

KAGOME

S T O R Y



2024



Company Guide

Using food as a means to resolve social issues, we aim to be a strong company capable of sustainable growth.

Kagome was founded in 1899, the day farm owner and company founder Ichitaro Kanie saw the budding of the first tomato seedlings that he had grown himself. From then on, we have been focused on food in Japan, bringing forth new concepts in food over the past 125 years.

We have made it a goal to establish the image of the Kagome brand in the year 2025 as that of a “strong company capable of sustainable growth, using food as a means to resolve social issues.” With our integrated value chain, from agriculture to production, processing, and sales, that makes Kagome one of its kind in the world, we are working on three social issues: to help people live longer, healthy lives, to promote agricultural development and regional revitalization, and to achieve a sustainable environment.

We are now also presenting our vision of transformation from a “tomato company” into a “vegetable company.” We have found that over the past ten years, the daily vegetable intake target of 350 grams (*1) has not been achieved (*2). So, under the slogan “Let’s eat vegetables,” we have been disseminating information on the importance of ingesting vegetables and effective ways to ingest vegetables as well as continuously delivering a wide range of innovative products that make the most of the value of tomatoes and various other vegetables. Our hope is to use the contribution to people’s good health to achieve sustainable growth.

Our corporate philosophy at Kagome is “Appreciation,” “Nature,” and “Corporate openness.” Rooted in our origin of nature and hand-in-hand with all of our stakeholders around the world, which include communities, customers, clients, farmers, shareholders, and our employees, we will spare no effort to enable ourselves to deliver valuable products and services.

We hope for your understanding and support.

Kagome Co., Ltd. President
and Representative Director

Satoshi Yamaguchi

(*1) The daily vegetable intake amount recommended by the Japanese Ministry of Health, Labour and Welfare (MHLW) under “Health Japan 21” is 350 grams.

(*2) The average daily vegetable intake of Japanese people between 2010 and 2020 according to the MHLW’s National Health and Nutrition Survey (MHLW) was approximately 290 grams.





The “Let’s Eat Vegetables” Campaign

Mobilizing every corporate resource as a company that aims to resolve vegetable deficiency in Japanese diets

Our long-term vision is to “Transform from a ‘tomato company’ to a ‘vegetable company.’” As such, we are engaged in efforts that include the development of products that will enable the easy and delicious intake of vegetable nutrients, research on vegetable functionality, and the provision of information on the health benefits of vegetables. In January 2020, we launched the “Let’s Eat Vegetables” Campaign with the goal of ending the insufficient consumption of vegetables in Japan. Under the slogan “Let’s eat vegetables,” we have rolled out various measures in collaboration with various companies and organizations to motivate people to boost their vegetable consumption. The objectives of this activity are: (i) encourage self-awareness regarding insufficient vegetable intake, (ii) promote understanding of why vegetables are necessary, and (iii) spread information on smart and delicious ways of consuming vegetables. Kagome will devote itself wholeheartedly to the “Let’s Eat Vegetables” Campaign activities and build the momentum in society to eat vegetables.

Companies participating in the vegetable intake promotion project



Joint project with Yanmar Marché and Takii “Freshly Harvested Tomato Cooking Class” delights children!



Under the theme of “food education that begins with gardening education,” Kagome conducted a hands-on event where children participated in planting, cultivating, harvesting, cooking, and eating tomatoes. Children cultivated nine varieties of tomato seedlings provided by Takii and Kagome over approximately three months. They then used the harvested tomatoes to challenge themselves in making “Fresh Tomato Spaghetti.” Children who were initially hesitant about tomatoes happily devoured the spaghetti with plenty of tomatoes, and by the end of the event, they sparkled with joy, saying, “It was delicious and fun!”

Joint project with Asahi Kasei Home Products and Panasonic Activities held jointly by three companies to promote food waste reduction



Fresh vegetables account for a particularly large percentage of household food waste. We believe that spreading information on how to preserve and easily use fresh vegetables is crucial to reducing the amount of waste. To this end, in 2022, we three companies each began leveraging the strengths of our products to promote food waste reduction by smartly freezing vegetables. In 2023, we disseminated information and made in-store promotions featuring recipes that use Kagome’s seasonings, broccoli frozen with the quick freeze function of Panasonic’s refrigerators, and Saran Wrap® and Ziploc® from Asahi Kasei Home Products.

Joint project with Hoshino Resorts RISONARE Yatsugatake Implementing an educational plan to learn about nature through delicious and enjoyable food education



From July to August 2023, we jointly planned and implemented the “RISONARE and Kagome Food Education” program, which aims to teach about nature through delicious and enjoyable means. Under the theme of “food education that begins with gardening education” promoted by Kagome, special activities were conducted, including vegetable harvesting experiences, learning about the natural environment in the “the Mini Labo of Forest,” experiencing sweet-making using vegetables in the hotel in “RISONARE Kids Studio,” and a special vegetable school led by vegetable sommelier Minato Ogata, where both children and adults could learn about vegetables and food in an enjoyable manner.

Joint project with ABC Cooking Studio Promoting consumption of vegetables in conjunction with “Vegetable Day.”



In August 2023, in celebration of “Vegetable Day,” ABC Cooking Studio introduced a Korean menu using summer vegetables and Kagome’s “Basic Tomato Sauce.” Through cooking experiences with delicious vegetable-based menus and utilizing the “VegeCheck®” vegetable consumption measuring device, which has been permanently installed in 80 locations nationwide since April of the same year, we aimed to raise awareness about personal vegetable intake while emphasizing the importance of enjoying vegetables and the charm of vegetables.





Using food to help people live longer, healthy lives*

Paving the way to the future of Japan using the power of vegetables.

Kagome will leverage the various research related to vegetables that we have been undertaking for many years to deliver the functional value of vegetables through our products. At the same time, we will explain the importance of ingesting vegetables and propose easy and delicious ways to eat vegetables. By doing so, we will help people lead healthy daily lives.



Release of a stream of products with functional claims

For many years, Kagome has been carrying out research on the nutritional components of vegetables, with a focus on tomatoes, and we have successfully verified a variety of effects. For example, Lycopene has been reported to act in a way that increases “good” (HDL) cholesterol. With this, in 2016 we released Kagome Tomato Juice and Lycopene Choleste-Fine with functional claims on their labels. Furthermore, vegetable-derived GABA was reported to have an effect of lowering the blood pressure of those with mild hypertension. In 2017, we launched Kagome Vegetable Juice with a functional claim on the label.

