

November 27, 2014  
AEON CO., LTD.  
AEON AGRI CREATE Co., Ltd.

## **Aeon Agri Create will open its first Farm in Fukui Prefecture, “Fukui Arawa Farm” on Sunday, March 1, 2015**

Based on the agreement on the initiation of agriculture with Awara City (Fukui Prefecture) concluded on Thursday, November 27, Aeon Agri Create Co., Ltd. (hereinafter “Aeon Agri Create”), a company committed to establish business models for agriculture in the suburbs of cities and for highly efficient large-scale agriculture, will open the Fukui Awara Farm on Sunday, March 1, 2015 as its first directly-operated farm in the Prefecture. This farm will be the 18th farm operated by Aeon Agri Create in Japan and the second one in the Hokuriku region after Ishikawa Kahoku Farm.

Toward the opening of the farm, Aeon Agri Create will conclude an agreement on the launch of agriculture with Awara City on Thursday, November 27. Following the conclusion of this agreement, the company will start working in cooperation with the City; employing about 20 local people for the farm and utilizing its fruit and vegetable selection and packing facilities provided by JA Hanasaki Fukui. Through these cooperative moves, Aeon Agri Create will contribute to the revitalization of local agriculture.

The Fukui Awara Farm is located on fertile land, where carrots, cabbage and various other crops are suitable for cultivation. The location is also nearby the Hokuriku Expressway Kanazu Interchange, via which Aeon’s distribution centers and stores in the Hokuriku and Tokai regions are easily accessible.

In early July 2015, carrots will be planted and from the spring of 2016, cabbage and sweet corn will also be cultivated. These vegetables produced in the farm will be offered at General Merchandize Store, AEON, in the Hokuriku and Tokai regions as well as at about 50 supermarkets, Maxvalu, in the Hokuriku region under Aeon’s private brand “TOPVALU.”

With the opening of the Fukui Awara Farm, Aeon Agri Create will provide customers with fresher and more delicious agricultural products with safety and security, while promoting community-based operation.

### **Outline of the Fukui Awara Farm**

Name: Fukui Arawa Farm of AEON AGRI CREATE Co., Ltd.

Location: 1-5 Yamajuraku, Awara City, Fukui Prefecture

Producers: A farm manager and an employee in charge of the farm dispatched from Aeon Agri Create and 20 part-timers

Farm area: About 9.6 hectares

Items cultivated outdoors:

Carrots (Planting in early July and harvesting in late October 2015)

Cabbages (Planting in early April and harvesting in the middle of June 2016)

Sweet corn (Planting in early April and harvesting in the middle of June 2016)

## **Reference**

### **About AEON AGRI CREATE Co., Ltd.**

Company Name: AEON AGRI CREATE Co., Ltd.

Representative: President Yasuaki Fukunaga

Head Office: 1-5-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture

Date of Establishment: July 10, 2009

Main business: Production, processing, wholesale and retail sales of fruit and vegetables

Fiscal Period: End of February

Capital: 50 million yen

Shareholder: AEON CO., LTD. (100%)