

Functional Fruit “Acerola” Business Development in Asia-Pacific Region



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Motoyuki Hazu

Nichirei Logistics Group Inc.

Executive Officer

Overseas Business Development Div.

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1. Nichirei Group

Networking “Good Taste” and “Freshness”

Nichirei Corporation (Holding Company) JPY568 billion (FY2018)



**Nichirei
Foods Inc.**

Processed
Food
Business



**Nichirei
Fresh Inc.**

Meat & Poultry,
Marine
Products



**Nichirei
Logistics
Group Inc.**

Cold Logistics,
Warehousing

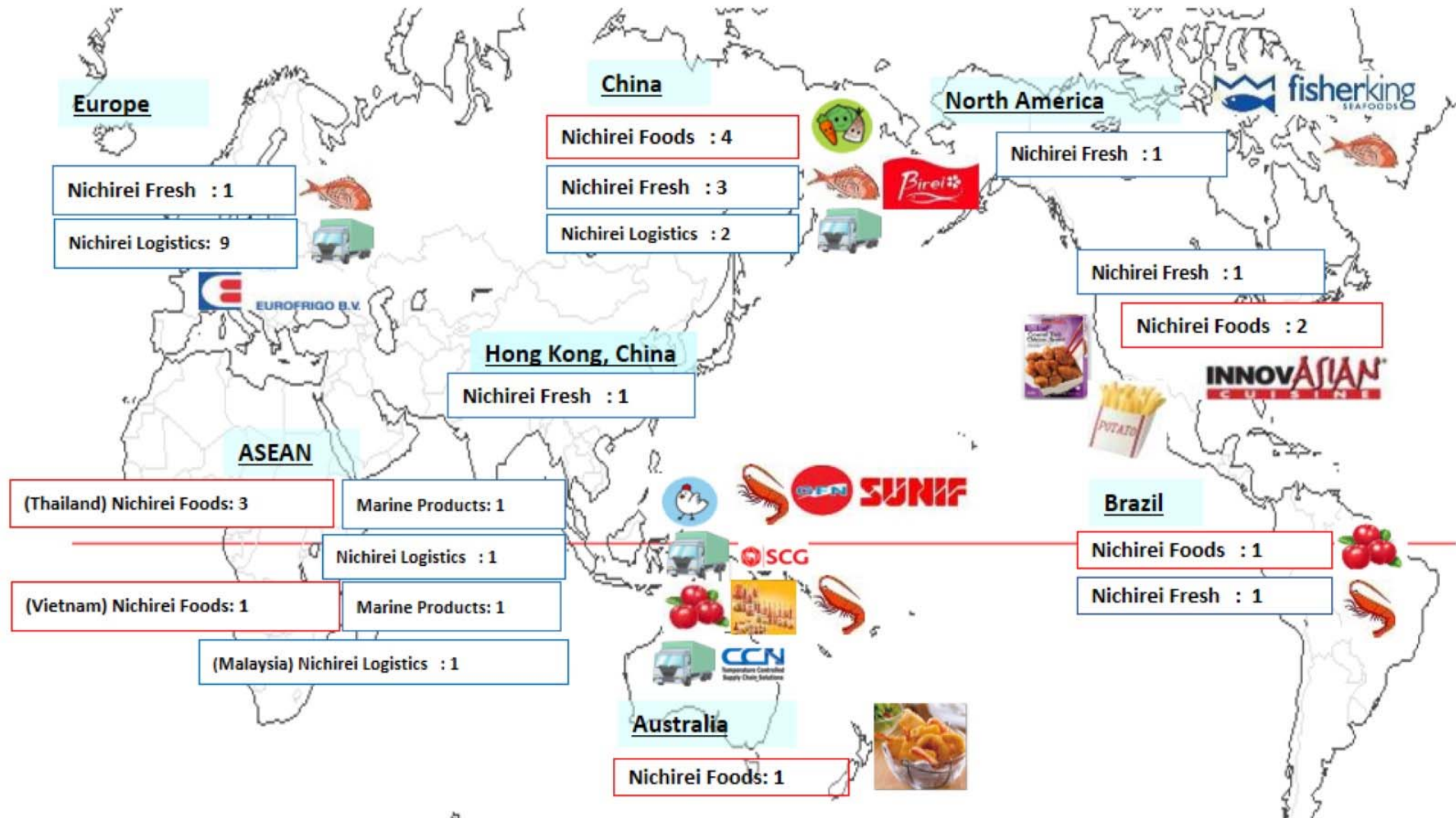


**Nichirei
Biosciences
Inc.**

Bioscience
Business

1. Nichirei Group Global Network

*Numbers of Rep Offices, Major Subsidiaries & Affiliates



2. Functional Fruit “Acerola”



Very High in Natural Vitamin C

- 1.7 g per 100 g acerola
- 34 times greater than lemons
- 1 acerola = RDA Vitamin C

