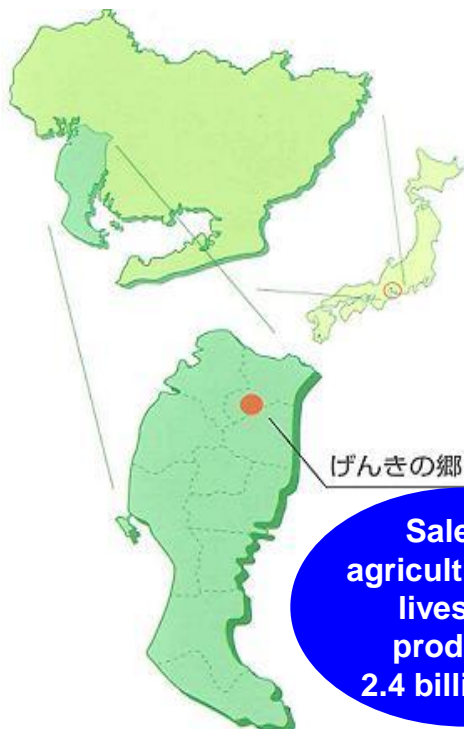


Revitalizing Agriculture with Support from Local Communities

—Initiatives Taken by JA Agri-town Genki-no Sato—



1. Location of Genki-no Sato



Genki-no Sato, Ltd. is a subsidiary of the Aichi Chita Agricultural Cooperative Association (JA Aichi Chita), which was created by the merger of three agricultural cooperatives (JA Chita, JA Higashi Chita and JA Nishi Chita) on April 1, 2000.

Chita Peninsula is bordered by Ise and Mikawa Bays and ranges from over 4 km at its narrowest to 14 km at its widest point, east to west. The length of the coastline is about 83 km. The peninsula has an area of 391 km² and is composed of five cities and five towns.

Outline of Chita Peninsula

Gross agricultural
production

Unit: 100
million yen

Item	Gross amount
Dairy products	71
Flowers and ornamental plants	62
Chicken	60
Vegetables	56
Fruits	46
Rice	35
Beef	29
Pork	26
Others	14
Total	399

Gross agricultural
production

Unit: ha

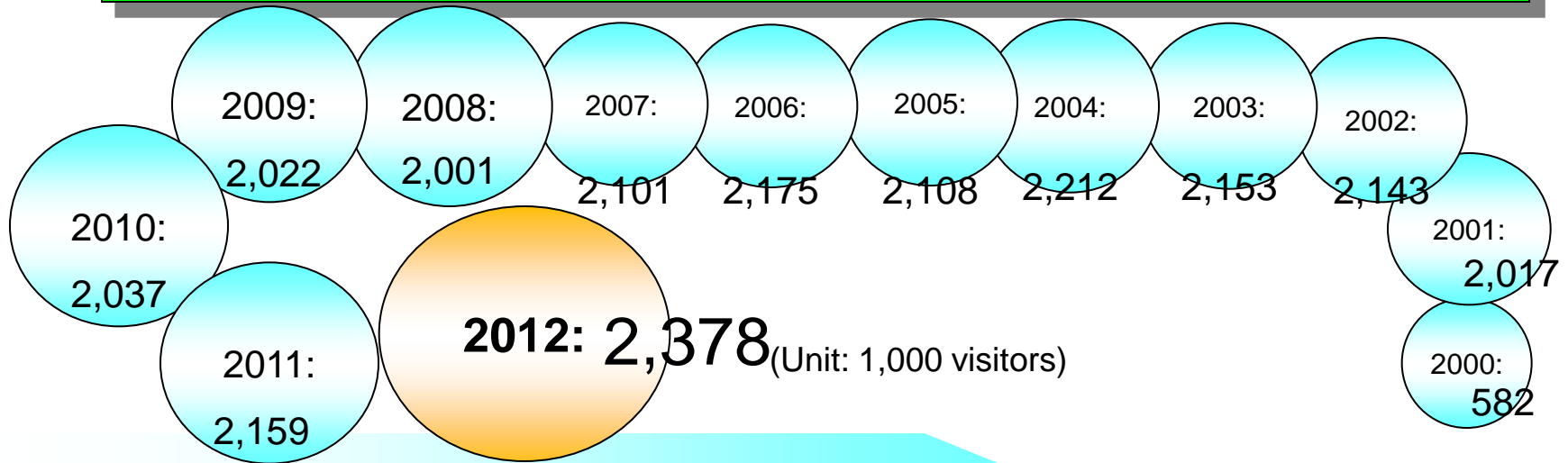
Item	Planting area
Onion	329
Cabbage	180
Potato	93
Japanese butterbur	84
Lettuce	73
Japanese radish	60
Sweet corn	55
Eddoe	50
Broccoli	44
Eggplant	41

