



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.



**Humanity**

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.



**Products**

Freshness, Safety, and Flavor

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.



**Information**

Consider and Execute

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.



**Mobility**

Energy and Action

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.

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

## 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

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

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.



"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.

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

# 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.**

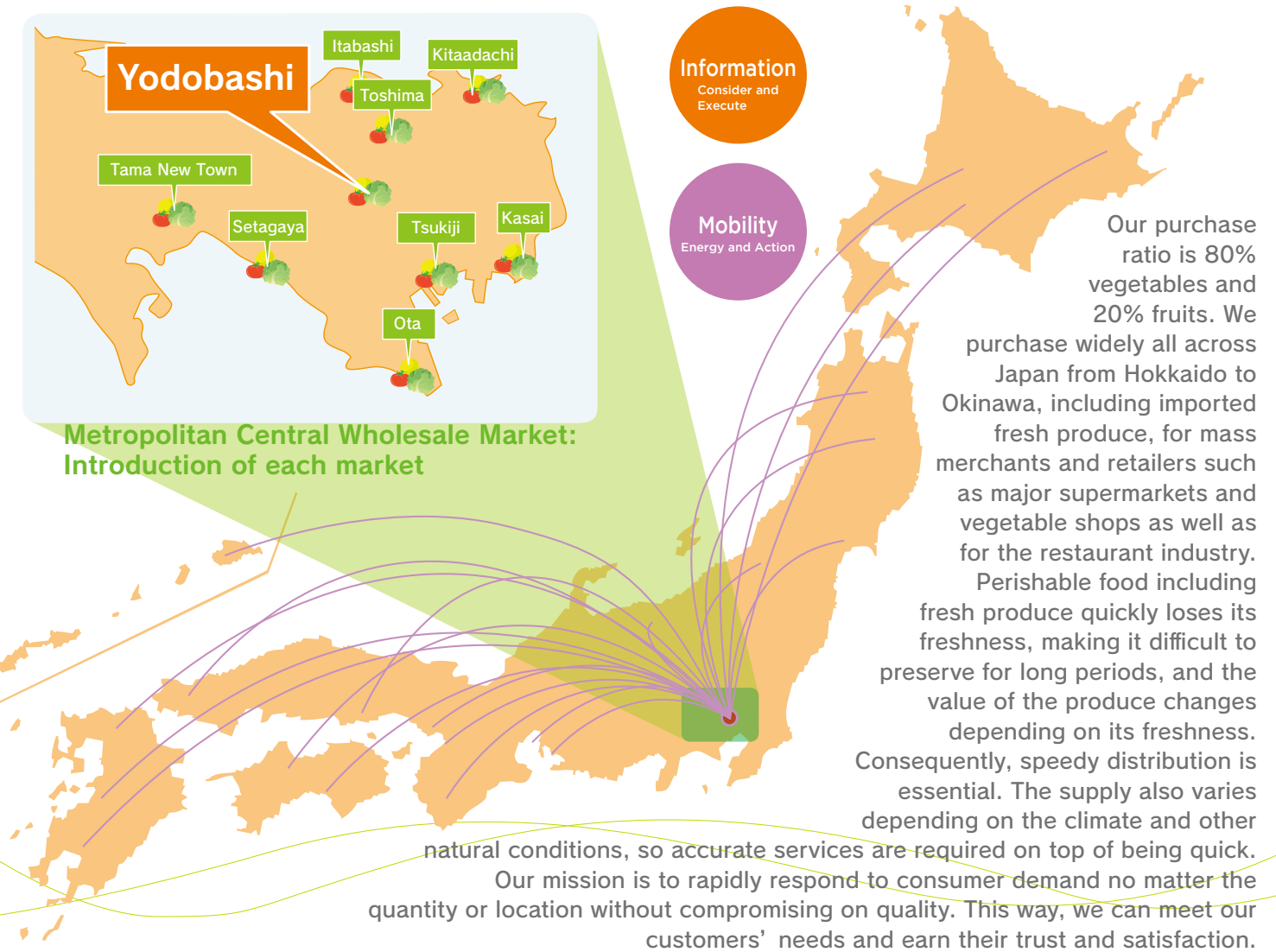
Our major customer is Shinjuku Vegefru Co., Ltd. that also deals in Yodobashi Market, and we strive to work hard every day with customers' point of view in mind. As a purchaser and supplier for mass merchants, retailers, and the restaurant industry, we procure high-quality, fresh, safe, and flavorful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

**Suzukei Co., Ltd**



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

# Distribution



## 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.*

# Group Companies