

# Hokkaido and the NH Foods Group

## A history of partnership

Hokkaido has been the highest ranked region in the Brand Research Institute's Tiiki Brand Survey for 14 consecutive years. Around 20% of the over 500 NH Foods Group business sites are concentrated in this region, which is famed for its vast natural landscapes. In 1961, long before the baseball team's relocation to Hokkaido, we began to breed pigs and chickens in the region for use in the production of meat and processed foods to supply protein within Hokkaido and nationwide.

The NH Foods Group will continue to turn the bounties of nature into reliable supplies of protein through the collaborative efforts of its group companies under a vertical integration system encompassing all stages from production to sales. We will also continue to expand our co-creation initiatives with a diverse range of partners.

### 1 Group's main ham and sausage producer

#### Nipponham Hokkaido Factory Ltd.

This company has been supplying ham and sausages for over 60 years. In May 2021, a new factory with production capacity for 5,000 tons per year was opened in Asahikawa. Since 2023, Nipponham Hokkaido Factory Ltd. has been manufacturing Hokkaido pork gift packs for distribution nationwide under the *Utsukushinokuni* brand.



### 2 Processing plants

#### Nippon Food Packer Group

Beef and pork are processed by a nationwide network of seven facilities—the Doto, Donan, Aomori, Tsugaru, Shikoku, Kawatana, and Isahaya Plants. The facilities in Hokkaido account for around 50% of beef production and 30% of pork production.



New Donan Plant to open in 2024

### 3 Pig farms

#### Nippon Clean Farm Group

The Nippon Clean Farm Group has been breeding pigs and producing pork for over 40 years at four locations throughout Japan—Shiretoko, Donan, the Tohoku region, and Kyushu. It is Japan's biggest producer of pork, with annual shipments totaling approximately 600,000 head, of which about 50% comes from Hokkaido.



### 4 Sales company

#### Higashi Nippon Food, Inc.

This company has handled fresh meat sales since 1977. It has a total of 23 sales offices located in Hokkaido and Tohoku. Hokkaido is its biggest source of products, accounting for over 30% of total sales.

### 5 Chicken farming business

#### Nippon White Farm Group

The Nippon White Farm Group has handled the NH Foods Group's chicken farming operations for over 40 years. The company itself and its contract farmers ship approximately 72 million domestically produced chickens each year. It has five facilities located in Sapporo and Shiretoko, Hokkaido, as well as in Aomori, Miyazaki, and Niigata.



### 6 Baseball team

#### Hokkaido Nippon-Ham Fighters

The NH Foods Group originally established the team as the Nippon-Ham Fighters in 1973 with the aim of contributing to society through food and sports. The team became the Hokkaido Nippon-Ham Fighters in 2004.

As a member of the regional community, the team aims to thrive in partnership with its region by realizing its commitment to the creation of a "sports community" in which sport is a part of everyday life. In addition to baseball, the team is also working to promote health and contribute to the solution of regional issues.

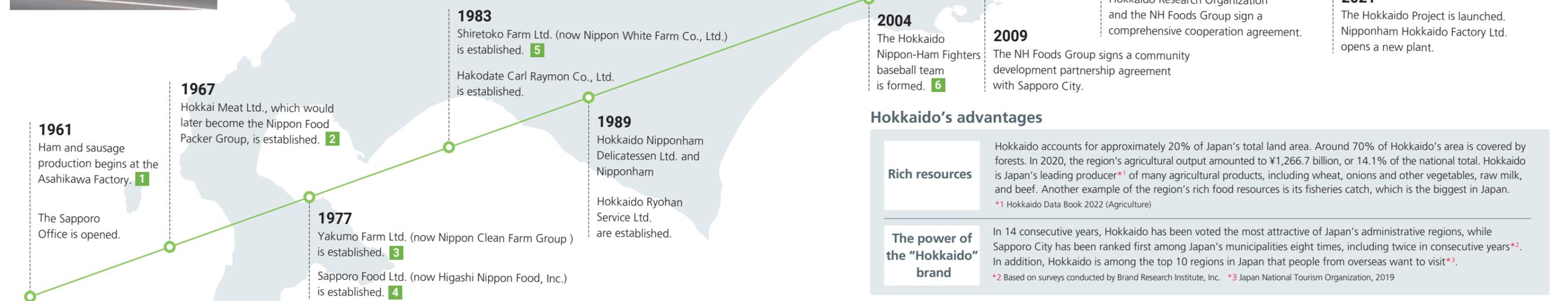


### 7 Entertainment complex

#### Hokkaido Ballpark F Village

The new ballpark, ES CON FIELD HOKKAIDO, is the centerpiece of an expansive complex that also includes a water feature, lawns, accommodation facilities, and a certified childcare facility.

Opened in March 2023, the complex is the result of collaboration among industry, government, and academia. Its mission is to contribute to progress and development in Hokkaido as a new symbol of the region.



### Hokkaido's advantages

#### Rich resources

Hokkaido accounts for approximately 20% of Japan's total land area. Around 70% of Hokkaido's area is covered by forests. In 2020, the region's agricultural output amounted to ¥1,266.7 billion, or 14.1% of the national total. Hokkaido is Japan's leading producer\*<sup>1</sup> of many agricultural products, including wheat, onions and other vegetables, raw milk, and beef. Another example of the region's rich food resources is its fisheries catch, which is the biggest in Japan.

\*<sup>1</sup> Hokkaido Data Book 2022 (Agriculture)

#### The power of the "Hokkaido" brand

In 14 consecutive years, Hokkaido has been voted the most attractive of Japan's administrative regions, while Sapporo City has been ranked first among Japan's municipalities eight times, including twice in consecutive years\*<sup>2</sup>. In addition, Hokkaido is among the top 10 regions in Japan that people from overseas want to visit\*<sup>3</sup>.