The same report was made for tomato-derived GABA, and in 2018, we added this functional claim to Kagome Tomato Juice. In 2019, we launched Sulforaphane supplements as a direct marketing product with functional claims. In 2021, Kagome released “Labre Double,” a product from the “Plant-Based Lactic Acid Labre” series, showcasing two functions. In 2023, we launched “Yasai Ichinichi Kore Ippon Triple Care,” which displays functionalities related to neutral lipids, blood sugar levels, and blood pressure.



*According to the “Health Japan 21” initiative by the Ministry of Health, Labour and Welfare, improving and maintaining healthy life expectancy involves enhancing and establishing habits related to nutrition, diet, physical activity, exercise, rest, sleep, community engagement, and social activities.

Health services business

Interest in the management of employee health is increasing as an important managerial challenge for companies. Kagome's Health Services Department has developed and offers health promotion services for companies and local governments. Registered Dietician Laboratory for Green-eating Lifestyle®, a specialized team consisting of Kagome employees with registered dietitian qualifications, plays a part as professionals in food and health. They provide support for the improvement of dietary habits through in-person and online seminars and e-learning that communicate information on the importance, benefits, and methods for vegetable intake. We also offer the rental or leasing of VegeCheck®, a device for estimating vegetable intake amounts, and provide apps for recording vegetable intake.

Team Competition! Vege Senshuken® Four-Week Vegetable Intake Tournament Challenge

This is a team competition in which participants earn points by entering their vegetable intake amounts for each meal in an app or by responding to vegetable-related quizzes. It is a program that enables people to have fun while aiming to improve their dietary habits. It can also be used as a way to boost communication within a company.



野菜生活 管理栄養士ラボ



VegeCheck® (for lease or rental)

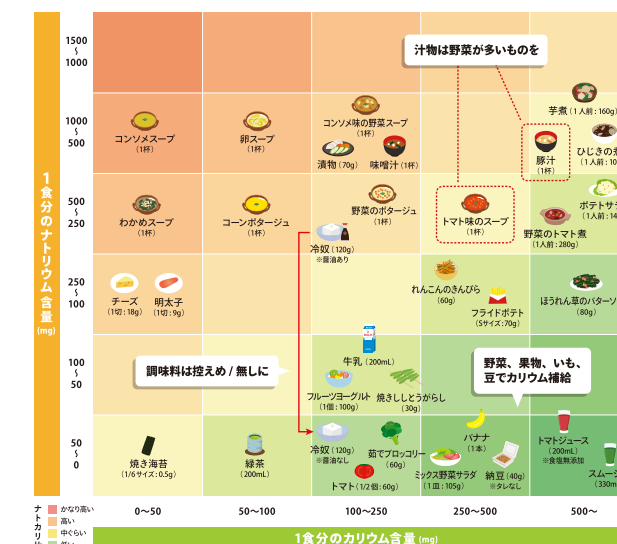
This is a device that measures vegetable intake levels when a palm is pressed against the sensor for about 30 seconds. It is characterized by its ease of use, with results displayed on the spot. The device is being utilized on various occasions, such as at health checkups and during the provision of dietary guidance, and by companies and local governments at health-related events.



Sodium-Potassium Map®* to deliciously and enjoyably lower the sodium-potassium ratio!

High blood pressure, which raises the risk of developing a lifestyle disease among Japanese people, is said to be caused by consuming too much sodium and not enough vegetables. Potassium, which is contained in vegetables and fruits, helps remove sodium from the body. A balanced consumption of sodium and potassium is crucial to preventing high blood pressure, and a new concept known as the sodium-potassium ratio is gaining attention as a measurement index. Kagome partnered with Tohoku University to jointly develop the Sodium-Potassium Map®, which teaches users how to follow diets that can lower the sodium-potassium ratio in an easy-to-understand manner. We plan to use the Sodium-Potassium Map® to propose delicious and enjoyable dietary lifestyles that can help prevent high blood pressure.

*The Sodium-Potassium Map® is a registered trademark of Tohoku University and Kagome, and a patent for the Sodium-Potassium Map® is currently being filed jointly by both organizations.



Sodium-Potassium Map® for accompaniment dishes and soups



Agricultural development and regional revitalization

Supporting agriculture and helping communities achieve sustainable growth.

In communities where the workforce is dwindling and the population is super-aging at alarming rates, thinned infrastructure for agricultural production is becoming a problem. Kagome believes that agricultural development in Japan is the key to revitalization of communities. We will help turn agriculture in Japan into a growth sector.



Kagome Yasai Seikatsu Farm Fujimi

Kagome Yasai Seikatsu Farm Fujimi opened in the town of Fujimi, in the Suwa District of Nagano Prefecture in April 2019, with the concept of being an interactive vegetable theme park that combines agriculture and production with sightseeing. At this facility, visitors can enjoy unique experiences such as tours of vegetable beverage plants utilizing the latest video technology and workshops harvesting and using seasonal vegetables in the magnificent natural surroundings of

Yatsugatake and the Southern Alps. Adjacent to the Kagome Yasai Seikatsu Farm, a “farm that coexists with living organisms” allows visitors to learn about biodiversity and the importance of living creatures through activities like the “Field Creatures Quiz Rally.” The restaurant offers Southern Italian cuisine made with local ingredients and Kagome’s original vegetable broth. Many people come to the farm from both within and outside Nagano Prefecture and enjoy the appeal of vegetables and the area.



Reducing the burden on farmers while expanding production volume of tomatoes used for juice.

While the aging of farmers progresses in Japan and an increasing number of producers are ceasing or downsizing crop cultivation on the one hand, domestic requirements in the amounts of tomatoes for processing continue to increase. As part of the solution for this issue, we joined hands with an agricultural machinery manufacturer and developed the Kagome Tomato Harvester (KTH). We are engaged in the mechanization of tomato harvesting, which poses a heavy burden on farming households. In 2021, we concluded a partnership agreement with Yanmar Agri Japan Co., Ltd., Hokkaido Branch, and Iwamizawa Agricultural Cooperative Association (JA Iwamizawa) aiming to expand the production area for growing tomatoes for processing within JA Iwamizawa’s area of control. We will continue to contribute to the promotion and development of local agriculture.



Energizing Japan with the “Yasai Seikatsu 100 Kisetsu Gentei (Seasonals) Series.”

Yasai Seikatsu 100 Seasonals Series is the flagship product of the “locally grown, nationally consumed” campaign to consume regional agricultural products all over Japan. Today, 10 or more flavors are sold sequentially each year. Kagome will continue to support local agriculture as well as good health and longevity through collaborations and by exploring new vegetables and fruits.



