

Dear members of the press

February 13, 2023  
Farmer's Manager Inc.

**Farmer's Manager Inc., which supports farmers to increase their income, won the Excellence Award in the general category of the 8th Genki Wakayama Business Plan Contest.**

Farmer's Manager Inc. (Headquarters: Arida City, Wakayama Prefecture, CEO: Ryo Yoshida), which supports farmers in solving problems, held a start-up support seminar in Wakayama on February 12, 2023 at Hotel Avalorm Kinokuni. We are pleased to inform you that we have won the Excellence Award in the general category of the 8th Genki Wakayama Business Plan Contest sponsored by the committee.



Award ceremony. President and CEO Ryo Yoshida is fourth from the left in the front row.

◆**Outline of efforts to increase farmers' income**

As a result of many farmers relying on purchases in some sales channels for their income, purchases at low prices = low incomes becoming the norm, a vicious circle of lack of successors, an aging population, and an increase in abandoned farmland. I'm here. Under these

circumstances, the Farmer's Manager actively develops overseas sales channels (overseas buyers) who recognize the true value of the product instead of the farmers (as a manager), and realizes the purchase at a reasonable price. Although it has only been four months since its establishment, it contributes to increasing the income of farmers by exporting Arida mandarin oranges and Hashimoto's Fuyu persimmons to Cambodia.



Presentation scene on the day of the tournament. The presenter is Ryo Yoshida, CEO of Farmer's Manager Inc..

#### ◆What is Genki Wakayama Business Plan Contest?

This is a business plan contest held by the Wakayama Chamber of Commerce and Industry's Founding Support Seminar in Wakayama Executive Committee to increase the number of entrepreneurs in Wakayama Prefecture.