

Dear members of press

October 22, 2022  
Farmer's Manager Inc.

## **Establishment of Farmer's Manager Inc. solving various problems faced by farmers**

The challenge is to create people and systems that will increase the income of farmers, increase the number of successors and new farmers, and reduce the amount of abandoned farmland.

We are pleased to announce that Farmer's Manager Inc. (Headquarters: Arida City, Wakayama Prefecture, CEO: Ryo Yoshida), which supports farmers in solving problems, was established on September 28, 2022.



### **◆Background of the establishment of the company / CEO message**

Our company is based in Wakayama Prefecture, known as "Japanese kingdom of fruits, fish and forest," and our headquarters is located in Arida City, famous for producing the largest amount of mandarin oranges in Japan, "Arida Mandarin Orange," which has a more than 600-year history of their cultivation.

However, they are declining year by year due to aging and lack of successors. One of the main reasons is the low annual income of farmers, fishermen and manufacturers. Even though they make good products, they are bought at low prices by Japanese retailers and wholesalers.

Also, they do not sell to overseas retailers and wholesalers. Because they have no connection with them. Overseas buyers are also missing the opportunity to purchase their good products, and this situation makes everyone unhappy.

So, I decided to start a business in my hometown and connect everyone as their manager. I try my best to make everyone happy.

Farmer's Manager Inc.  
CEO & Founder  
Ryo Yoshida

#### ◆ **Thoughts engraved in the company name and logo**

The company name "Farmer's Manager" is based on the idea of "becoming a capable farmer's manager and aiming to realize a society where farmers can engage in farming with peace of mind." In addition, the logo combines the letters "F" and "M" to represent the beautiful sky, mountains, rivers, and seas of Arida City, Wakayama Prefecture, as well as the desire to continue to support the farmers who farm there. We are creating with the image of a cheering flag fluttering in the wind.

#### ◆ **Services provided by "Farmer's Manager"**

##### **【For farmers】**

- ① Support for overseas market development
- ② Support for attracting customers online
  - (1) Construction and operation of corporate and EC sites
  - (2) EC mall opening and operation
  - (3) Construction and operation of SNS business accounts
  - (4) Planning and operation of web advertisements
  - (5) Crowdfunding planning and operation
- ③ Real customer attraction support
  - (1) Exhibiting at overseas exhibitions
  - (2) Opening and operating overseas pop-up stores/markets
  - (3) Listing directly from producers
- ④ Work support during the busy farming season

##### **【For overseas buyers】**

- ① Support for the purchase of delicious and healthy Japanese foods and ingredients

- ②Marketing and sales promotion support for Japanese foods and ingredients overseas
- ③Producing overseas local restaurants and retail stores that handle Japanese food and ingredients
- ④Supporting foreign companies entering Japan and expanding their business in Japan

◆ **About Farmer's Manager Inc.**

**【CEO Profile】**



**Ryo Yoshida**

After graduating from the Faculty of Economics at Takasaki City University of Economics in 2002, joined AOKI Inc. He has experience in store management, marketing, EC, CRM, and digital promotion in the fashion business. In 2018, he transferred to AOKI Holdings Inc. As CDO, he promotes DX for the entire group and launches multiple new businesses, contributing to the growth of the group. In 2022, he will retire from the company. He founded Farmer's Manager Inc.

**【Company Profile】**

Company name: Farmer's Manager Co., Ltd.

Representative name: Ryo Yoshida

Location: Arida City, Wakayama Prefecture

Capital: 2 million yen

Established: September 28, 2022

Website for domestic (farmers): <https://farmers-m.jp/>

Website for overseas (buyers): <https://farmers-m.jp/en/>

**【Inquiries】**

Please contact us from the contact form on the site.