Yasai Seikatsu 100 Seasonals Series (April 2023 – March 2024)



Partnering with producers and local governments to support agriculture in communities.

Kagome has concluded agreements with local governments and others around the nation to carry out such efforts as the development of products and recipes that utilize the agricultural products of the region, the provision of guidance on food education as well as on tomato cultivation. We are proactively engaged in regional agricultural development and the improvement of people’s health in such ways.

Agreements that Kagome has concluded in communities	A total of 36 agreements have been concluded with 1 town, 10 cities, and 17 prefectures.
---	--

*As of January 31, 2024



KGM191 tomato for processing

Development of a tomato variety that will save crops from insect damage

Non-native insects called *Globodera rostochiensis* and *Globodera pallida* are serious issues for Hokkaido’s agriculture. As a countermeasure, we developed the KGM191 tomato for processing in 2019, which has a tolerance against the above-mentioned insects and can reduce their population density. As these insects feed on the roots of Solanaceae family plants, such as potatoes and tomatoes, and severely reduce yield, preventing their spread and eradicating them are crucial challenges for Hokkaido’s agriculture. By utilizing this new variety, we will aim to expand the area of land used to grow tomatoes for processing and also contribute to sustainable agriculture in Hokkaido.



A sustainable environment

Response to challenges related to sustainability

For Kagome, which uses the bounty of nature as the ingredient for providing products that make the most of their deliciousness and health value, the realization of a sustainable global environment is an important social challenge that must be achieved. We are especially engaging in addressing climate change as a high priority issue. We are also focusing our efforts on research and development of green products.



Kagome Policy on Plastics

Under the Kagome Policy on Plastics, formulated in January 2020, we are promoting various initiatives aimed at reducing environmental burdens caused by the issue of plastic pollution. From April 2020, we switched the plastic caps on paper beverage containers to caps made of plant-derived materials. In September 2022, the PET bottle container for Kagome Tomato Juice was switched to a new, environmentally friendly bottle called Smart Eco Bottle, which uses 100% recycled materials. Beginning in May 2023, the straws attached to all four products in the “Plant-Based Lactic Acid Labre” series have been gradually discontinued. Going forward, we will continue to promote environmentally friendly activities, such as reducing the amount of petroleum-derived plastic being used.



Aluminum lid shape and materials improved for easy opening

Kagome Tomato Juice using Smart Eco Bottles

Changing the “best-by” date from “day, month, and year” to “month and year”

To reduce food waste and lighten the burden on those engaged in the distribution of our products (logistics, warehousing, and retailing), starting in October 2020, we will sequentially start switching the format of the best-by dates of beverages for consumer use (sold in cans and PET plastic containers) that have best-before periods of 360 days or more, from “day, month, and year” to “month and year.” Kagome’s target is to reduce food waste by half (as compared to 2018) by 2030. Going forward, we will continue to review how the best-by dates will be shown as well as engage in ways to extend the best-before period.



Adoption of FSC®-certified paper cartons for paper beverage containers

Kagome carries out research and development of products that are friendly to the environment and is also dedicated to switching to product containers and packaging materials with low environmental loads. In 2014, we adopted the use of paper cartons displaying the FSC logo. At present, all of our 200 ml and 330 ml paper beverage containers display the FSC logo. The FSC® is an international organ established to spread responsible forest stewardship around the world. Purchasing products displaying the FSC logo will enable consumers to indirectly support global forest preservation. Going forward, Kagome will continue to expand its use of FSC®-certified paper cartons and contribute to the achievement of a sustainable society.

*FSC® stands for Forest Stewardship Council®. It is an international organ that manages a system which certifies the forests used for the production of lumber and the distribution and processing processes of the lumber cut from such forests.



FSC logo displayed on the side of a Yasai Ichinichi Kore Ippon carton.

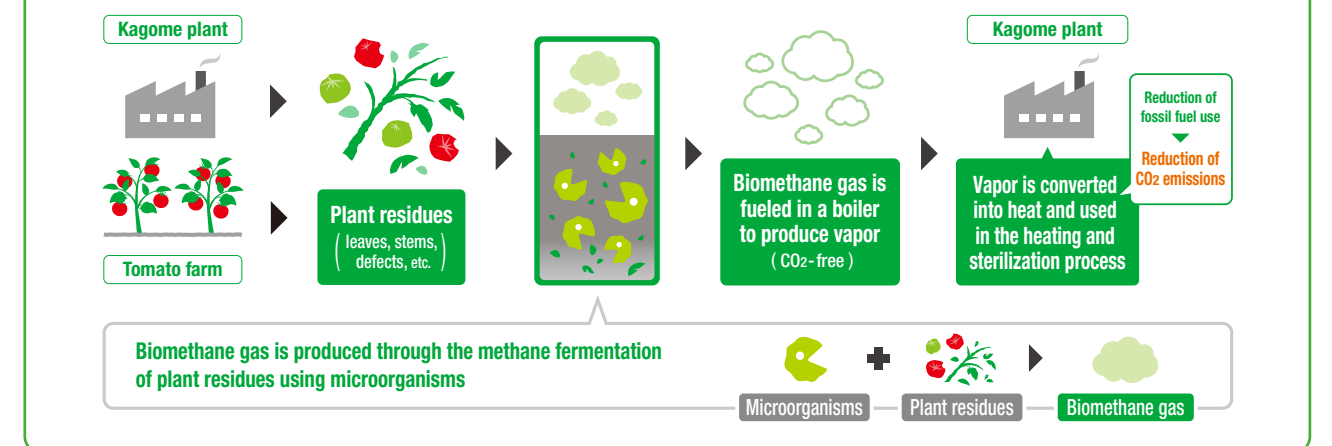
Initiatives toward achievement of CO₂ emissions reduction targets

The Kagome Group is actively engaged in reducing CO₂ emissions. Starting with the adoption of solar power generation at a Kagome Inc. (USA) plant in 2017, the adoption of solar power has been promoted at various plants in Japan and abroad. In 2021, solar panels were newly installed at three plants in Japan (Kozakai Plant, Ibaraki Plant, and Fujimi Plant). We also switched the electricity purchased by the following three plants to power derived from renewable energy sources: the Kozakai Plant switched in January 2022 and the Fujimi Plant and Ueno Plant switched in January 2023. Furthermore, we began to produce biomethane gas in a biomass plant at the Fujimi Plant, using residues of vegetable juice extractions (plant residues) as well as tomato leaves, stems and tomato defects from the adjacent Yatsugatake Mirai Green Farm. The vapor from the gas is converted to heat and used in the heating and sterilization process in the Fujimi Plant. With the aim of achieving net zero emissions of greenhouse gases by 2050, Kagome has established an emissions reduction target for 2030, which received certification from the Science Based Targets (SBT) Initiative. Going forward, we will continue to actively engage in efforts toward realizing a sustainable global environment.



