

Ensuring a stable procurement of potatoes ~ Calbee Potato's medium- to long-term strategies ~

Calbee

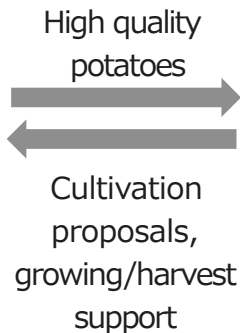
Calbee Potato's potato business

Working together with growers, providing technology and structure to supply potatoes without waste



Contracted potato growers

Approx. **1,600**



Calbee



Calbee potato



Cultivation experts

Locally rooted cultivation support

Around **50** in 2025

Feedback from growers

Technical support/
knowledge sharing



Potato R&D

Joint research of new varieties/cultivation techniques with universities/testing grounds



Distribution functions

Just-in-time delivery by distributing according to needs



Advanced storage technologies

Maintaining freshness/managing in accordance with potato condition and weather

Calbee Potato's strengths: Dispatching cultivation experts across Japan

1. Communication with growers

To raise yield/quality



- ▶▶ Provide technical information on cultivation, harvesting
- ▶▶ Advise on issues
- ▶▶ Trial new varieties

Support growers' growth

2. As a potato supervisor

Determine yield/quality and respond



- ▶▶ Field monitoring
- ▶▶ Field surveying



**Yield prediction
Classification
Delivery**

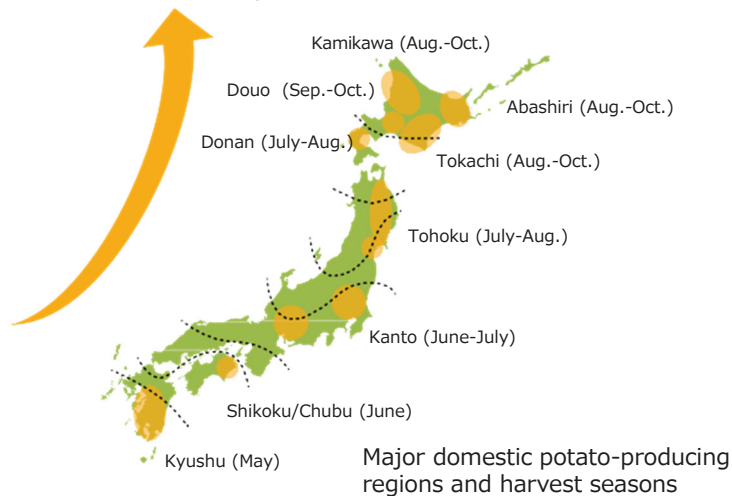
**Ensure quantity,
improve quality**

Initiatives for stable potato procurement

Work to ensure a stable domestic potato procurement while responding to climate change and a shortage of growers

1. Decentralize production areas and expand cultivated land

- Decentralize production areas within Hokkaido and develop production area in Tohoku/northern Kyushu
- Increased cultivated area in key development areas 1.5x in 10 years



2. Advance labor-saving

- Harvest labor-saving
 - ✓ Procuring contract farmers' entire harvest
 - ✓ Loose storage
 - ✓ Sorting at the time of shipping



Loose storage

- Harvest support via contractor business



Large, 2-row harvester used in contractor business

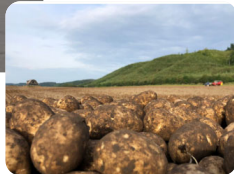
Initiatives for stable potato procurement

Work for stable production by leveraging new technology via R&D and cultivation expert support

3. Development/popularization of new varieties

- Conduct R&D with consideration to how the climate will change over the next 20-30 years
- Improve both product quality and farmer productivity by advancing development/popularization of new varieties
 - ✓ Registered new proprietary *Poroshiri** variety in 2017
 - ✓ Started test cultivation of new varieties

Calbee Potato
Potato Research
Institute



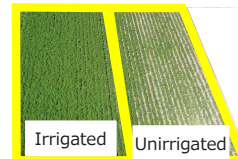
*Developed proprietary
Poroshiri variety with high
pest and disease resistance
and easier harvesting

4. Promotion of science-based cultivation technology

- New technology × cultivation expert support
 - ✓ Soil moisture monitoring and alerts



Soil moisture
meter installed in
a potato field



Comparison of irrigated
and unirrigated land

- ✓ Appropriate fertilization based
on soil analysis



Promoting use of
low-phosphate
fertilizer

- ✓ Provide pest control
information based on
weather data



Calbee

Harvest the Power of Nature.