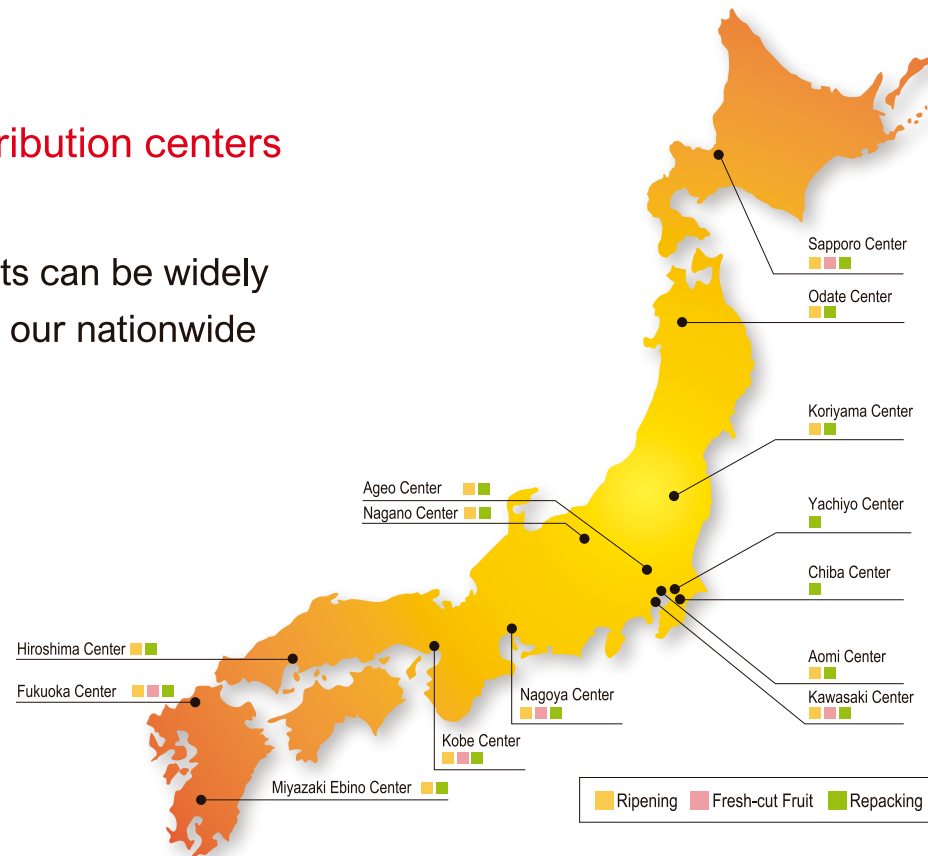
Center

Processing and Distribution Center Business

Support freshness preserving logistics and distribution processing efficiency.

14 processing and distribution centers throughout the country

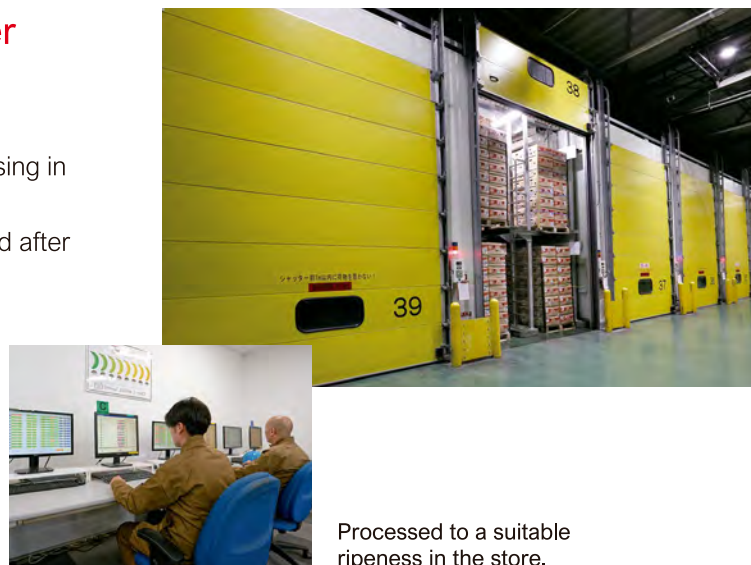
High-quality fresh products can be widely distributed at any time by our nationwide cold chain network.