Number of farmers by type

Unit: Households

Total	Commercial farmers				Non-commercial farmers
	Full-time	Semi full-time	Part- time		
8,440	4,794	1,259	1,005	2,530	3,646

2. Annual Number of Visitors Exceeding 2 Million



Total number of visitors: 26.07 million

- Opened in Dec. 2000 (more than 12 years ago)
- Investment by JA Aichi Chita (3.4 billion yen)
- Annual number of visitors exceeds 2 million (initial assumption: 0.7 million)
- Sales of 3.6 billion yen (2.4 billion yen at the direct sales store)



Awarded an agricultural prize by JA Zenchu and others



Commended by the Minister of Agriculture, Forestry and Fisheries at the national forum for local production and consumption

3. Agri-Renaissance for the Reform of Local Agriculture

Make a 10-year plan from scratch

Targets of the Agri-Renaissance project

Create a healthy and safe community based on the themes of agriculture and food, the environment and welfare, and culture

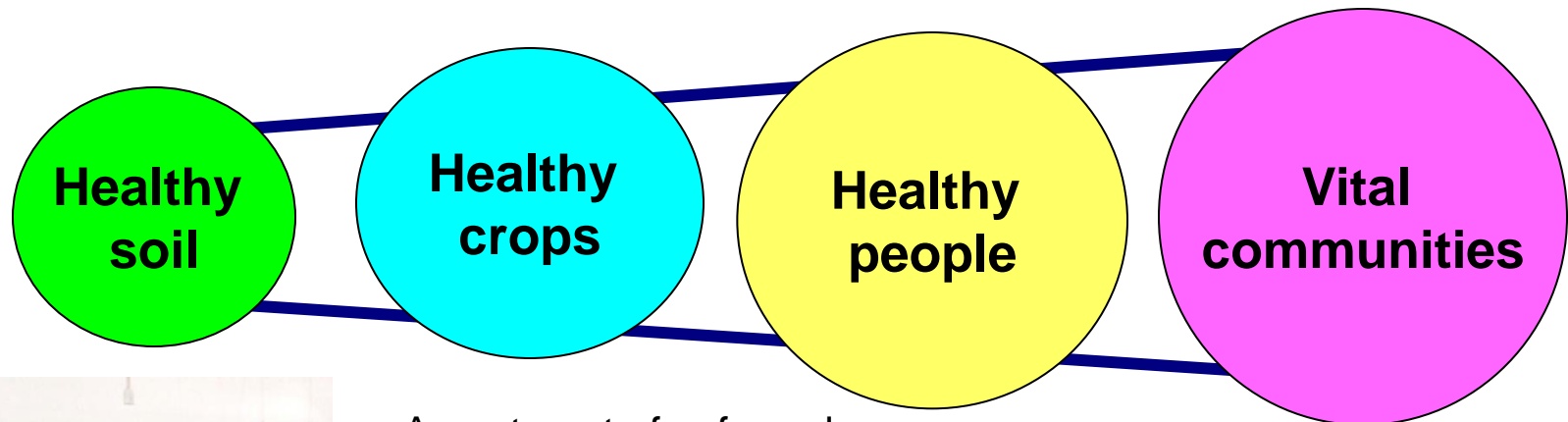
- (1) Improve soil for sustainable organic agriculture.
- (2) Build an integrated food system that encompasses production, processing, distribution, sale and consumption.
- (3) Combine agriculture with commerce, industry and tourism to expand it beyond the primary industry framework.
- (4) Revitalize local agriculture and rural culture by fostering harmony between nature (ecology) and people's lives (economy).
- (5) In an aging, low-birthrate society where average life expectancy exceeds 80 years, help all people lead healthy lives.

