



Intermediate wholesale business in Yodobashi Market
at the Metropolitan Central Wholesale Market

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**YAMAGON
SEIKA**
Vegetable & Fruit Co.
group

Vegetable
&
Fruit
WHOLESALE

CORPORATE PROFILE

Message

Yamagon Seika Group always moves forward with sincerity.

Our principal concerns are **freshness, safety, and flavor**, and we strive to become a **bridge from farmers to consumers**.

Consumers want fresh, safe, and secure food; tasty, reasonably priced food, and furthermore food that is familiar and desirable to consumers and highly trusted as well as being natural and environmentally friendly. Yamagon Seika Group specializes in intermediate wholesale of fresh produce and our entire staff works hard every day in order to deliver fresh, safe, and secure natural food to everyone's table. While paying close attention to food trends and consumer demand, we particularly care about the freshness, safety, and flavor of our fresh produce and aspire to become a bridge connecting farmers with consumers. In order to fulfill the common goal among our affiliated companies of catering to the customer's needs, as well as to cultivate satisfaction and trust, we aim for speedy and accurate services. We will also work harder to establish a firm bond of trust with our major customers and colleagues in the same field. In all aspects, we feel that sincere correspondence and actions are some of the most important things we can offer as human beings.

Yamagon Seika Group moves forward with sincerity. We hope you will enjoy our fruits and vegetables. Thank you!

Yamagon Seika President
Masato Nakabayashi



For each and every customer.

We learn and **apply** various **information**, **contemplate** solutions, and **take action with sincerity**.

Yamagon Seika Group's Four Strengths

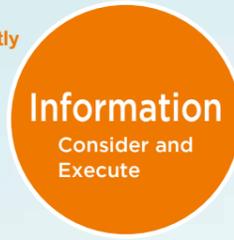
We aspire to flexibly answer the needs of each customer. We stand behind our agreements with our customers 100%, and we keep our promises. We will never prioritize our profit to the detriment of our business and customer relationships; we will share the benefits of these relationships with our affiliated companies and all related customers. For our customers, we contemplate solutions and take action responsibly and with care. Sincere humanity is our greatest strength.



We are particular about the freshness, safety, and flavor of our products, carefully inspect the produce that we distribute, and painstakingly manage our operations. We always strive to offer high-quality, reliable products and continuously improve the service we offer to our customers. Furthermore, another of our strengths is that we are attentive to elevating the value of products by being attuned to the concerns of farmers, retailers, and consumers.



We consider it necessary to always be able to ascertain the needs of customers and then promptly respond to various information. We are always working to expand our information network such as liaising with other companies and importers in remote areas to secure products. We aim to recognize and understand the food trends that consumers want, and to offer what they want as well as to gain their satisfaction and trust.



In our business, we believe that it is important to nimbly answer consumer demand no matter the quantity or location, without compromising on quality. In this process, it is also important for each of our staff to be able to think on their own, judge a situation, and respond and act upon it, i.e., being nimble. Including responding to complaints, we deeply consider what we should do for the customer at that moment, and act sincerely and immediately.



As a distribution coordinator of fresh produce in the intermediate wholesale business, Yamagon Seika Group strives to offer our products while ensuring the freshness and flavor of the products grown by farmers is maintained until they reach their destination, the tables and homes of consumers. Our philosophy has four core principles including company attitude and company policy, which have been cultivated through the achievements and trust built over 40 years since our founding, and they are our strengths. We will continue advancing our distribution system while retaining our focus on freshness, safety, flavor, and convenience. What we do is for each and every customer.

Philosophy

Farmers to mass merchants/retailers and restaurants to consumers Providing **benefits to everyone** is the **greatest advantage of all** for **Yamagon Seika Group**.

We believe that mass merchants/retailers and restaurants profiting from these advantages means that our high-quality products have been purchased and consumed with a smile by many consumers. This will lead to them becoming a regular customer. In order for this to happen, we wholesalers need to consider the value proposition for consumers as well; values such as how to promote a product, knowledge about preparation and consumption of products, promotional marketing and planning, and recognizing trends. Contributing to everyone's prosperity is our greatest advantage.