Ripening processing

Deploying original systems for center management and processing

We have the largest share of banana ripening processing in Japan (about 30%). All the processes are centrally managed by computers, and the products are shipped after being inspected by skilled engineers.



Processed to a suitable ripeness in the store.



Fresh-cut fruit processing

Conveniently provide safe, high-quality fruits

We have technical capabilities and production capacity to meet the needs of customer and are chosen based on our high level of safety and quality.



Backyard agent

Maintain uniform freshness/quality

We help streamline your store operations with our uniform fresh and quality products.



Repacking

Correspond to various configurations

We even support to cutting vegetables, individual wrapping, and organic agricultural products.



Center

Processing and Distribution Center Business

Incoming inspection and sorting functions

We help stores reduce loss by preliminarily inspection and reporting of quantity and quality.



Delivery functions

We deliver products in fresh condition to each relay point and store by centrally managed data on every step of reception, processing and shipping.

1. A nationwide network of approximately 1,600 distribution channels (the result in 2023)
2. Direct delivery from fresh produce centers to individual stores
3. Wide-area distribution through nationwide centers

Expanding our ripening techniques to Asia

We cooperate with a local partner in China and expand Farmind's techniques centered on ripening processing. In June 2022, we established Farmind China Supply Chain Tech Co., Ltd., and started developing the IT system specialized in the distribution of fruits and vegetables.



Products

Farmind Products & Brands

Providing an abundance of fresh produce that consumers demand

Bananas

Farmind has an extensive lineup of directly imported bananas from around the world ranging from rich-tasting bananas with full-bodied flavor to organic bananas that familiarize customers with the organically grown fruit. Farmind has initiated a direct contract system under which it purchases all the bananas grown on selected plantations for sale to consumers in Japan.



Avocados

Farmind deploys its proprietary know-how to ripen avocados perfectly and supply them at their peak ripeness 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 key factor in both taste and quality. You can enjoy eating avocados from all over the world throughout the year.



Stable supply throughout the year



Products

Farmind Products & Brands

Fresh-cut fruit

Our varied lineup of fresh-cut fruit products includes pineapples, apples, kiwifruit, citrus fruit and seasonal fruits. We also provide processed products convenient for in-store preparation. Moreover, we propose merchandising plans as well.



Citrus fruits

We have a lineup of citrus fruits from all over the world. We deliver the new charms and deliciousness of citrus fruits, such as oranges, grapefruits, easy peels, and lemons of which even the peels can be enjoyed.



Process food

We make use of the ingredients and commercialize healthy sweets one after another, such as half-raw dried fruits having new textures and meltingly delicious cold-serve roasted sweet potatoes.



New fruit and vegetable flavors

We deliver novel good tastes and quality, such as ready-to-eat fruits to meet consumers' desires and value-added vegetables that add pleasure to the shopping experience in the fresh produce section.



Premium Series

Ready-to-eat
ripeness

Confirmed
good taste

Rareness

Domestic original products

We deliver products with a rich lineup carefully selected by professionals.



JA tie-up

We partner with JA and specified growers to provide attractive products.



New Development

New Development

Initiatives to expand domestic production

Domestic fresh produce have been declined because of the aging of farmers. To solve the issue of supply shortage, we implement a variety of initiatives.