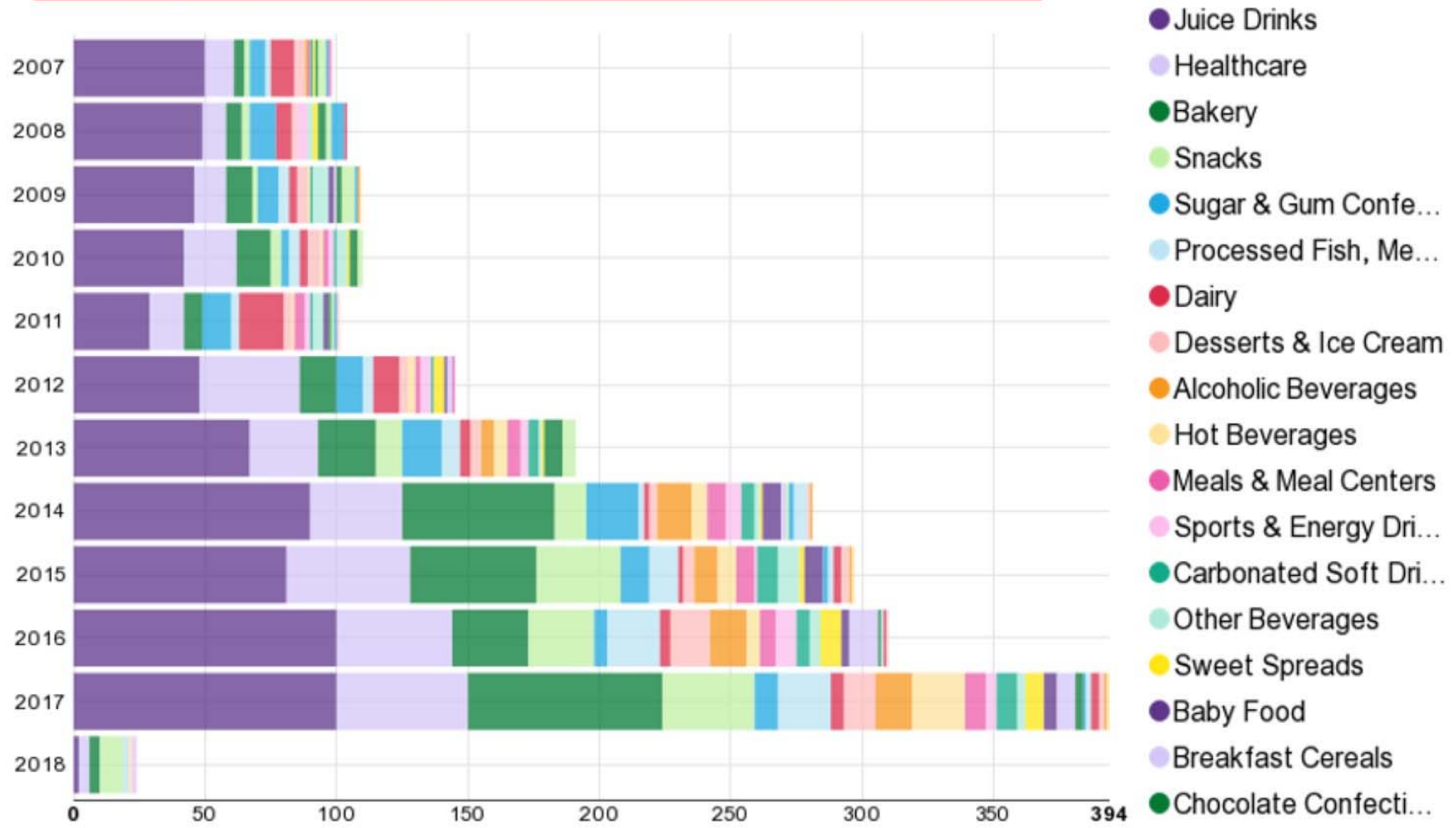
Advantages of Natural Vitamin C

- Prevents Colds and Infections
- Improves Tolerance against Allergens
- Relieves Stress
- Usage in Cosmetics
 - Whitening Beauty / Anti-Aging



