

# Sales Strategies with Consideration Given to Coexistence with Local Communities

Nokyo (agricultural cooperative)/ Nokyo (strengthening agriculture)/ Nokyo (teaching agriculture)



Warm and heart-to-heart relationships

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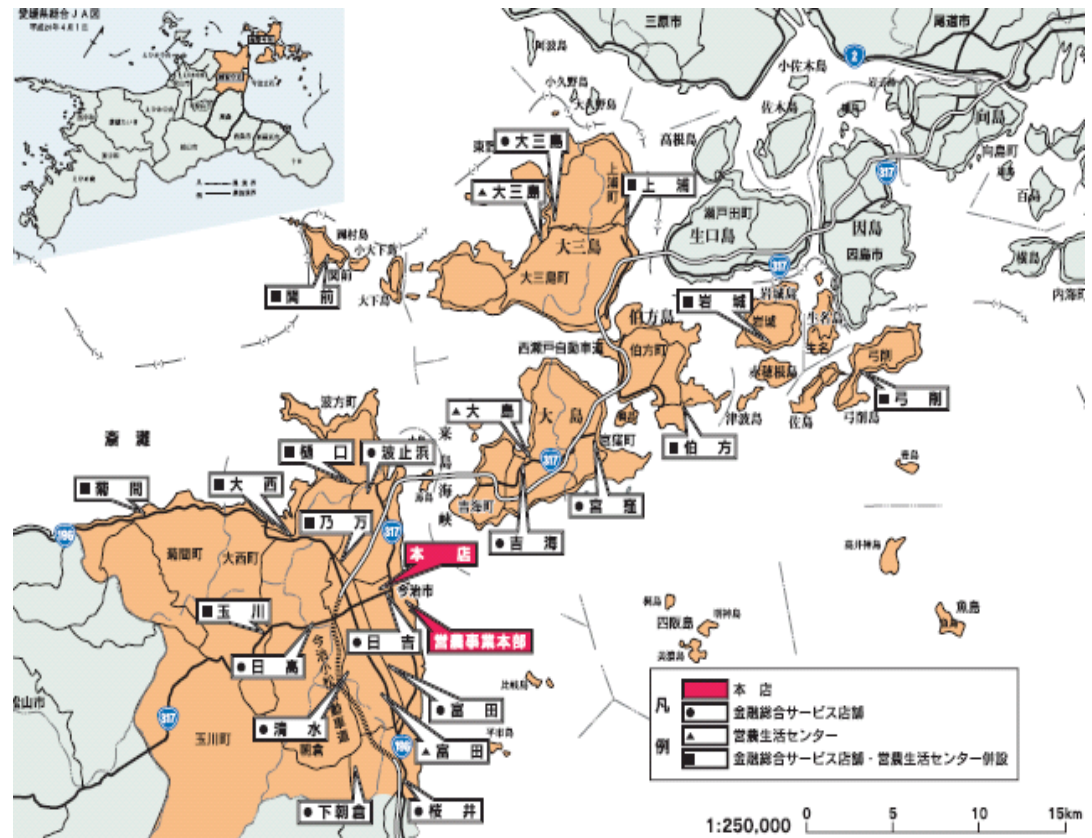
Division of Direct Sales Development

Japan Agricultural Cooperative Ochi Imabari (JA Ochi Imabari)

# Outline of the Region (14 JAs (Japan Agricultural Cooperatives) in

Imabari City and Ochi-gun were merged into JA Ochi Imabari in 1997)

- Cultivated land area 2014  
3,478 ha
- Number of members March 2016  
Regular members 10,850  
Associate members 24,261
- Major farm and livestock products 2015
  - Citrus fruits/other fruits 2.87 billion
  - Paddy rice, wheat 0.22 billion
  - Greenhouse horticulture, flowering plants 0.79 billion
  - Livestock (cattle/pigs) 1.39 billion





# Reasons I proposed Establishment of a Direct Sales Store to JA

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- Quitting farming and reduction in production scale due to the aging population, etc.
- Decrease in the number of shippers to joint sales operations by JA/ Decrease in sales volume
- Lack of successors for farming
- Change in dietary habits due to reasons such as declining birthrate

These are what I felt.



I proposed and opened an agricultural product direct sales store “Saisaikiteya” in 2000

# History of “Saisaikiteya”



- Nov. 2000 The first store of Saisaikiteya opened
- Apr. 2002 Saisaikiteya Tomita store opened
- Oct. 2004 Made a proposal to the Management Supervisory Board
- Apr. 2007 Establishment of “Saisai Noen” or allotment gardens/ farms to support those who start farming
- May 2007 The current Saisaikiteya opened
- Apr. 2009 Saisai restaurant opened
- 2011 Agricultural product processing facility
- 2011 Received the grand prize of Japan Agricultural Award in the category of prize given to individual or organization which serves as a bridge between producers and consumers
- Apr. 2012 Establishment of dried vegetable powder manufacturing facility/ introduction of residual agricultural chemicals analysis equipment
- Apr. 2014 Saisai online store opened
- Apr. 2014 Collection of farm products from all districts started
- Apr. 2014 Saisai Internet supermarket opened





# Agricultural Product Direct Sale Store 562 tsubo

(1 tsubo=approx. 3.3 m<sup>2</sup>)



Direct sales store selling a variety of agricultural and livestock products that are fresh, safe, and secure

- Sales of fresh fish are operated by JF (Japan Fisheries Cooperatives) in Imabari
- Beef, pork, and chicken are all produced in Imabari
- Rice milling equipment is installed
- Development of private brand product made in Imabari
- Residual agricultural chemicals analysis lab
- Collecting farm products from island areas and remote areas



# Saisai Restaurant 90 tsubo

- Using only locally-grown agricultural and livestock products, we propose food menus made in Imabari.
- The agricultural products that are left unsold after closing of the direct sales store are used as ingredients for dishes served in this restaurant the next day, so as to prevent the agricultural products from being wasted.