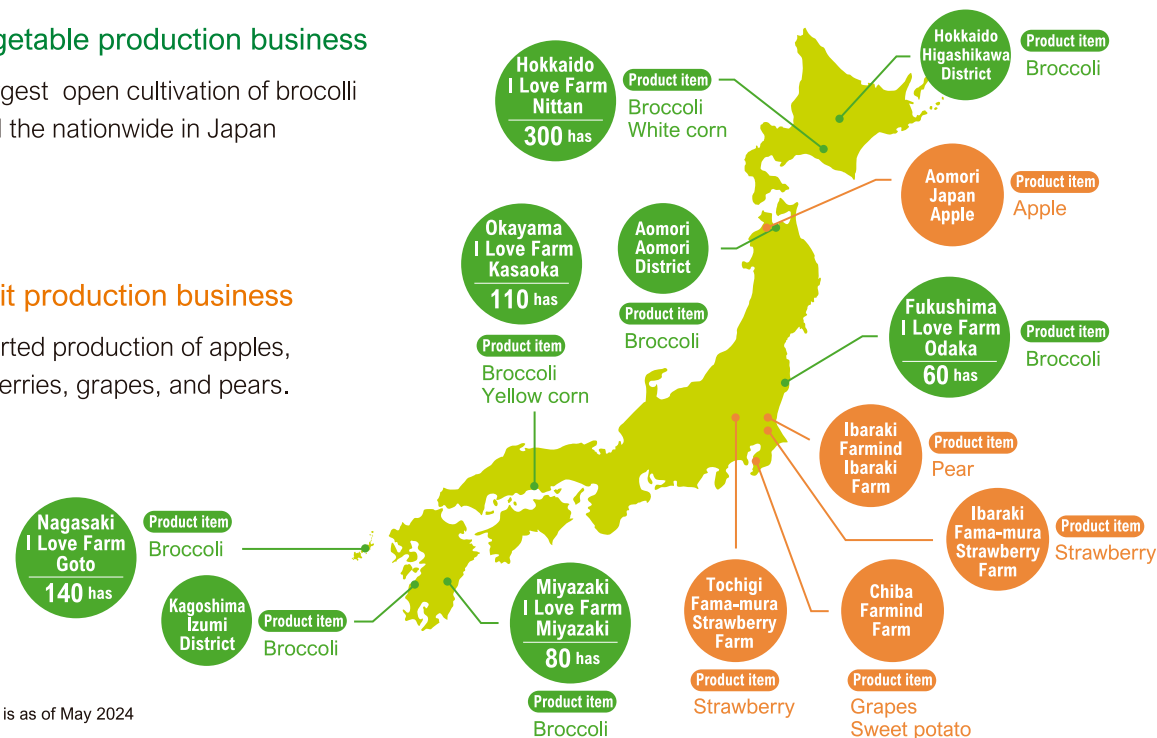
Growing network of production regions and stronger domestic supply capabilities

● Vegetable production business

The largest open cultivation of broccoli around the nationwide in Japan

● Fruit production business

We started production of apples, strawberries, grapes, and pears.



*The area is as of May 2024

Cooperative business with JA ZEN-NOH

We have established production region-type centers dedicated to fruits and vegetables that enable precooling, storage, and packaging in places close to producers while maintaining the freshness of fruits and vegetables.



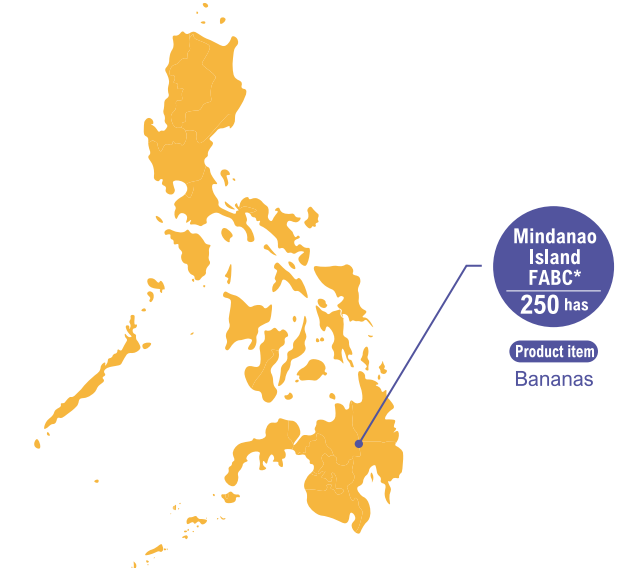
Overseas initiatives for stable supply of fresh produce

We promote business to grow bananas, our flagship products, in the Philippines. We have been expanding the initiatives for import and export with Taiwan as well.