\*<sup>2</sup> Based on surveys conducted by Brand Research Institute, Inc. \*<sup>3</sup> Japan National Tourism Organization, 2019

# Commitment to co-creation in Hokkaido

**We will continue to contribute to Hokkaido by expanding our initiatives in the region.**

The NH Foods Group has maintained reliable supplies of protein through its business operations in Hokkaido for over 60 years. We have also built close relationships with many stakeholders, including local communities, the government, and supporters of the Hokkaido Nippon-Ham Fighters.

The opening of Hokkaido Ballpark F Village in March 2023 was the starting point for the further expansion of our initiatives in Hokkaido, as part of our efforts to realize Vision2030 by unleashing new potentials for protein. We will continue to promote the value of the “Hokkaido” brand in Japan and overseas, while contributing to the region through co-creation and shared prosperity.



**Hirohide Fujiwara**  
Executive Officer in charge of the Corporate Planning Department and Sports Business Department

## A new development model combining leisure facility creation and community development

Ballpark F Village is a co-creation space developed through wide-ranging partnerships involving industry, government, and academia. The concept calls for expansion from a facility centered on a ballpark to a complex that includes a ballpark. Our aim is to work with our partners to create a new community encompassing the ballpark and other business and market facilities. For the NH Foods Group, this project represents evolution from a business based

solely on sport to a real platform business.

In 2024, we plan to open a senior residence and medical center. We will continue to evolve the facility into a new-model community combining leisure and community facilities, by deepening our industry–government–academia collaboration and actively encouraging businesses and universities to establish facilities in the area.

**We are committed to sustainable community development with diverse partners in the industrial, government, and academic sectors. We will prioritize activities that create new options for children and contribute to their growth as citizens of the future.**



- Free admission to ES Con Field for children up to elementary school age
- Development of safe play areas for children of all ages within and outside of the ballpark, development of training programs
- Provision of opportunities to learn about issues in regional communities and engage in workplace experiences (e.g., simulated experiences of the baseball team business and match management)
- Various food education activities, etc.



- The complex is designed to function as a disaster prevention facility and wide-area evacuation center in times of emergency.
- There will also be spaces and community development areas where people all of generations, from children to adults, can gather and exchange ideas.
- Electric buses will be used to transport people between the various locations.
- Electric work vehicles will be actively deployed within the complex.



- Government agencies, regional governments, business corporations, and academics have formed the All-Hokkaido Ballpark Collaboration Council. Theme-based subcommittees of this organization will work to develop solutions for various issues.
- Industry, government, and academia will collaborate and cooperate seamlessly to promote businesses that create broadly applicable value.



We will explore wide-ranging initiatives.

Examples:

- Job creation with respect for diversity
- Introduction of flexible workstyles
- Efficient energy use
- Separation of smoking areas throughout the F Village area

## Support for the creation of a sport community

The corporate philosophy of the Hokkaido Nippon-Ham Fighters calls for the creation of a sport community (SC) through the utilization of resources and expertise relating not only to sporting environments, but also to community life and regional environments, to support the development of the next generation and build a healthy society. In 2009, we established the Fighters’ Fund to support activities relating to sport, the natural environment, and communities. Income for the fund consists of a share of proceeds from sales of tickets and goods, as well as money raised through charity auctions.



Since 2019, donations from the Fighters’ Fund have been used to repair and improve youth baseball grounds through the Diamond Brush Project.

## Infrastructure to support day-to-day meal experiences

Around 40% of the chicken shipped by the nationwide Nippon White Farm Group comes from Hokkaido, which is also the source of about 30% of domestic chicken sold under our *Sakurahime* brand. In addition, shipments from Hokkaido make up over 50% of pork supplied from farms operated by the Nippon Clean Farm Group throughout Japan. Our sales company, Higashi Nippon Food, Inc., supports day-to-day mealtime experiences by serving as distribution infrastructure for a wide variety of fresh meat products, especially beef, pork, and chicken, supplied to volume retailers, restaurants, and other customers throughout Hokkaido.

Starting in 2023, Higashi Nippon Food, Inc. also supplies Aeon Hokkaido Corporation with meat from Japanese Black and Tankhorn cattle, as well as pigs and sheep, raised by students at Rakuno Gakuen University. The animals are raised on feed jointly developed by

Coca-Cola and Rakuno Gakuen University and produced using tea dregs from the production process for the *Yakan no Mugicha* and *Sokenbicha* tea drink range manufactured by Hokkaido Coca-Cola Bottling Japan. Under this joint initiative, Higashi Nippon Food, Inc. buys the meat, which is then sold in Aeon stores.

Calculation method: Sales volumes of the Hokkaido Area Sales Division ÷ population of Hokkaido area × meat consumption per person



## Our challenges: Improvement of food self-sufficiency, development of a sustainable livestock industry

The Nippon White Farms Group supplies chicken manure from its farms to local farmers in Hokkaido for use as manure. In April 2023, we launched the *Kitanokomekokko* brand of Hokkaido-produced chicken, which was developed using brown rice grown in Hokkaido as feed. Nippon Clean Farm Ltd. processes manure from its pig farms into fertilizer for spraying onto farmland. Some of the wheat grown on that land is used as feed. We are helping to achieve sustainability in the livestock industry by

using this wheat as part of the feed for pigs used to produce *Mugikomachi* brand pork.



## Conclusion of a comprehensive cooperation agreement with the Obihiro University of Agriculture and Veterinary Medicine

For details, see “Challenges for the NH Foods Group” (P.15).