2. Functional Fruit "Acerola"

Application Expansion in Europe



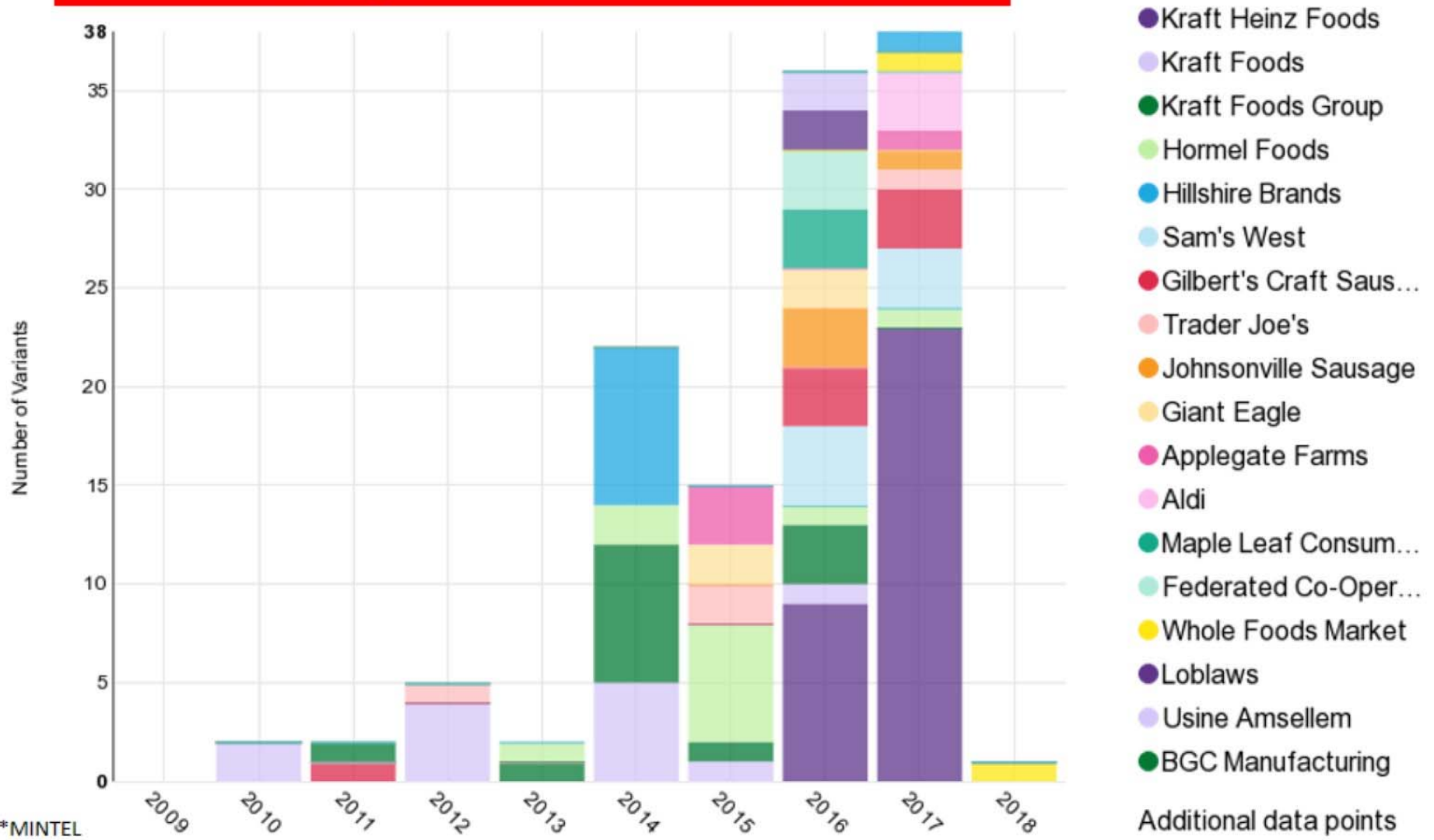
*Mintel

Number of Variants

Additional data points

2. Functional Fruit "Acerola"

Customer Expansion in North America



*MINTEL

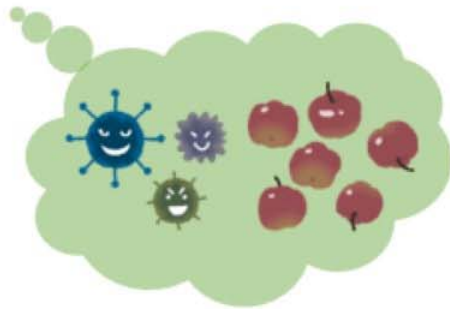
2. Functional Fruit “Acerola”

Acerola has a **very short shelf life**

→ Difficult to commercialize



Cold Chain is Essential



Juice extraction

Freezing

Distribution



1987, Successful Commercialization

2. Functional Fruit “Acerola”

This business started in Brazil and has expanded into Vietnam. Nichirei supplies 1/3 of global acerola consumption.



3. Development in Vietnam



We entrust cultivation to small-scale farmers.

Number of farmers: ~ 600

Total Cultivation area: ~ 150 ha

Amount of production: ~ 3000 tons



3. Development in Vietnam

How We Help Small-Scale Farmers

Agricultural Technology

- Teach modern agricultural technology
- Support local agricultural schools to educate technicians to support farmers
- Reduce pesticide usage

Stable Income

- Guarantee purchase of entire harvest
- Financial support towards natural disasters



4. Threat to Agriculture

Mekong River provides the Mekong Delta with:

- Good water resources throughout the year
- Rich fertile soil



Water pollution due to the economic development of countries along the Mekong River is a serious threat to agriculture.



*Wikipedia, JETRO

We, Nichirei, cooperate with Japanese METI to save the Mekong River from Pollution