Full-fledged highland banana production business in the Philippines

● Production of highland bananas

We expand the production business at our plantation in Mindanao Island in the Philippines. We leverage our cold chain network and improve quality.



*FABC is an abbreviation of Farmland Asia Banana Corporation, which is our group company
*The area is as of April 2024

Promote the import of Taiwanese pineapples and the export of domestic apples

Import items and volumes, such as Taiwanese pineapples, have been increasing. In addition, we export domestic apples and apple juice to Taiwan.



Marketing Support

FMDs / Sales Promotion / Customer Responsiveness

Comprehensive MD services connecting farmers and stores with consumers.

We comprehensively conduct sales floor planning, design, and construction as well as in-store product tastings.

Field Merchandisers (FMDs)

Trained personnel from 10 locations nationwide visit 3000 supermarkets, which are operated by 150 chain stores.



Surver & analyses

POS data for major supermarkets

Sales floor/shelf data

Consumer data

Regional income and household size data

In addition, we proposal product development, merchandize based on the voice of retail stores and consumers

Regular store visits & sales floor support

We introduce products, install sales promotion tools, and create attractive sales floors.



Marketing & Design

We create materials and propose in-store promotion planning and nationwide campaigns.

Fresh produce specialization

Sales floor observation

Voice of Consumer



Packages



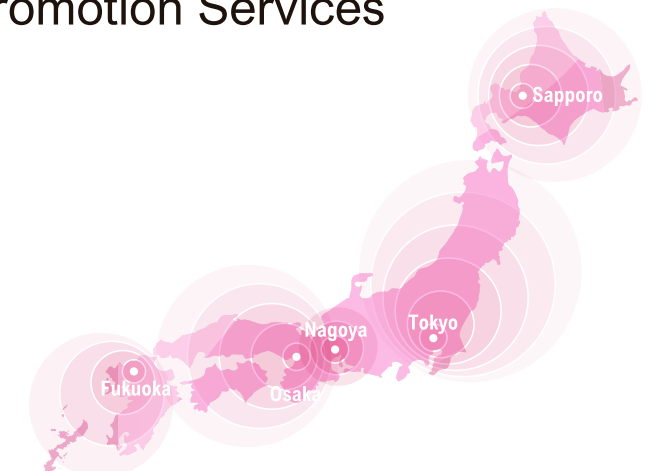
Brochures



Posters

Fresh Produce Professional Promotion Services

Effective demonstration sales by staffs holding abundant results.



Customer contact and consulting services

Improvement of consumers responsiveness in the food industry with long-term know-how and professional conversational skill.



IT Infrastructure

IT Infrastructure / e-Business

Realization of accurate, efficient distribution of fresh produces

Fresh produce system

We developed a variety of systems and enhanced the efficiency in order and information exchange accuracy.



Fresh produce sorting system

Real-time inventory confirmation between consumer and base

Sales management system

Streamline of sales management

Ordering system

Web ordering system for retail stores.

Reduce initial investment by building everything on a cloud system.

Our own website

Our own website connecting consumers and producers. Acquire fans by providing recipes from popular bloggers, information on food manufacturers, etc.



Scan here for the website ▶



Farmind Shop

<https://www.rakuten.co.jp/farmind/>

Our products can be purchased online through Rakuten Ichiba, which is Japan's largest-class online shop.



Scan this to access the Farmind Shop ▶



Group

Group companies

Farmind’s group companies that support the comprehensive distribution of fresh produce

All Japan Line Inc.