Solar panels at the Kozakai Plant

Visual of the overall flow of the biomass plant



The Fujimi Plant utilizes vegetable residues by converting them into renewable energy

Creation and public opening of a farm that coexists with living organisms

It is said that the impact of climate change, agricultural land development, agrochemicals, the introduction of non-native species, and other human activities is responsible for the extinction of about 40,000 species a year. Using a field adjacent to Kagome Yasai Seikatsu Farm Fujimi, a vegetable-themed park, Kagome has created a sustainable farm that enables coexistence with living organisms, and has opened it to the public. Devices that make the most of the power of living organisms have been set up around the field. Various efforts have been made, such as the posing of quiz questions, to help visitors enhance their understanding.



Bamboo bug hotel used by potter wasps to raise their young

Water conservation efforts

In 2018, Kagome formulated the Kagome Group Water Policy and has been engaging in water conservation efforts, including water risk surveys and response, reduction of water intake amounts at manufacturing bases, and the promotion of water purification and cyclic use. The consolidated subsidiary Kagome Australia Pty Ltd., has been adapting to climate change by avoiding high-risk periods of heavy rainfall for tomato cultivation, preparing for drought risks by storing water used in the plant in dams during winter and providing it to nearby farmers in spring, thus promoting water reuse.



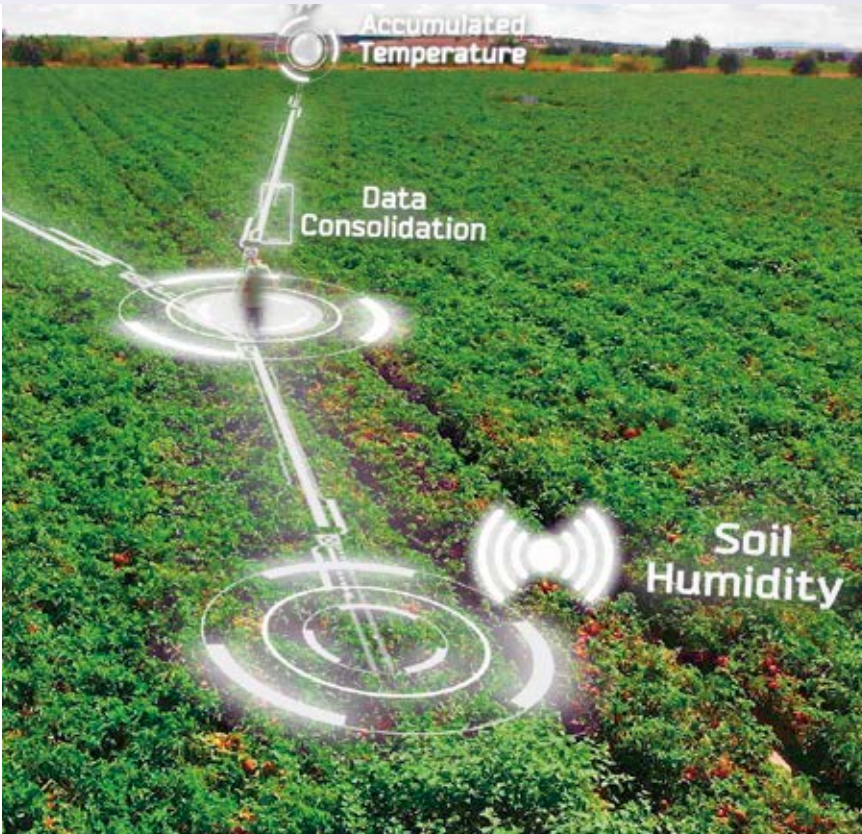
Kagome Australia Pty Ltd. reservoir dam (Measure against drought)



Promotion of DX

Promotion of DX enables business process transformation and the creation of new businesses

To become a strong and sustainable company that continues to grow, it is essential to address issues such as the aging of existing systems and future talent shortages. Kagome will promote digital transformation (DX) to advance business process transformation, evolve digital marketing, and create new businesses.



Plant-Based Food Initiatives

Aiming for achievement of the health of the planet and its people as well as a sustainable society

Attention has been focused in recent years on processed plant-based foods, such as those made of soybean, which contains a large amount of protein, and vegetables that are rich in vitamins and minerals, for healthy and sustainable dietary lifestyles. Kagome will proactively implement “plant-based food.”



Development of an AI-based fresh tomato yield prediction system

Kagome, in collaboration with Kagome Agri-Fresh Co., Ltd. and Aizoth Inc., developed an AI-based fresh tomato yield prediction system to improve the accuracy of forecasting, which is crucial for adjusting supply and demand for fresh tomatoes. Introduced in February 2022 at five large-scale vegetable farms cultivating Kagome-branded fresh tomatoes, this system utilizes proprietary big data regarding cultivation technology and management, accumulated from contracted farms nationwide and state-of-the-art AI analysis technology to predict fresh tomato yields five weeks in advance. With highly accurate yield predictions, it contributes not only to stable supply of tomatoes to retailers but also to reducing food waste.



Field of “Iwaki Onahama Greenfarm Co., Ltd.,” where this system is implemented



AI identifies impurities in tomatoes, and robots suction them away.

Development of an AI-based foreign material removal system

Kagome has introduced an AI-based foreign material* removal system at its Ibaraki Plant, which has been operational since November 2021. The task of removing foreign materials during the manufacturing process of tomato sauce and salsa was traditionally performed by skilled workers, posing challenges for automation. This system uses AI to identify foreign materials from images of diced tomatoes and accurately remove them with robot technology from Suematsu Kyuki Co., Ltd., aiming to alleviate future labor shortages and achieve sustainable manufacturing practices.

Establishment of a joint venture company to support agriculture with AI

In September 2022, Kagome and NEC Corporation established the joint venture DXAS Agricultural Technology LDA in Portugal, which provides agricultural management support services utilizing artificial intelligence (AI) for the production of tomatoes for processing use. It offers a service to visualize tomato growth and soil conditions using sensor data and satellite images. We aim to contribute to achieving sustainable agriculture in countries across the world by integrating Kagome’s agronomy and NEC’s technology to innovate agriculture and promote agricultural management that is environmentally friendly and highly profitable.



