

Supporting Mental and Physical Well-Being through Food and Sports

When NH Foods' founder established the Nippon-Ham Fighters Baseball Club, which was the predecessor to the Hokkaido Nippon-Ham Fighters, he pledged to “contribute to society through food and sports.” The Group carries on the spirit of our founder, and is committed to delivering “the pleasures of good eating” and “the joys of health” by continuously supporting mental and physical well-being through food and sports.

Participation in running professional sports team

As a grand partner of the Hokkaido Nippon-Ham Fighters professional baseball team, a top partner of the Cerezo Osaka J.League soccer team, and an official partner of The Liverpool Football Club, a professional soccer team in England's Premier League, NH Foods

strives to popularize sports culture, promote public sports, and contribute to regional society, while delivering excitement and dreams by showcasing the all-out efforts of the players.

Creating sporting opportunities

The Hokkaido Nippon-Ham Fighters aims to use its resources and know-how not only in the sporting sphere, but also in areas such as lifestyles and the local environment through committed involvement in activities to support the education of future generations and the creation of a healthy society. Cerezo Osaka works to promote sports by providing to those in the local community in and around Osaka with opportunities and locations for participation in a wide variety of public sports, centered on soccer.

Aside from professional sports teams, the Company acts as a special sponsor to provide opportunities to enjoy sports at the UNICEF Cup Marathon held in Hyogo Prefecture (the Nishinomiya Half Marathon, Kobe Valentine Love Run, and Ashiya Sakura Fun Run). It also assists local people in energizing their events, such as by providing food stalls.

The Nipponham Flag Rubber Baseball Tournament for Kanto Area Students has been held since 1999 for elementary school students in the 5th grade and lower. The finals tournament sees the eight teams that have won through preliminaries featuring around 6,000 teams from

eight prefectures in the Kanto region play at the Fighters Kamagaya Stadium. This is a valuable opportunity for children to play on the same field on which professional ballplayers train every day. The Company also creates a host of other opportunities to interact with sports, such as the Kansai Youth Soccer Tournament and giving in-class lessons on foods and sports at elementary schools in various regions.

The 20th edition of the Nipponham Flag Rubber Baseball Tournament for Kanto Area Students



In-class lessons on food and sports

Nutritional support for athletes

The Group actively undertakes sports nutritional support to sustain and nurture professional athletes. The knowledge gained from providing nutritional support to athletes is conveyed to the general public through research reports, food education courses and other social

contribution activities, classes and lectures, publication of printed materials, and other means. This information is used for meal preparation when engaging in sports, maintaining good health, and in career development.

Construction of the Hokkaido Ballpark

The new stadium of the Hokkaido Nippon-Ham Fighters, “Hokkaido Ballpark (provisional name),” is scheduled to open in March 2023, in Kitahiroshima, Hokkaido (Kitahiroshima Sports Park). The ballpark aims to increase synergy by fusing food with sports, and letting visitors watch games and enjoy dining at the ballpark. We will also support the healthy minds and bodies of Hokkaido residents, city residents, and baseball fans through the development of the local area centered on the ballpark, where visitors can enjoy food, shopping, and entertainment. In addition to proposing a new style of watching sports and contributing to the vitalization of the local economy, the ballpark will serve as a health promotion center for the elderly, and fulfill the role of a comfortable evacuation space in the event of a disaster.

