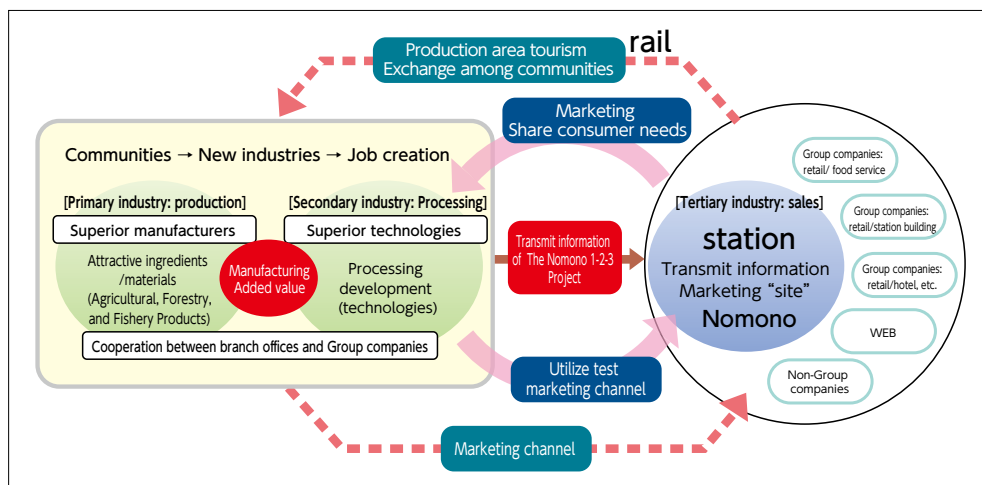


Special Topic 3

Strengthening Collaboration with Communities

Nomono 1-2-3 Project

In order to further strengthen collaboration with regional communities, our ongoing Rediscover the Region Project features products that combine high-quality ingredients such as local produce with superior processing techniques. Through this initiative, the JR East Group is encouraging manufacturing that integrates regional primary, secondary, and tertiary industries. The Nomono 1-2-3 Project is a manufacturing project that supports the east Japan area via product development and sales in collaboration with regional farming, forestry, and fishing industries. The name Nomono 1-2-3 derives from the idea of discovering local “shun no mono” (seasonal goods), “chi no mono” (regional goods), and “yukari no mono” (traditional goods) and JR East’s promotion of manufacturing aimed at sextic industrialization, which links primary, secondary, and tertiary industries.



Conceptual diagram of the Nomono 1-2-3 project



Shinshu Jibie Venison Burger



Sanriku Sanma Iwate-bako



Aomori Cidre

Tokamachi Sukoyaka Factory

As an example of a specific initiative aimed at strengthening collaboration with communities, in September 2014, we opened a food processing plant in the town of Tokamachi in Niigata Prefecture that uses a special local product, Uonuma Koshihikari rice flour. Using no eggs, milk, or wheat, this facility produces and distributes cakes, baked sweets, and the like that can be eaten even by children with food allergies and is contributing to local job creation and regional economic development.



Tokamachi Sukoyaka Factory



Sukoyaka Cake

VOICE

<JR Tomato Land Iwaki Farm>

A Company that Partners and Thrives with Communities

JR Tomato Land Iwaki Farm is a collaboration between JR East and forward-thinking farmers in the town of Iwaki in Fukushima Prefecture. It is a tomato-growing facility centering on a sunlight-based plant factory that is currently under development, with the aim of launching in the spring of 2016. I believe this project, more than any other, achieves the goal of “thriving with communities,” which is part of our Group Management Vision V concept, in an easy-to-understand way.

Iwaki is an area that is blessed with abundant sunlight, receiving about 2,200 hours of sunshine annually. We are planning to build a large sunlight-based plant factory occupying around 2.5 ha here, where we will cultivate about 600 tons of tomatoes each year. These 600 tons will be used as ingredients in food served by JR East Group companies such as hotels and restaurants in the Tokyo metropolitan area, the restaurant of Wonder Farm, a sextic industrialization* facility located nearby, and vegetable stands, and in particular, local markets.

The factory, unlike plant factories with artificial light such as LED lighting, is devoted to cultivation using sunlight. We want to make JR Tomato Land Iwaki Farm a high-quality plant factory that makes it possible to harvest bright-red tomatoes nourished by abundant sunlight multiple times during the year.

To achieve this, it is necessary to create a safe, secure, stable production system. We intend to introduce a computer-managed production system developed in Holland, which will allow us to deliver produce that people can enjoy without worrying about food safety by constantly controlling the factory in an appropriate manner via this system, including everything from opening and closing the interior windows and roof to adjusting the air-conditioning, water supply, agricultural equipment, and nutrient solution.

JR East’s entry into the agricultural field in collaboration with local communities has been extremely well received, especially here in the Tohoku region, where it is also significant in terms of earthquake recovery. Having received personal words of gratitude and encouragement from the Mayor of Iwaki and others, we are aware of the high expectations for this project every day. Once the facility opens, we want to do what we can to revitalize the region’s farming industry by growing safe, high-quality tomatoes as well as identifying demand in the Tokyo area and attracting tourists through the efficient provision of information, which is one of JR East’s areas of expertise. As long as we make effective use of the JR East Group’s transportation networks, which connect people to each other, and facilities such as stations, where large numbers of people gather together, I believe various initiatives will be possible.

Sextic Industrialization

Initiatives to broaden the potential of agriculture and forestry industries, where the agriculture/forestry operator (primary industry) is involved with not only conducting manufacturing but with processing and distribution in a unified manner, or where agriculture/forestry operators develop business in cooperation with commercial/industrial operators. It is called “sextiary (6th) industry” based on the combination of primary(1st), secondary(2nd), and tertiary (3rd) industries.

(Source: Public Relations Office, Government of Japan)



JR Tomato Land Iwaki Farm
Hiroyuki Suzuki
Director