Serving selected cuisine making use of the natural taste of ingredients using human- and environmental-friendly agricultural and livestock products





# SAISAICAFE 54 tsubo



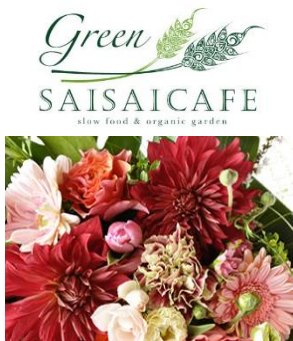
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Attracting female customers to the JA facilities, and enhancing image.



Let's have our fresh products that allow you to take full nutrition as they have.



# Drying and Powder and Paste Manufacturing Factory



- Saisaikiteya aims to become the “direct sale store having the fewest products left unsold in Japan.” A large amount of vegetables are shipped at once when those vegetables are coming into season. However, not all the agricultural products are sold out every day.

Fresh vegetables are picked in the morning. We started operations of the vegetable powder manufacturing factory in 2012 as an effective method to avoid wasting them.

## Saisaikiteya powder manufacturing factory



Finely pulverized by the dedicated machine



1

Prepare vegetables with unnecessary parts having been cut off



2

Dry completely with hot air



3

The whole vegetables become powder by a pulverizer

Fully nutritious!!





# Experimental Farm to Test New Technologies/New Varieties 519 tsubo

- Experiment on new production technologies and guidance on production technologies for new crops and varieties
  - Introduction of safe and secure technologies to consumers
  - A place to nurture shippers of farm products
  - A place for farm advisors to learn to improve their skills
- [Experimental varieties]  
Aisan/ Ishiji Unshu/ Harumi/ Beni madonna/ Setoka/ Himenotsuki/  
Natsumi



# Allotment Gardens for Rent (Beginner/Intermediate/Advanced) 2,052 tsubo

- Beginners

There are 34 plots of 5m × 4m each in size. ¥20,000 for two-year contract.

Promote citizens' understanding of agriculture and familiarize themselves with soil and increase pleasure of farming as citizen gardens.

- Intermediate/Advanced

A facility of 15m × 7m in size (greenhouse). ¥160,000 for two-year contract.

The farmlands, which are owned by farmers, are lent to JA Ochi Imabari members who have no experience of farming.

Lent to Women and the elderly (Imabari method of nurturing core farmers)



# School Children's Farm (Saisai Kids Club) 267 tsubo

June

Opening ceremony/ rice transplanting/ potato digging/ making potato salad

July

Living creature survey in rice fields and rivers/ watermelon splitting game/ Somen-nagashi, or flowing noodles event

August

Observing the growth of rice/ Cooking curry using summer vegetables/ Cooking rice using bamboo

October

Rice harvesting/ sweet potato digging

November

Let's go to the mountain of orange trees!!

December

Mochi-tsuki, or pounding rice to make mochi (rice cakes) using rice the children harvested, and experiential learning of selling the rice cakes

January

Let's investigate water in our town/Let's learn about Setsubun, or bean-throwing festival

February

Let's learn about livestock industry in Imabari

March

Graduation ceremony/ making strawberry tart





# Establishment of a Supply System of Fresh and Safe Vegetables and Fruits to School Lunch Service

20 cooking places 44 schools 14,169 meals

- Difference in the way of thinking between the school lunch center and JA (Exchange meeting)
  - Increase in farmers' income by stable shipment of farm products used as ingredients for school lunch
  - Development of a systematic production system
  - Enhancement of farm guidance (contracted farmers for production of potato, onion, carrot, and cabbage)



# Support for Food and Agriculture Education (kindergarten lunch)



“It is important to do it by myself, no matter how long it takes.”

Each one of the children serves him/herself meals, which they do not usually do by themselves.



Today’s menu is simmered pumpkin, oden, or Japanese hot pot, and komatsuna spinach stir-fried with eggs.

They eat everything, including the things they don’t like.

Children who can politely say “Thank you, lunch man.”



# Cooking Studio (all electrification) 24 tsubo



SAISAI COOKING STUDIO

- A place of communication through cooking food as well as a place to play and have pleasure
- A place to provide food education to children and that to propose menu
- A place to promote and raise awareness of delicious ways of eating agricultural products made in Imabari



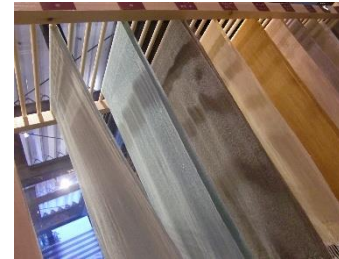


# Collaboration between Agriculture, Commerce, Industry, and Local Community

- Development of Saisai original private brand products (local companies)



- Saisai cotton project (received Good Design Award)
- Let's make a towel from cotton I grew
- Clothing starting from agriculture/ farm work fashion



# Saisai Internet Supermarket

- Shopping function (fresh food/ daily food/ bento lunch box/ daily necessities) Delivered free of charge
- Email function
- Checking the well-being of members (safety confirmation of members in cooperation with Imabari City)



メニューより  
ボタンを選択してください。

Check email

Send email

お友達管理





# New Initiatives of Saisaikiteya

- A new project in collaboration with a financial institution



JA Bank, cafe, market, and restaurant are operated on the same floor.

- Opening a shop in AEON MALL Imabarishintoshi Local food department

