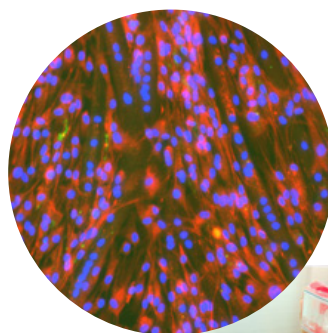


## Sustainable Food Supply for the Next Generation

A global population increase and economic growth are expected to cause issues for a stable food supply. The Group is committed to researching new protein sources and supporting the development of the next generation of livestock farmers, in order to ensure a sustainable food supply for the next generation.

### Launching basic R&D into cultured meat

As part of its research into a sustainable food supply for the next generation, the Group has started basic R&D aimed at manufacturing food through large-scale cultivation of animal cells. Amid concerns over future food shortages and an impact on the global environment caused by global population growth, expectations are being placed on cultured meat as a new method for producing animal protein. We have been advancing research into collagen aimed at regenerative medicine for over 10 years, and are aiming to provide a sustainable source of protein by leveraging this knowledge, as well as open innovation through active collaboration with external organizations to establish new production technologies.



Beginning basic R&D to ensure sustainable food supply for the next generation

### Supporting the development for the next generation of livestock farmers

Ibaraki Prefectural Mito Agricultural High School raises one or two heads of *wagyu* cattle every year as part of its club activities. Until now, the *wagyu* cattle the school raised were just sold to Ibaraki Chuo Meat Center Co., Ltd., and the students never learned about the subsequent sales channels. With the aim of supporting the next generation of producers, the Mito Sales & Marketing Branch of Kanto Nippon Food, Inc. collaborated with an affiliate in buying the *wagyu* cattle they had raised in an auction, and provided samples and conducted sales at supermarkets with the students, offering them opportunities to interact with distributors and consumers.

In addition, the Mito Sales & Marketing Branch of Kanto Nippon Food, Inc. and Nipponham Marketing, Ltd. visited Mito Agricultural High School, and held a workshop for distribution and an in-class lesson on taste-testing beef. Students and teachers alike were impressed, saying that the cattle raised by the students tasted better than other brands, and the school expressed gratitude stating that this was an opportunity to deepen relations between the next generation of livestock farmers and the local community.



Leaflet used for a product launch