Farming advisors using devices to offer guidance to producers

*Discolored parts, skin, and stems of tomatoes, etc.

Plant-based series lineup

Plant-based food refers to food products in general made from plant-based ingredients. They are gathering attention as healthy, sustainable foods. With the growth in needs for such plant-based foods, Kagome has been providing since 2019 various foods that do not contain any animal-based ingredients* and are made using plant-based ingredients. We will bring beauty and color to a plant-based dietary lifestyle through the



tasty and convenient Plant Based series that was made possible because Kagome is a vegetable company.

Ever Egg, the egg that is not an egg

In April 2021, Kagome concluded a business alliance with Two Inc., a startup company that rolls out the 2foods plant-based food brand. In March 2022, we announced our first jointly developed product, 2foods Plant-Based Omurice. Ever Egg, a plant-based egg with a soft, creamy texture was developed by leveraging knowledge from both companies and uses carrots and cannellini beans as part of its ingredients.



SOVE®, a new vegetable and soybean brand



In October 2022, we launched a new D2C brand called SOVE. As the brand’s first product, we released SOVE Cereal, which is a soybean and vegetable cereal developed jointly with Fuji Oil Co., Ltd., a company that aims to promote the value of soybeans. Through the SOVE brand, we will work to establish plant-based food as a dietary habit that anyone can enjoyably maintain, and to this end, we will continue to develop and release various products going forward.

*Products containing animal-based ingredients are made in the same production line



Vertically Integrated Business

Full-cycle value creation, from seed to table.

Kagome owns roughly 7,500 varieties of tomato genetic resources. From these seeds to soil cultivation, growth, harvest, production, all the way to the final product, we realized a business model for ensuring delivery of the values of safety and reassurance. That is what Kagome has to offer, a vertically integrated business that is the only one of its kind in the world.



Global rollout

Have the whole world say, “If it’s tomatoes, it’s Kagome.”

Global demand for food and tomatoes is expected to increase drastically as the world population grows towards what many say will be 9 billion people in 2050. Kagome will contribute to resolving a variety of issues faced by the world, through tomatoes and other food.



Vertically: Full cycle, from seed to table

Horizontally: Main global locations

Demand creation	Communicate the value of our products to our customers, with value-communicative activities that generate demand.	
Product production	Production processes and quality control that maximize the value of raw materials, with the optimal combination of good raw materials and technology.	
Primary processing and procurement	We only procure raw materials that meet our own standards for quality, and our primary stage of processing keeps all of the flavor intact.	
Farming	Contracted farming and agricultural guidance for specified varieties of plants, and growing fresh tomatoes in high-tech greenhouses.	
Development of new varieties and seedling production	Producing and supplying seedlings that have a competitive edge, with useful new varieties created by cross-breeding our genetic resources of agricultural products.	
Research and development	Integrated research and development that maximizes the value of agricultural products, which are nature's bounty and contributes to greater longevity and good health.	

Global foodservice efforts

Kagome primarily sells processed tomato products to major foodservice companies that are globally active. We leverage the findings of our research on the nutritional content and functionality of tomatoes and vegetables with the aim of achieving health through food. Moreover, we are proactively pursuing business opportunities and cultivating clientele in Asia, South America, the Middle East, and other new regions.



Export of vegetable beverages to other parts of Asia

In our B2C business, we are focusing our efforts on exports to and sales in Asia. Against the backdrop of an interest in Japanese brands and a rise in health awareness, the business operates and is expanding in seven countries and regions including Hong Kong, China, Malaysia, Singapore and Mongolia. We have opened new markets through the joint establishment of KAGOME Nissin Foods Hong Kong Co., Ltd. with Nissin Foods Company Limited in 2018. Going forward, we will expand demand in the growing Asian markets by spreading the value of vegetable beverages and making its consumption into habits. The business will be developed so that it becomes a core Kagome business in the future.



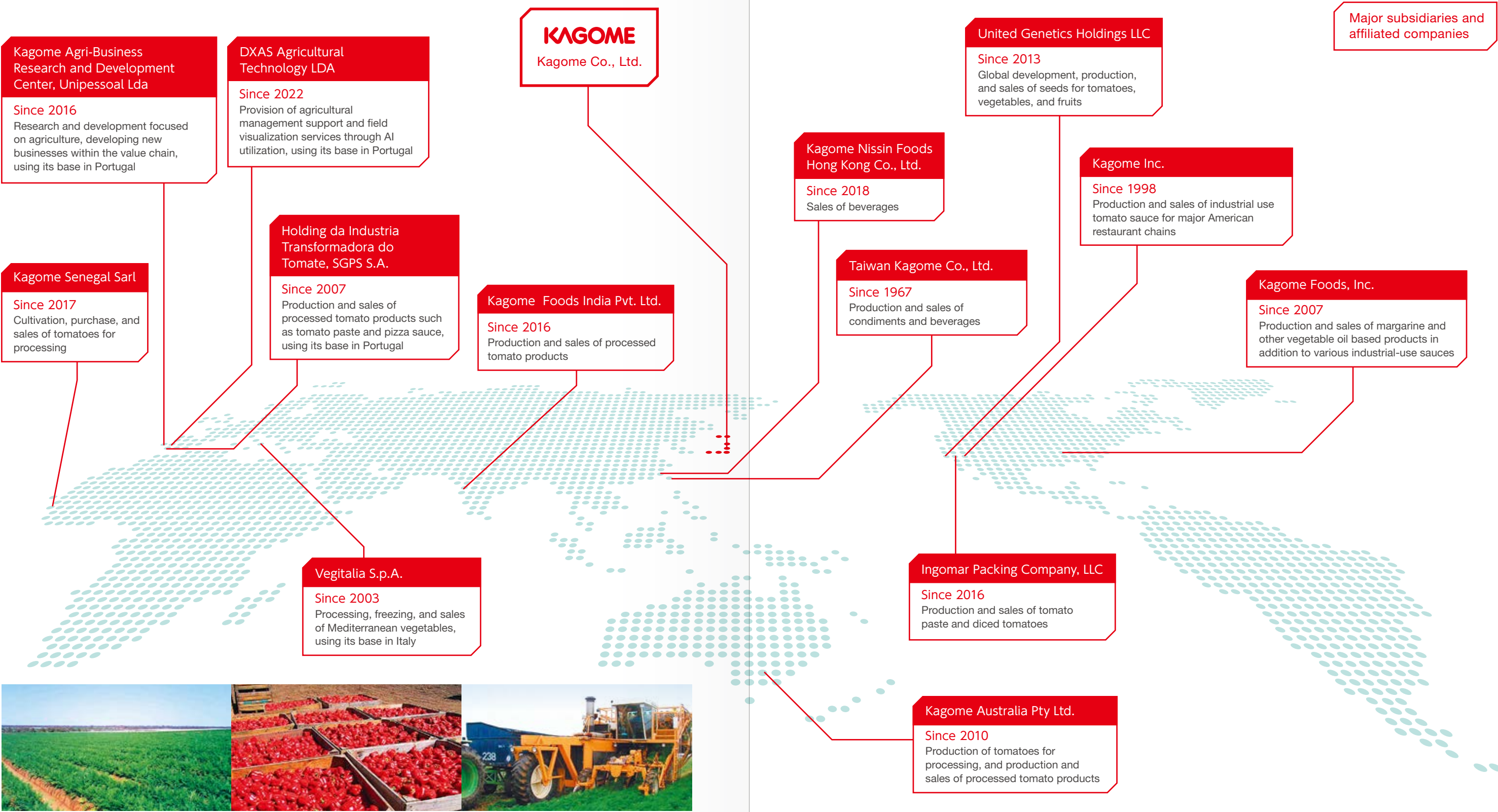
The “fields are the primary production plant” philosophy: Good ingredients come from good fields

