

# Achieve a sustainable society and Kagome's growth by resolving social issues through food

For 123 years since our founding, Kagome has been contributing to consumers' health and vibrant eating habits with its strength in harnessing the delicious taste and nutrition of nature's bounty that are vegetables and fruits. We are enhancing corporate value through activities that address social issues head on while sharing our corporate philosophy as a steadfast sense of value with all employees. In the future, we will continue to contribute to finding solutions to social issues in Japan and the world through our business activities, including promoting longer, healthier lives, agricultural development and regional revitalization, and achieving a sustainable global environment.

Kagome's Ideal Image

What Kagome strives for by 2025

“To become a strong company capable of sustainable growth, using food as a means of resolving social issues”

Social issues to address

Longer, healthier lives

Agricultural development and regional revitalization

Sustainable global environment

Vision

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

Code of Conduct

Mutual support


Respect for human rights

Fairness

Basis, mindset and attitude behind our philosophy

Corporate Philosophy

An inherited management spirit that pervades through the 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 our 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

# How to achieve a sustainable society and Kagome's growth through resolving social issues with food?

Social issues that Kagome prioritizes are promotion of longer, healthier lives, agricultural development and regional revitalization, and sustainable global environment. With our unique value chain comprised of agricultural value and cooperation with diverse partners, we provide products and services that link farming with health and lifestyle, thereby contributing to resolving social issues and achieving continuous enhancement of corporate value.



## Support agriculture and contribute to the sustainable growth of communities

Vulnerability in the farming base has become an issue in areas with rapid decline of labor population and societal aging. Moreover, risks to the continuity of agriculture are becoming more apparent globally, such as climate change and water shortages. Kagome contributes to agricultural development and regional revitalization through promoting regional agricultural businesses via development of vegetable growing regions and processing, developing technology and services to enhance agricultural productivity and sustainability, and appealing domestic agricultural products through its businesses.

## Pioneering the future of Japan with the power of vegetables

Vegetables are important sources of nutrients, including vitamins and minerals. Many epidemiological studies have shown that consuming plenty of vegetables is effective in preventing a variety of diseases. In Japan, the average daily vegetable consumption per person is about 290 g\*1, which falls 60 g short of the national recommended value of 350 g\*2. Kagome is carefully promoting the importance of vegetable consumption to everyone, recommending effortless, smart ways to consume vegetables even for busy days, and developing attractive vegetable products to contribute to longer, healthier lives.

\*1 The average daily vegetable consumption per person in Japan was about 290 g based on the 2010-2019 National Health and Nutrition Survey (Ministry of Health, Labour, and Welfare [MHLW]).  
\*2 The target daily vegetable consumption recommended by The Ministry of Health, Labour, and Welfare's Health Japan 21 is 350 g.

## Initiatives for the environment as a company that delivers nature's bounty

Kagome's manufacturing, which has contributed to people's health by harnessing the bounty of nature, has been based on the creation of safe and high-quality raw ingredients by working from vegetable seeds to soil creation under the belief that "fields are the primary production plant." We are promoting initiatives for a sustainable global environment as the responsibility of a company that enjoys the bounty of nature and delivers this to customers. We aim to realize a sustainable global environment by focusing on environmental conservation with the same desire as our passion for manufacturing.



### CASE EXAMPLE 1

#### Efforts to increase vegetable consumption levels in Japan

In January 2020, we launched the Let's Eat Vegetables Campaign. Under the slogan of "let's increase vegetable intake by just another 60 g," we are developing various measures to increase motivation to consume vegetables in collaboration with many companies and organizations. We aim to increase vegetable consumption by increasing contact points between consumers and vegetables through valuable information and products that easily, deliciously, and happily deliver the nutrition of vegetables.



### CASE EXAMPLE 2

#### Development of bases and revitalization of communities through collaboration with agricultural companies

We are promoting collaboration with agricultural companies with the aim of developing new vegetable procurement and manufacturing bases and revitalizing local communities and agriculture. Sobetsu Agri-Foods Co., Ltd., established in Hokkaido in 2020, began selling fresh onions in autumn 2021.



### CASE EXAMPLE 3

#### Resource and energy recycling-type vegetable farms

At Yatsugatake Mirai Farm in Nagano Prefecture, heat is recovered from the hot water used by the adjacent Kagome Fujimi Plant with a heat pump and reused for heating during fresh tomato cultivation. Part of the CO<sub>2</sub> in boiler exhaust gas is used to promote photosynthesis inside the greenhouse.

