

Agriculture looking ahead 100 years from Japan and Africa

—The projects in Uganda by Saka no Tochu—

Saka no Tochu Co., Ltd.

Saka no Tochu East Africa Co., Ltd.

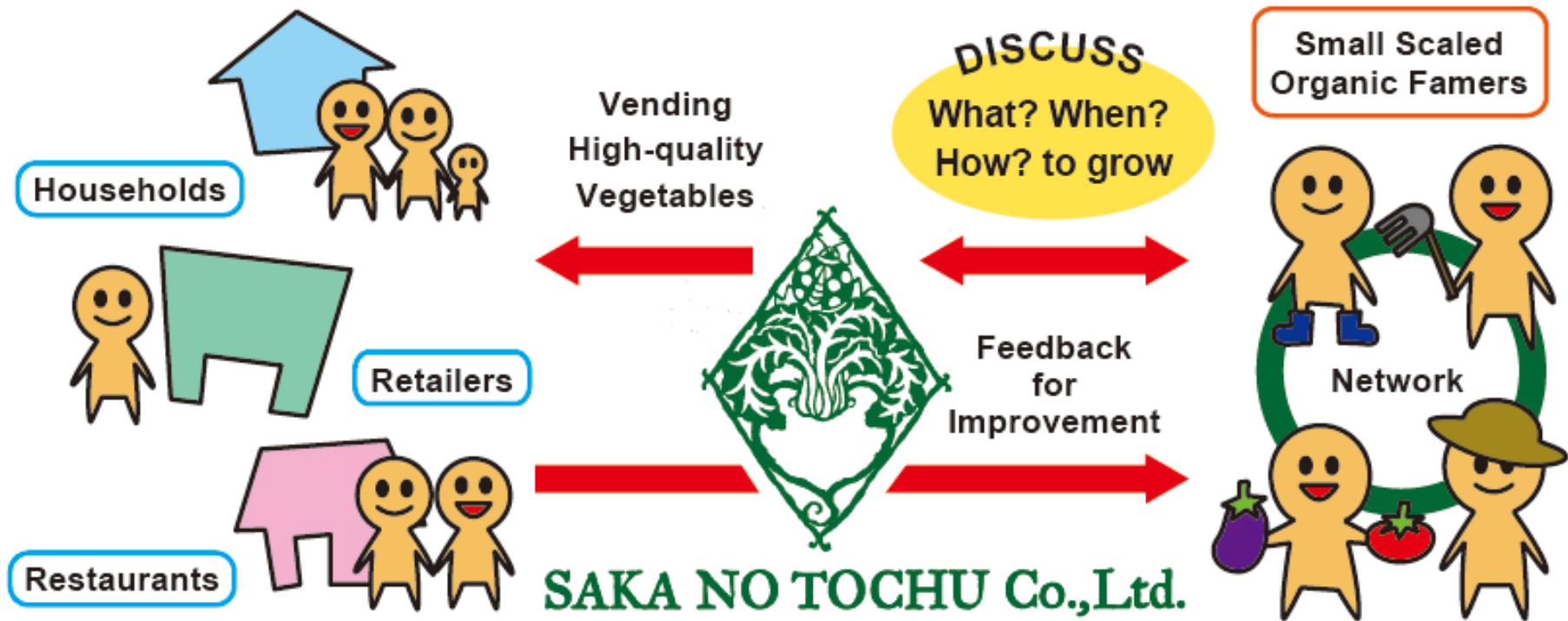
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About SAKA NO TOCHU Co., Ltd.

- Our message;
 - “Agriculture looking ahead 100 years”
 - “Let’s stop borrowing precious resources from our future”
- => Developing projects toward sustainable farming
- Support small-scaled farmers by buying and selling their organic vegetables
- Set up a training institute;
 - => Enhance human resource development for organic farming
 - => Creating a mechanism to grow more sustainable farmers



The Projects in Uganda (1)

1) Exporting organic sesame and other organic products from Uganda to Japan

- Sustainable farming and improvement of farmers' quality of life in the areas suffering from serious climate change
⇒ Growing sesame with the farmers and exporting it to Japan
- Found more potential and expanded to other items;
Shea butter (cosmetic material), vanilla beans, honey, chilly
⇒ Branding the items by “organic” and “the story” of the area and farmers







The Projects in Uganda (2)

2) Distribution and sales of organic vegetables

- Make use of the know-how and experiences from the business in Japan and customize them for Uganda
- A value-adding mechanism for the BOP
- The key concepts for the branding/marketing
 - Being organic
 - Telling customers the background of the farmer and the farm;
Who grew it, how and where?



From the idea to the present

- Organic farming business in developing countries has been our goal since establishment.
- Found good partners both in Japan and in Uganda
- JETRO Demonstration Program for Trade Development
- Export of sesame to Japan → Expanded to other items
→ Started a new business in Uganda
- Established a branch: Saka no Tochu East Africa Co., Ltd.
- Increase cooperative partners and clients. Become known as a company having a business in Africa

Future plans and challenges

1) Exporting of organic products from Uganda

- Expanding items, exporting to third countries, processing onsite

2) Distribution and sales of organic vegetables

- Exporting to neighboring countries, enhancing human resources development, exporting business models

→ Creating a global model of sustainable agriculture by establishing a system based on the rule of “right production in the right spot”