JA business reform

4. Direct Sales Business under the Agri-Renaissance Project

(Agri-Renaissance)

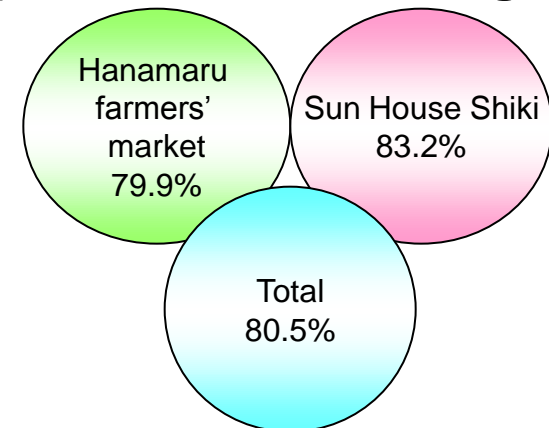
(1) Improve soil for sustainable organic agriculture



Assortment of safe and high-quality products



Percentage of local products: 80% or higher



5. Business Expansion under the Agri-Renaissance Project

(2) Build an integrated food system that encompasses production, processing, distribution, sale and consumption

(3) Combine agriculture with commerce, industry and tourism to expand it beyond the primary industry framework

**“Agriculture” + “Food” =
(Special) expansion beyond primary industry**



Direct sale
(Hanamaru farmers' market
and Sun House Shiki)