Ever since its founding, Kagome has stayed true to the ideal that good ingredients come from good fields. To ensure the procurement of safe and reliable ingredients, Kagome engages in the “contracted farming” of tomatoes. In contracted farming, Kagome and Japanese farmers work together for mutual benefit, and we enter into agreements with farmers to buy their entire crop before it is planted. Kagome employees, called “field masters,” later survey the fields of contracted farmers and provide Kagome’s very own brand of meticulous farming guidance as well as other on-target advice according to the growth condition of the tomatoes. Under our production philosophy that “fields are the primary production plant,” we leverage the expertise and track record from years of experience with “contracted farming” for the development of young employees and the procurement of agricultural raw materials from overseas.



Bringing flavor and health to people all over the world

Based on the expertise we have accumulated in Japan, Kagome explores global locations to examine which of them are optimal for cultivation, and we operate businesses in countries throughout the world.



Kagome's History

Since our founding in 1899, we have given consumers products made with “the desire to contribute to people’s health, using the value of agricultural products which are the bounty of nature.”
This is also a history of “technological innovation” in which we have continued to develop products that never existed before in order to satisfy the needs of the times.



Began production of tomato ketchup and Worcestershire sauce

1908



Released tomato juice for sale

1933



The first of its kind in the world

Began selling ketchup in a plastic bottle

1966



Launched Carrot 100 Series

1992



Launched Yasai Seikatsu 100

1995



Launched Anna Mamma

1998

KAGOME HISTORY



Began sales of fresh tomatoes (Kokumi Tomatoes)

2001



Launched “Yasai Ichinichi Kore Ippon” (and the larger “Kore Ippai”)

2004



Launched Plant-Based Lactic Acid Labre

2006



Launched salad vegetables

2014



Launched Ever Egg (frozen)

2022

1899

Founder Ichitaro Kanie began growing western vegetables



1903

Began production of tomato sauce (now tomato puree)

1906

Built a production plant in Nishiyashiki, Araomachi, in the city of Tokai in Aichi Prefecture. Entered full-scale production of tomato sauce

1963

Renamed company “Kagome Co., Ltd” and established the tomato logo



1967

Established Taiwan Kagome Co., Ltd. First Kagome operations outside of Japan

1972

Launched “Kagome Theater”

1978

Publicly listed on the First Section of the Nagoya Stock Exchange

Publicly listed on the First Section of the Tokyo Stock Exchange

1988


Established Kagome USA, Inc.

2000

Announced corporate philosophy (“Appreciation,” “Nature” and “Corporate openness”)

2003

Made “True to Nature, the Flavor of Kagome” into our brand statement.



2005

Surpassed 100,000 shareholders

2010

Established Kagome Australia Pty Ltd.

2019

Developed VegeCheck®

Opened Kagome Yasai Seikatsu Farm Fujimi



2020

Began the “Let’s Eat Vegetables” Campaign



Product Overview

Delivering vegetable value with a diverse, colorful lineup

Some people are short on time. Others do not like vegetables. For these reasons and more, Japanese diets have not included enough vegetables, and the problem is getting worse each year. Based on our desire to make products widely available and give people an easy and delicious way to incorporate vegetables into their diets, we at Kagome are doing everything we can to combat vegetable deficiency. Expanding our business domain to include not only beverages, food products, and products for institutional and industrial use, but also direct marketing and agri-business as well, we now offer a lineup of more than 1,000 products that make vegetables more accessible.

Beverages

Mixed vegetable and fruit / 100% tomato / 100% vegetable / 100% carrot / lactic acid



Food Products

Tomato ketchups / tomato condiments / sauces / pasta sauces
“okazu” side dish condiments / microwaveable foods / hotpot broth



Institutional and Industrial

Unrefrigerated products / refrigerated products



Direct Marketing

Beverages / food products / supplements



Agri-business

Fresh tomatoes / vegetables / processed agricultural products / household horticultural products



Kagome by the Numbers

Kagome as seen primarily
through numbers

125 Years
in Business

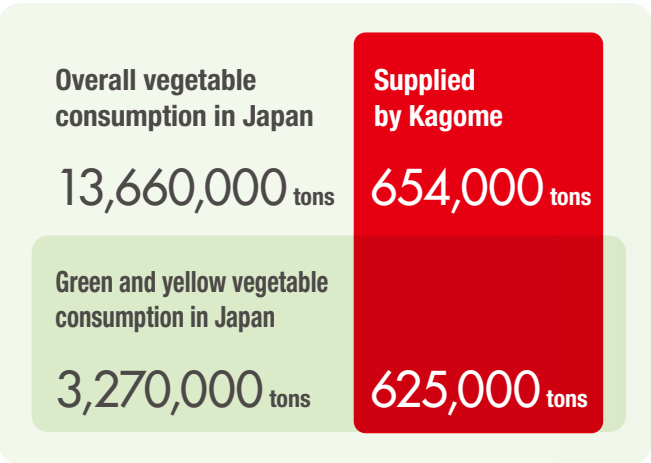
The history of Kagome began in 1899 with enterprising efforts to cultivate and later to process tomatoes, a foreign vegetable that was unfamiliar to Japan at the time. Since then, Kagome has been dedicated to vegetables, making fields its foundation, and offering new food concepts. This is Kagome’s 126th year.