Presently, most fruits and vegetables are sold at stores regardless of their season due to the development of greenhouse farming techniques and low temperature preservation technologies as well as organized distribution systems. Despite this, seasonal fruits and vegetables that are harvested during certain periods of time are extremely fresh, flavorful, and fragrant. Furthermore, depending on the crop, they can be obtained at a more reasonable price. For consumers, seasonal fruits and vegetables have the appeal of providing the taste of something seasonal, which is unique to Japan, and it is one reason why consumers tend to favor them.

January Buckwheat sprouts, Lotus root, Cauliflower, Taro, etc.	February Boston lettuce, Parsley, butterbur shoots (fukinoto), Spring onion, Cauliflower, Broccoli, Daikon (Japanese radish), Snow peas, Japanese parsley (mitsuba), etc.	March Seasonal onion, Lettuce, Seasonal potato, Cauliflower, Broccoli, etc.	April Japanese mustard spinach (komatsuna), butterbur, Asparagus, Seasonal potato, Broccoli, Bamboo shoots, Chives, Bok choy, Bean sprouts, etc.
December Napa cabbage, Daikon (Japanese radish), Spring onion, Carrot, Spinach, Garland chrysanthemum, etc.	November Japanese mustard spinach, Spinach, Asparagus, Turnip, Sweet potato, Napa cabbage, Spring onion, Carrot, etc.	October Sweet potato, Taro, Yam, Matsutake mushroom, Shiitake mushroom, Garland chrysanthemum, Carrot, Daikon (Japanese radish), etc.	September Shimeji mushroom, Eggplant, Kabocha squash, Shiitake mushroom, Sweet potato, Taro, Okra, Bell pepper, etc.
June Edamame (young soybean pods), Tomato, Bell pepper, Japanese ginger (myoga), Cucumber, Fresh ginger, Potato, Shishito pepper, etc.	July Edamame (young soybean pods), Lettuce, Oriental pickling melon, Tomato, etc.	August Kabocha squash, Tomato, Green beans, Eggplant, Okra, Edamame (young soybean pods), Japanese parsley (mitsuba), etc.	May Cabbage, Celery, Onion, Potato, Garland chrysanthemum, Green peas, fava beans, Daikon (Japanese radish), Bamboo shoots, etc.



Monthly Vegetables

By categorizing seasonal vegetables by month, it is easier for consumers to know which month is each vegetable's season. To know which vegetable is in season monthly is convenient information for consumers when shopping.

Vegetables Categorized by Month

Yamagon Seika Group mainly deals with various **domestic seasonal fruits and vegetables**.

Products

January Strawberry, Fig, etc.	February Grapefruit, Hassaku orange, etc.	March Amanatsu orange, Grapefruit, etc.	April Orange, Grapefruit, etc.		
July Watermelon, Mango, etc.	August Grapes, Watermelon, Melons, etc.	September Pear, Apple, etc.	October Apple, Persimmon, Chestnuts, etc.	November Citrus fruits such as oranges, etc.	December Strawberry, Yuzu, etc.
June Loquat, Japanese cherry, etc.	May Melons, Japanese cherry, etc.	Monthly Fruits Categorized by Month			

We have also categorized fruits by month. In general, many fruits are harvested from summer to fall. Citrus fruits are harvested from fall to winter, melons are harvested in summer, though imported fruits can be in season nearly throughout the year since the harvest times are reversed between the northern and southern hemispheres.

Humanity

Products
Freshness, Safety, and Flavor

Every step of the way, **people** are involved with the products. This is why **humanity** is another **significant advantage**.

"Farmers to mass merchants/retailers and restaurants to consumers." These are all people directly involved with the products. People produce the products, distribute them, sell them, buy them, and eat them. Each step of the process and each communication between the people involved is a connection, and we believe that these connections are the heart of everything. Regardless of the economic climate, Yamagon Seika believes that humanity is an essential element to us. This is a differentiator from one company to another and a source of competitive spirit. If there is any type of competition within a company, the skill of the individual humans competing grows, leading to greater contributions to the company. We believe that in the end, it is people and their humanity that provides an advantage to us.

