

## Tochigi Koshihikari Rice

Tochigi Koshihikari Rice produced with abundant clean water and blessed land.  
Bring Japanese-style food habits overseas to maintain good health.

Shonisawa Spring, which springs from the northern part of Shioya Town, has been certified as one of the 100 best springs in Japan. It has been recognized by Ministry of the Environment for its excellent water environment conservation.

We hope that many people will enjoy Tochigi Koshihikari Rice grown with this famous water.

### Tochigi Koshihikari Rice

Mainstay rice of Tochigi Prefecture,  
highly regarded for its consistent taste and quality



### Overview

Availability	All Year Round
Temperature	Normal or average or fixed temperature
Initial Price	\$25/5kg, \$11.0/2kg FOB Yokohama
MOQ	30kg/1 case
Net content	2kg, 5kg
Best before	No expiration date (However, it is said to be at its best 1-2 months after whitening.)

Koshihikari produced in Tochigi Prefecture is the third largest rice producer in Japan, and is highly valued not only for home use but also for business use (such as lunch boxes for restaurants and convenience stores) due to its stable taste and quality.

Koshihikari produced in Tochigi Prefecture is also available as washed-free rice and specially cultivated rice.



### Contact

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## Cooking examples



## Export overview

### History

USA, Southeast Asia, EU

### Target

Singapore and Malaysia

### Amount

\$10,000

### Scheme

Direct Output

### Customers

Japanese restaurants, supermarkets, etc.

## Overview

<b>Location</b>	Shioya-gun, Tochigi
<b>Established in</b>	1973
<b>Capital</b>	3,100,000 JPY
<b>CEO</b>	Minoru Yoshida
<b>Business</b>	Production and sales of rice
<b>Sales</b>	1,500,000 JPY (2021 result)
<b>Exportable</b>	1,000,000 JPY (2022 target)



## Export History / Initiatives

- Japan Techno Trading Corporation, one of our affiliates, has a long history of trade with China, and we will use this experience to export agricultural products overseas.
- The Shonisawa Spring, which springs from the northern part of Shioya Town, has been recognized by Ministry of the Environment as having extremely good water environment protection and was certified as one of the 100 best waters in Japan in 1985. It also won the first prize in the National Delicious Water Competition in 1997.
- Tochigi Koshihikari from the northern part of Tochigi Prefecture received a special A rating in a taste test conducted by the Japan Grain Inspection Association.
- We hope that many people will enjoy the Tochigi Koshihikari Rice grown in Shioya-cho, a village of lush greenery and famous water with a wonderful view.

## Future export plans

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- We will start with small-lot sales of polished rice, and once the foundation is solidified, we will add other processed agricultural products to help promote the Japanese food boom.
- Focusing on small-lot export sales, the company refines and ships the products after receiving orders to ensure good taste and reduce costs by reducing time.
- In the case of small-lot exports, we will discuss with the client in advance the selection of brown or white rice, storage bags, etc.

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