Supply of Green and Yellow Vegetables by Kagome

19.1% in Japan

Kagome supplies 19.1% of the green and yellow vegetables and 4.8% of all the vegetables* consumed in Japan.

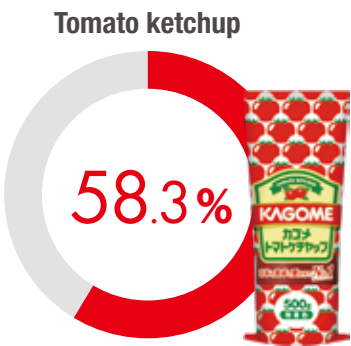
*Pale-colored vegetables + green and yellow vegetable



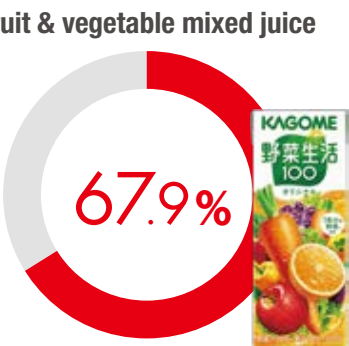
Sources: VEGE-DAS (Kagome vegetable supply calculation system), FY2022 estimates from the Ministry of Agriculture, Forestry and Fisheries “Food Supply/Demand Table”

Market share in Japan NO.1

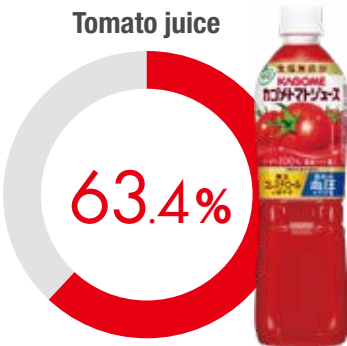
*Pictured is a representative product in this category.



Source: Intage SRI+ / Period: January through December 2023 / Based on monetary amount
Target area: nationwide
Target business types: all types



Source: Intage SRI+ / Period: January through December 2023 / Based on monetary amount
Target area: nationwide
Target business types: all types
Other: dry, chilled, and fruit & vegetable mixed juice category



Source: Intage SRI+ / Period: January through December 2023 / Based on monetary amount
Target area: nationwide
Target business types: all types
Other: dry, chilled, and tomato juice category



Tomato genetic resources

*Around 70 varieties are registered

Around 7,500 varieties

We manages an abundance of genetic resources including roughly 7,500 varieties of tomato seed, while maintaining the information in a database. We utilize these to develop new varieties of tomatoes for fresh and processed products, without any genetic modifications.

Seedlings distributed in food education assistance

4,380,000 seedlings



Kagome “Food Education Assistance” develops children’s interest in food and helps them grow up healthy. This began in 1964, long before the term “food education” became commonplace, when we began distributing picture-story shows and picture books to kindergartens across Japan to support childcare. In 1999, we began the Lylyco Waku Waku Program in which we provide elementary schools, kindergartens, and nursery schools with Lylyco® (a tomato variety used to make Kagome Tomato Juice) and other seedlings free of charge.

Number of shareholders

196,000 shareholders

Individual shareholder ratio 99.5%

With “Corporate openness” as part of our corporate philosophy, in 2001 we started working toward our “Vision of 100,000 Kagome Fans (shareholders),” and in September 2005 we surpassed the 100,000 mark. We proactively listen to what shareholders have to say, and put it to use in developing products and planning events.

*196,268 as of the end of 2023



Gifts for shareholders

Company Overview

(As of the end of 2023)

Founded	1899	Main consolidated subsidiaries
Established	1949	Kagome Axis Co., Ltd.
Head Office	3-14-15, Nishiki, Naka-ku, Nagoya, Aichi Phone: +81-52-951-3571 (Main) Fax: +81-52-968-2510	KAGOME Yasai Seikatsu Farm Co., Ltd.
Tokyo Head Office	Nihonbashi-hamacho F-Tower, 3-21-1 Nihonbashi-hamacho, Chuo-ku, Tokyo Phone: +81-3-5623-8501 (Main) Fax: +81-3-5623-2331	Kagome Agri-Fresh Co., Ltd.
Capital	19,985 billion yen	Hibikinada Green Farm Co., Ltd.
Number of Employees	2,921 (consolidated)	Iwaki Onahama Green Farm Co., Ltd.
Places of Business	Head Office, Tokyo Head Office, 8 branches, 6 plants, the Innovation Division, Tokyo Laboratory	Yatsugatake Mirai Green Farm Co., Ltd.
Description of Business	Production and sales of food seasonings, preserved foods, beverages, and other food products; purchasing, production, and sales of seedlings, fruits, and vegetables	Takane Baby Leaf Green Farm Co., Ltd.
		Kagome Inc.
		United Genetics Holdings LLC
		Vegitalia S.p.A.
		Holding da Industria Transformadora do Tomate, SGPS S.A. (HIT)
		Taiwan Kagome Co., Ltd.
		Kagome Australia Pty Ltd.
		Ingomar Packing Company, LLC

Fiscal year ended December 2023 Revenue 224.7 billion yen / Business profit 19.4 billion yen / Business profit margin 8.7%

Corporate Philosophy

An inherited management spirit that pervades through changing times



Appreciation

We are thankful for nature's bounty and for human relationships. We respect natural ecosystems and value human sensibility.

Nature

Through nature's bounty, we endeavor to create rich value that is ahead of the times and to contribute to consumers' health and wellbeing.

Corporate Openness

We aim to be an open company that engages in fair and transparent corporate activities and respects each person's individuality and abilities.

Brand Statement

Our promise to society and customers



Nature

To strive for healthier food that makes the most of the antioxidants and immunological capabilities of nature's bounty.

True

To produce healthy, great tasting foods without relying on unnatural additives and technologies.

Flavor

Create new demand for delicious food, paying attention to the needs of our bodies and our planet.

What we aim to be in 2025

To become a strong company capable of sustainable growth,
using food as a means to resolve social issues

Social issues being addressed by Kagome

Give longer healthy lives

We will convey the importance of ingesting vegetables and their tastiness, and help people live longer healthy lives by increasing the amounts of vegetables they eat.