Advantages

Please check our website for more details.

<http://www.yamagon.co.jp/>



Yodobashi Market at the Metropolitan Central Wholesale Market is a hub of wholesale to secure smooth distribution of fresh produce essential for our everyday life. Yamagon Seika Group mainly uses Yodobashi Market, which is located at the middle of the Metropolitan Central Wholesale Market, to run our intermediate wholesale business of fresh produce that concentrates on freshness, safety, and flavor. We also liaise with remote markets such as Kasai, Tsukiji, Ota, and Setagaya as well as with other produce companies in order to secure select products with safety, security, and fresh flavor in mind. In addition to other domestic wholesale businesses, we also coordinate with importers and we offer select products that have gone through strict checks to various distribution channels such as mass merchants, retailers, and the restaurant industry, including hotels, as their supplier.

Yamagon Seika Group mainly uses **Yodobashi Market** to run our **intermediate wholesale business of fresh produce.**

Our major customer is Shinjuku Vegefru Co., Ltd. that also deals in Yodobashi Market, and we strive to work hard every day with customers' point of view in mind. As a purchaser and supplier for mass merchants, retailers, and the restaurant industry, we procure high-quality, fresh, safe, and flavorful fresh produce for our customers.

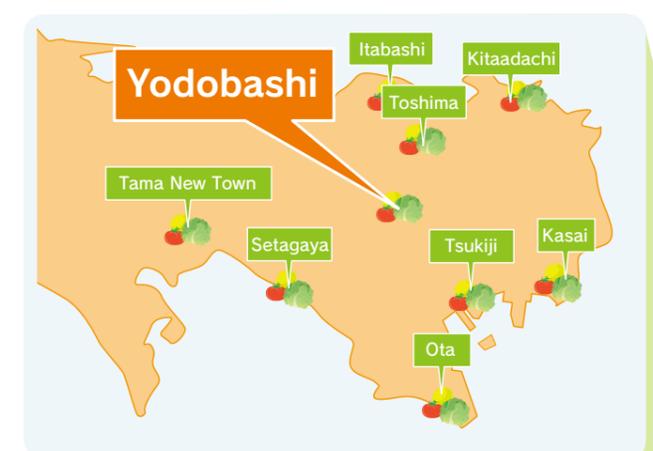


Suzukei Co., Ltd

Group Companies

Yamagon Seika Group has a **distribution network that covers all of Japan.** Our **mission is speedy and accurate distribution.**

Distribution



Metropolitan Central Wholesale Market: Introduction of each market



Our purchase ratio is 80% vegetables and 20% fruits. We purchase widely all across Japan from Hokkaido to Okinawa, including imported fresh produce, for mass merchants and retailers such as major supermarkets and vegetable shops as well as for the restaurant industry. Perishable food including fresh produce quickly loses its freshness, making it difficult to preserve for long periods, and the value of the produce changes depending on its freshness. Consequently, speedy distribution is essential. The supply also varies depending on the climate and other natural conditions, so accurate services are required on top of being quick. Our mission is to rapidly respond to consumer demand no matter the quantity or location without compromising on quality. This way, we can meet our customers' needs and earn their trust and satisfaction.

Yamagon Seika Group's Beliefs

- Sincere humanity is our greatest strength. *We go above and beyond the norm to be considerate of customers.*
- We work to flexibly meet the needs of each customer. *We always think, carefully judge the situation, and take action.*
- We place utmost importance on all customers. *We also place the highest value upon our colleagues.*
- Providing benefits to our customers is our advantage. *We stand behind our agreements with our customers 100%, and we keep our promises. We will never prioritize our profit to the detriment of our business and customer relationships; we will share the benefits of these relationships with our affiliated companies and all related customers.*
- *We contribute to everyone's prosperity in various ways.*

