DAICHI

In 1975, we started as an NGO promoting organic farming, and in 1977 established a food distributing company buying organic produce from Japanese organic farmers and selling to consumers in order to create a green market.

So, we are both **an NGO and a group of business corporations** Which conducts its business under the principles of the NGO.

Our members are ; 2,500 producers (farmers, fishermen, etc)
64,000 consumer households (as of March 31st 2003)

Some of our principles are;

We pay farmers adequate prices so that farmers can make their living and continue their farming.

We encourage domestic farmers not to give up their farming as Japan's self-sufficiency rate has been on a decline.

Our overseas trading policies are as follows;

We basically deal in what we cannot produce in Japan such as spices, coffee, etc only. And they should be fair-traded.

Adequate working conditions including payments are guaranteed.

Environmental damage is avoided with uppermost efforts.

Our overseas partnerships for a promotion of organic farming extend to South Korea, China, Mongolia, Thailand, Vietnam, Nepal, Germany and Spain.

Our name "Daichi" means "the earth" and "the soil". The unabbreviated form of our name is "Daichi-o-Mamoru-Kai"(it means "the association to preserve the earth".)

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Daichi-wo-Mamoru-Kai
The Association to Preserve the Earth

Revised on March 31 2003

Daichi-wo-Mamoru-Kai is an organic farming organization, including producers, distributors and consumers as its members.

Daichi-wo-Mamoru-Kai was founded in August of 1975, with the double aim of realizing chemical-free agriculture, as well as providing a supply of safe agricultural products.

Daichi-wo-Mamoru-Kai contains upward of 64,000 consumer-members and 2,500 producer-members, as well as 5 corporate-members.

The Association was founded in Tokyo on August 19th of 1975. In those days, there were farmers who wanted to grow vegetables without using no/less chemicals or chemical fertilizers, but they could not find enough number of consumers or stores who were willing to buy their produce.

The founders of our organization, who were in their 20's in those days, started to sell the produce at open markets in apartment-complexes in Tokyo, in the beginning.

We expanded the number of consumers gradually, in and around Tokyo area. And presently, we have 60,000 consumer-members (or 60,000 households). As the number of consumers successfully increased, we could also increase the number of producer-members, such as farmers, fishermen and food processors, to 2,500.

Daichi-o-Mamoru-Kai itself is a citizen's movement, which is a non-corporate body. Its aims are to convert Japanese agriculture from modernized agriculture using chemicals into organic one, and to construct a more ecological society. Under its ideals, we have established DAICHI Co. Ltd. and other affiliates to fulfill our goals much faster and better in the real society.

( ) DAICHI Co. Ltd.

Established in November of 1977
Capital Stock; 347 million 425 thousand Yen
Sales; 12 billion 369 million Yen
(From April 1, 2001 to March 31,2002)

As a Retailer

Daichi retails organic foods and other non-food products placing the role of connecting producers and consumers mainly in the form of the Home Delivery System and the Group Buying Delivery System. It also supports regional activities of consumers.

As a Wholesaler

Daichi wholesales to natural food shops, cooperatives, supermarkets and citizens' movements. It also provides school lunch programs.

As an Organic Food Distributor of Wide Coverage

Daichi has grown from an organic green grocer to include other staples.

We work with producers to put into practice the most ecological way of livestock industry suitable to the climate of Japan. The processing plant in Yamagata-village, Iwate Prefecture manufactures processed foods and side dishes made from animal produce, too.

We also work to connect the marine producing districts with consumers directly, and runs ecologically minded processing plants. Provided are fresh fish and shellfish, processed foods, and side dishes. Combining the ocean and the kitchens, through "eating fish", we can protect the sea and the rivers, and thus aim toward reconstruction of the marine product industry. Gentle eyes toward the sea and an artisan spirit in the kitchen are our concept. By this aim, we hope to save the Earth.

<< Other Affiliates >>

( ) The Fruit Basket Co. Ltd.

Capital stock; 20 million Yen

Sales; 702 million Yen (March 2002)

Established in March of 1987. The Fruit Basket is located in Tanna Basin of Shizuoka Prefecture, which is the home of "DAICH PASTURIZED MILK". The Fruit Basket develops processed foods made with organic agricultural produce by farmers in contract with DAICHI.

DAICHI ECOLOGY FUND Co. Ltd.

Capital stock; 20 million Yen

Established in July of 1992. DAICHI ECOLOGY FUND was developed in order to prepare a support system for producers such as disaster countermeasures, plant investments, and so on. We are working to create a fund system, which will contribute to the development and stability of organic farming, and even to local community development movements, as well as helping to provide solutions for environmental problems.

SOGO NOSHA YAMAGATAMURA Limited Liability Company

Capital stock; 40 million Yen

Sales; 117 million Yen (March, 2002)

Established in January of 1994, jointly capitalized by DAICHI BOKUJO (a farm dealing with meat and its processed food. It has now become a part of Daichi Co., LTd.), the local government "YAMAGATA-VILLAGE", and the local agricultural coop, "RIKUCHU NOKYO". It aims towards a reconstruction of the primary industry, and it engaged in the development of new local products.

TOKO Co. Ltd.

Capital stock; 50 million

Sales; 78 million Yen (August, 2001)

Established in September of 1995. It manages the Chinese restaurant "GOZENBO" opened in Roppongi, Tokyo. It is our proposal that Chinese best chefs cook genuine Chinese cuisine with safe foods.