Agricultural development and regional revitalization

We will support agricultural development and regional revitalization through the development and popularization of agricultural technologies at vegetable production sites and processing bases.

Sustainable environment

We will promote green activities to ensure that sustainable agriculture will be carried out amid rich nature.

Long-term vision

by 2025

Shift from a “tomato company” to a “vegetable company”

- We will be a unique company providing products that use vegetables through a variety of ingredients, categories, temperatures, containers, and volumes.
- We will be a company that provides not only goods but also services by expanding our businesses from tomatoes to vegetables.

by about 2040

50% of the workforce consisting of women (from employees to executive officers)

- We will promote our business from various viewpoints and meet the varying needs of customers.
- We will be a strong company where both men and women can work enthusiastically, achieving high productivity.

Kagome Group Basic Policy on Sustainability

Since its founding, the Kagome Group has proposed new foods and services that utilize the blessings of nature under the philosophy of “fields are the primary production plant.”

To continue this endeavor into the future, we will practice our corporate philosophy of “Appreciation,” “Nature” and “Corporate openness,” and collaborate with stakeholders to address social issues, aiming to achieve sustainable growth for the Group and create a sustainable society.

Sustainability Website

<https://www.kagome.co.jp/company/sustainability/>



Food education initiatives

Delivering the joy of living with vegetables through “food education that begins with gardening education”

Kagome has engaged in various food education initiatives since 1964, such as providing information and fun hands-on activities related to food. In 2022, we began “food education that begins with gardening education,” an initiative that aims to nurture interest in and appreciation for food and nature by experiencing the various stages of gardening education, from growing and harvesting vegetables to cooking the harvested vegetables.



Hands-on food education event
“Wonderfarm and Tomato Trees” held in 2023



Mutual support initiatives

Valuing mutual support with communities.

One of the codes of conduct that Kagome values is the spirit of “mutual support.” We will work with local communities to address social issues, natural disasters, and other matters that cannot be readily solved through self-help or public help alone.



Lylyco Waku Waku Program

The Lylyco Waku Waku Program has been carried out since 1999 and is one of Kagome’s food education assistance activities. Lylyco®, a tomato used for making Kagome Tomato Juice, and other seedlings as well as educational materials are provided free of charge to elementary and nursery schools, etc., nationwide. This activity will be continued going forward in the hope that growing, harvesting, and cooking



vegetables will help children develop an interest in living things as well as feelings of gratitude, in addition to a love of vegetables.

Food education assistance activities with Houkago NPO After-School

The collaborative child-development project “Oishii! Vegetable Challenge” has been carried out since 2018 to help children overcome their dislike of vegetables and with the aim of ending vegetable intake deficiencies. The project is being held nationwide in cooperation with Houkago NPO After-school. In 2023, a total of 95 online and in-person classes were held at nationwide locations. The program is being recognized as a food education program that carries out hands-on classes for learning about the secrets of vegetables and provides an opportunity for children to “make friends” with vegetables.



Vege Kids nursery school where kids love vegetables

We opened a nursery school in 2019 (in Chuo-ku, Tokyo) under the concept of having infants, toddlers, and their guardians come to like vegetables. It is currently being used by our employees and people of the area. In addition to basic childcare services, the Vege Kids nursery school carries out food education that uses the five senses to come into contact with vegetables. Infants under age one and two-year-olds will be provided various experiences to develop a love of vegetables as well as an environment to grow with vegetables as part of their lives. It will convey the deliciousness, fun, and importance of vegetables to the infants and toddlers.



Self-reliance support for afflicted areas, 13 years since the Great East Japan Earthquake

Kagome has tied “bonds of mutual aid” with victims of the Great East Japan Earthquake as well as persons involved in reconstruction in afflicted areas. Various activities continue with the aim of the reconstruction of industries and agriculture as well as human resources development of persons engaged in regional revitalization. To nurture farmers of the future, Kagome began providing support in 2012 for classes at agricultural high schools. Furthermore, from 2020, Kagome has been participating in the Reconstruction Agency’s “Yui no Ba” project, which matches business operators in afflicted areas with supporting companies. Kagome’s knowledge and resources related to such matters as marketing, product development, and quality management are being utilized to support the reconstruction of companies in afflicted areas.



The MICHINOKU Future Fund—providing support to enable disaster-affected children to continue on to higher education

In 2011, Kagome, Calbee, Inc. and Rohto Pharmaceutical Co., Ltd. established The MICHINOKU Future Fund in Sendai, Miyagi Prefecture, to support the dreams of children who were affected by the Great East Japan Earthquake to continue on to higher education. Ebara Foods Industry, Inc. since joined, and there are now four companies involved. Donations from all over Japan are used as funds to enable children who lost one or both parents in the earthquake disaster to go on to higher education after graduating from high school. The funds fully cover the school enrollment fee as well as tuition up to graduation (annual ceiling of

Kagome Mirai Yasai Foundation

With the objective of supporting organizations and others engaged in food education and implementing measures to fight childhood poverty, we established the Kagome Mirai Yasai Foundation on October 1, 2020. Under the philosophy of bringing smiles to the faces of children and to communities, the Foundation provides support, with a focus on the donation of money (total of 30 million yen per year in total), so as to contribute to the achievement of a society that nurtures a sound, rich spirit.



3 million yen) as a scholarship that does not require repayment. We will continue this activity for many years, until children who were still in their mothers’ womb at the time of the Great East Japan Earthquake graduate from university or graduate school. The Fund also emphasizes the provision of emotional care. The fund hosts events that provide opportunities for students supported by the MICHINOKU Fund to get together and build friendships. What is more, even after the students move on to higher education, face-to-face interviews are also carried out to provide follow-up support to such students.



KAGOME CO.,LTD.

Head Office / 3-14-15 Nishiki, Naka-ku, Nagoya, Aichi 460-0003 Japan

Tel +81-52-951-3571

Tokyo Head Office / Nihonbashi-hamacho F-Tower, 3-21-1 Nihonbashi-hamacho, Chuo-ku, Tokyo 103-8461 Japan

Tel +81-3-5623-8501

<https://www.kagome.co.jp/>

KAGOME STORY was printed using 100% renewable energy at a factory with Green Printing (GP) certification, which includes the adoption of environmentally friendly printing materials and processes such as FSC®-certified paper and VOC-free ink (with 0% petroleum-based solvents). There were no CO₂ emissions resulting from printing, with Scope 1, Scope 2, and Scope 3 emissions all off set, including emissions from the facilities and vehicles owned by the printing company and purchased electricity.