A truck logistics company that built a nationwide network

PMO Akihabara 8F, 3-11-6 Iwamotocho, Chiyoda-ku, Tokyo 101-0032

Hokkaido Sanchoku Center Inc.

Operation and management of qualified agricultural land ownership corporations which operate the largest-scale of open-air fresh produce production(Mainly broccoli)

3-2-20, Higashikariki 9-jo, Higashi-ku, Sapporo-shi, Hokkaido 007-0829

Farmind Farm Corporation

Production and sales as well as the operation and management of domestic fruits and vegetables, such as grapes

1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024

Farmind Asia Banana Corporation

Banana production business in the Philippines

Unit 204 Damosa Business center KM 7,JP Laurel Avenue
Lanang, Bray-Alfonso-Anglingto Buhangin Dist. Davao City
Philippines

Farmind Philippines Inc.

Development and provision of fruit and vegetable-related systems based in the Philippines

6750 Office Tower, 16F Ayala Avenue, Makati City
1226 Philippines

Farmind Shin-Chikuhou Seika Inc.

Fresh and processed fruit and vegetable sales and consignment sales

(Iizuka district wholesale market)
958-18, Ariyasu, Iizuka, Fukuoka Prefecture 820-0111

Fresh Carriers Co., Ltd.

Ocean freight forwarding of refrigerated and frozen cargo, mainly imported fruits and vegetables (bananas and kiwifruit)

1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024

Fama-mura Strawberry Farm Corporation

Production and sales as well as the operation and management of domestic fruits and vegetables, such as strawberries

1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024

Farmind Ibaraki Farm Corporation

Production and sales as well as the operation and management of domestic fruits and vegetables, such as pears

1, Kanda-Izumicho, Chiyoda-ku, Tokyo 101-0024

PFC Nagano Corporation

General operation of centers, including processing, packing, repacking, and sales of fruits and vegetables

(Location of the center)
3-3, Ichiba, Nagano-shi, Nagano 381-2202

Farmind China Supply Chain Tech Co., Ltd.

Consulting as well as development and operation of IT systems related to fresh produce

Room 802, XieTai Center, No. 88, Zunyi Nan Road.
Changning District, Shanghai 200336 China

Comrade Inc.

Computerized system design, development, distribution and sales for commodity trading businesses

958-18, Ariyasu, Iizuka, Fukuoka Prefecture 820-0111

Corporate Data

Company overview

Name	Farmind Corporation
Headquarters	1, Kanda-Izumicho, Chiyoda-ku, Tokyo TEL: +81-3-5821-7676 (main)
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	7,028 million yen (As of the end of December 2023)
Contents of business	Import and export, production, and sales of fresh produces. Fresh produce ripening, repacking, fresh-cut fruit processing, warehouse logistics, provision of marketing services, operation of the customer center, and system development.

Offices, Branches, Distribution / Processing Centers

■Offices / Branches

Sapporo Office Sendai Satellite Office Chiba Office Yokohama Office Nagoya Office Osaka Office Kobe Office Fukuoka Office

■Centers

Sapporo Center	Odate Center	Koriyama Center	Chiba Center	Yachiyo Center	Ageo Center
Aomi Center	Kawasaki Center	Nagano Center	Nagoya Center	Kobe Center	Hiroshima Center
Fukuoka Center	Miyazaki Ebino Center				