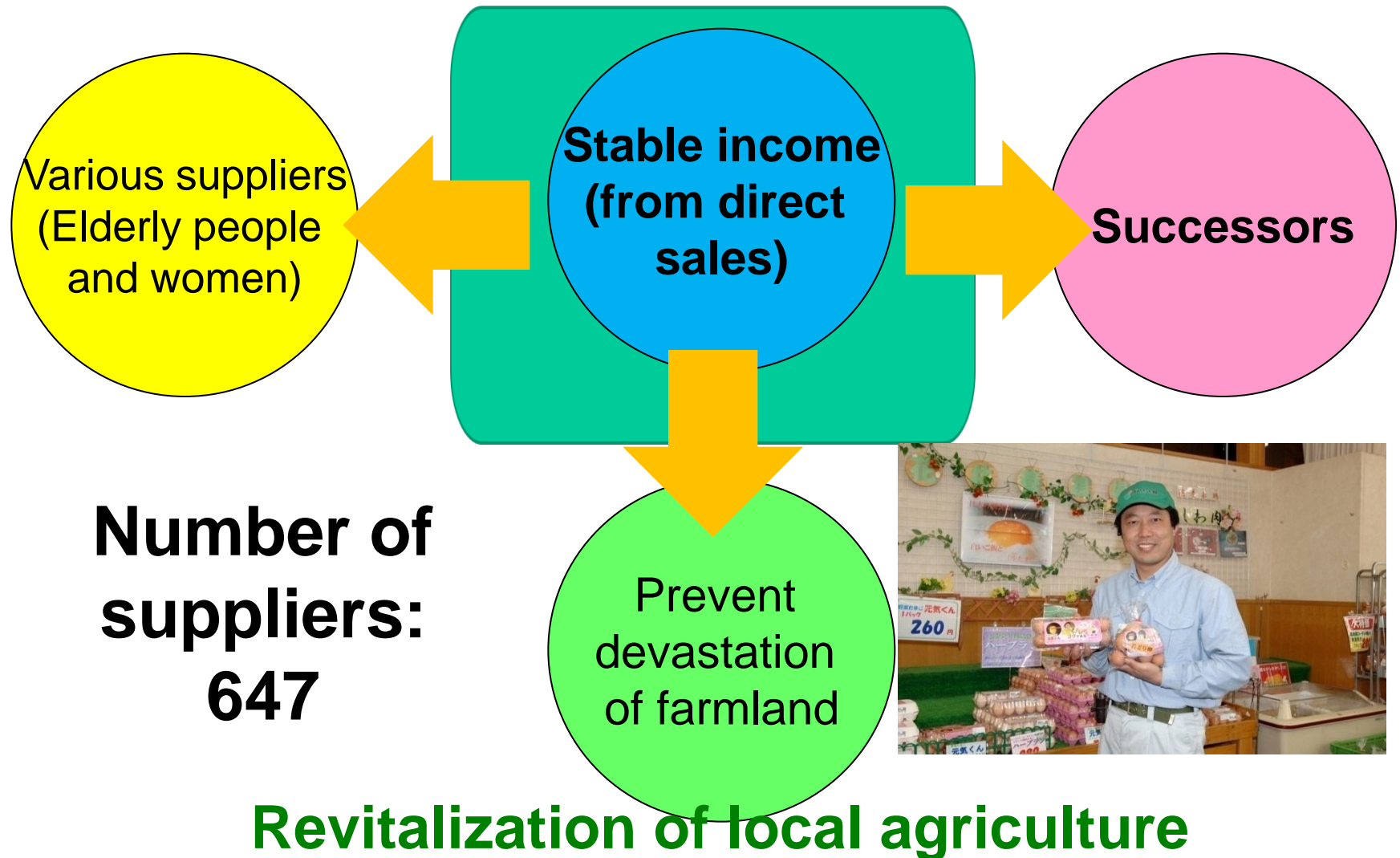


Prepared food
(Dekitate-kan)



Restaurant
(Danran-tei)

6. Revitalization of Local Agriculture into “Genki” Agriculture



7. Fundamentals: “High Quality” and “Safety”



Inspection of products supplied
by farmers

Checking for residual
agricultural chemicals
(illustrative image)



Creation of a fund for safety measures (1% of sales)

Annual budget: 20 million yen

8. Continuous Provision of Information



Outdoor market held on truck bed



Vegetable sommelier



Direct selling by producers



9. Exchange Event 1



Summer festival



Experiencing *miso* making
Nagashi-somen
(flowing noodles)



Cleanup
activity

Annual event
held at the year
end called
“*Mochi-nage*”
(throwing rice
cakes)



10. Exchange Event 2



Rural walks (visit to a cattle shed)



Experiencing corn harvest

Continuous provision of
Information + Experience



Experiencing onion harvest



Picking cosmos

11. Agri-Renaissance for the Reform of Local Agriculture

Make a 10-year plan from scratch

Targets of the Agri-Renaissance project

Create a healthy and safe community based on the themes of agriculture and food, the environment and welfare, and culture

- (1) Improve soil for sustainable organic agriculture.
- (2) Build an integrated food system that encompasses production, processing, distribution, sale and consumption.
- (3) Combine agriculture with commerce, industry and tourism to expand it beyond the primary industry framework.
- (4) Revitalize local agriculture and rural culture by fostering harmony between nature (ecology) and people's lives (economy).
- (5) In an aging, low-birthrate society where average life expectancy exceeds 80 years, help all people lead healthy lives.

JA business reform

Strong commitment to reform!



JAあぐりタウン
げんきの郷