History

February 1991	Fresh System, Inc. founded to construct physical infrastructure for the fresh fruit and vegetable market.
November 2000	Fresh Remix Corporation founded to provide comprehensive information services in the field of fruit and vegetable distribution.
July 2001	Started providing Fan's, which is a system to support ordering transactions between producers and intermediate distributors.
August 2003	Acquired certification under the ISO 9001 management system.
December 2003	Started selling own brand's bananas.
May 2005	Freshremix Asia Software Corporation (currently Farmind Philippines Inc.), a subsidiary founded in the Philippines.
September 2005	Acquired certification under the ISO 22000 management system.
December 2006	Fresh MD Holdings, Inc. established through a mutual transfer of shares between Fresh System, Inc. and Fresh Remix Corporation.
January 2008	Started providing eON, which is an ordering system for retailers, such as supermarkets.
July 2008	Started providing the N-system, which is a sales management system in distributing fruits and vegetables.
March 2012	Acquired Shin-Chikuhou Seika Inc. (currently Farmind Shin-Chikuhou Seika Inc.), and Einband Holdings, Inc., which has Comrade Inc. under its umbrella as a subsidiary.
January 2013	Completed construction of the Kobe Center, which has Japan's largest-scale ripening processing equipment.
May 2013	Toka Inc. started their business (took over Hiroshima Tobu Seika KK's wholesale business).
October 2014	Started selling the private brand fresh-cut fruit and avocados with "ready-to-eat" stickers attached, which was the industry's first initiative.
February 2015	Brand development initiated for Farmind and Manomi brands.
April 2015	Acquired All Japan Line Inc., which is engaged in the transportation of fruits and vegetables, as a subsidiary.
July 2015	Farmind Corporation established through integration by merger of four companies: Fresh MD Holdings, Inc., Fresh System, Inc., Fresh Remix Corporation and Einband Holdings, Inc.
December 2015	Started selling chilled roasted sweet potatoes.
October 2016	Signed the letter of intent concerning the procurement of bananas with the government of the Philippines.
June 2017	Started selling organically grown bananas in Mexico.
October 2017	Signed on the memorandum of understanding concerning mutual cooperation for the import and export of fruits and vegetables with Mitagri Co., Ltd., which is a Taiwanese government-affiliated agricultural development corporation.
May 2018	Acquired Hokkaido Sanchoku Center Inc., which operates and manages an agricultural corporation conducting Japan's largest-scale outdoor produce cultivation, as a subsidiary.
December 2019	Acquired 100% ownership of JWM Asia Japan Co., Ltd. (absorption-type merger in April 2021), which is an importer and seller of fruits and vegetables.
December 2019	Capital and business alliance with Mizuho Gulf Capital Partners Ltd.
December 2019	Invested in RD&D Cold Logistics Co., Ltd., which is a Taiwanese cold chain logistics company.
August 2020	Established Fama-mura Strawberry Farm Corporation that mainly conducts strawberry production business in Tochigi Prefecture.
January 2021	Established Yachiyo Center and built the current network of 14 fresh produce processing and distribution centers throughout the country.
February 2021	Established Farmind Asia Banana Corporation to conduct banana production business in Mindanao Island in the Philippines.
March 2021	Acquired the certificate of Rainforest Alliance CoC.
April 2021	Signed the letter of intent concerning the procurement of Taiwanese pineapples with the Council of Agriculture, Executive Yuan, R.O.C. (Taiwan).
April 2021	Established Farmind Chiba Farm Corporation (currently Farmind Farm Corporation) that mainly conducts the grape production business in Chiba Prefecture.
June 2021	Acquired 100% ownership of Fresh Carriers Co., Ltd., which conducts the marine transportation of fruits and vegetables.
August 2021	Business alliance with the National Federation of Agricultural Cooperative Associations.
December 2021	Capital alliance with the National Federation of Agricultural Cooperative Associations and The Norinchukin Bank.
May 2022	Established Farmind Ibaraki Farm Corporation that mainly conducts pear production business in Ibaraki Prefecture.
June 2022	PFC Nagano Corporation began operating as the production region-type center dedicated to fruits and vegetables.
June 2022	Established Farmind China Supply Chain Tech Co., Ltd., which conducts consulting as well as system planning and development for fruits and vegetables in China.



Let's eat five or more plates of vegetables (350 grams) and 200 grams of fruit per day.
Farmind supports the "5 a day campaign" under the theme of health promotion with vegetables and fruits.