

OVERVIEW OF SUNRISE FARM

2015.01.16



Sumitomo Chemical's Agricultural Corporations

CHANGE AND INNOVATION

Sunrise Farm Saijo

- Founded : August 2011
- Location : Saijo, Ehime Prefecture
- Items : Lettuce, Cabbage, Rice
- Cultivated acreage : 10ha



Sumika Farm Nagano

- Founded : May 2009
- Location : Nagano Prefecture
- Item : Strawberry
- Cultivated acreage : 1ha



Sumika Farm Yamagata

- Founded : September 2011
- Location : Yamagata Prefecture
- Items : Tomatoes, Strawberry
- Cultivated acreage : 0.3ha



Sumika Farm Oita

- Founded : December 2009
- Location : Oita Prefecture
- Item : Tomatoes
- Cultivated acreage : 1ha



Sumika Farm Mie

- Founded : November 2011
- Location : Mie Prefecture
- Item : Japanese honewort
- Cultivated acreage : 1.5ha



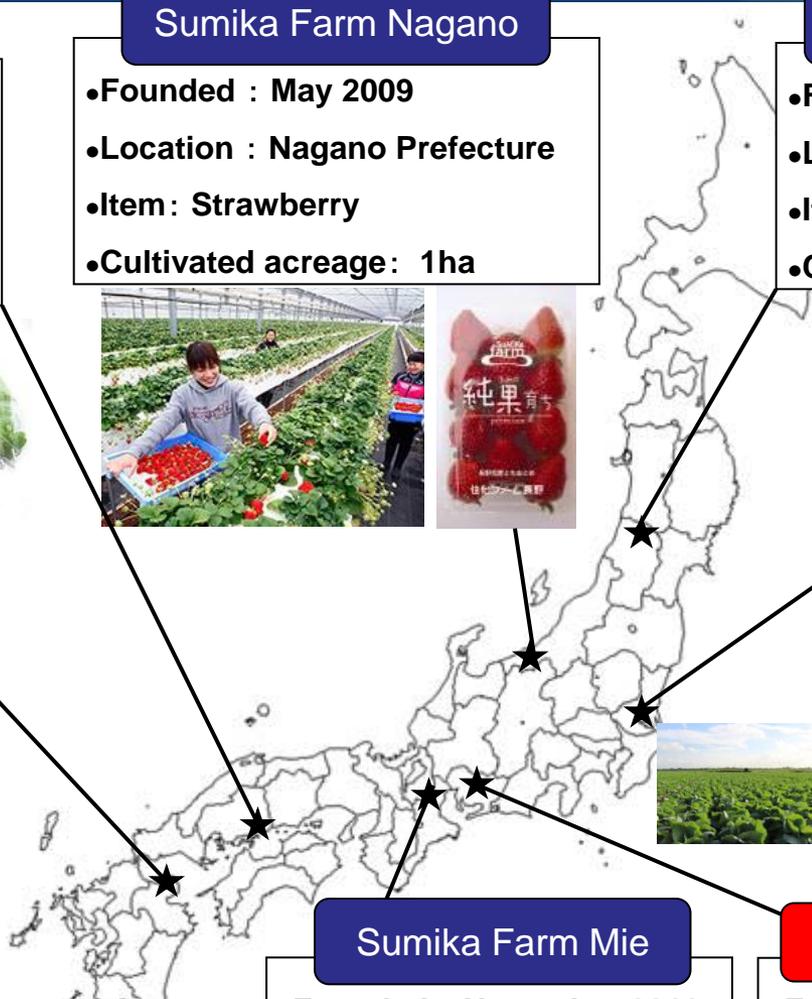
Sumika Farm Ibaraki

- Founded : July 2013
- Location : Ibaraki Prefecture
- Items : Cabbage, etc.
- Cultivated acreage : 20ha



Sunrise Farm Toyota

- Founded : February 2013
- Location : Toyota, Aichi Prefecture
- Item : Tomatoes
- Cultivated acreage : 0.8ha



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- Location : Toyota, Aichi Prefecture
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- Cultivated acreage : 0.8ha



Outline of Sunrise farm Toyota

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Company name

Sunrise farm Toyota Company, Limited

Head office

Mitsukuri town, Toyota City

Cultivated acreage

0.8ha

Founded

February 14, 2013

Business start

From February 2014 “Test growing”
From August 2014 “Full-scale growing”

Business
summary

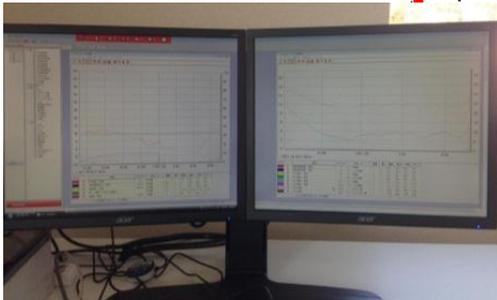
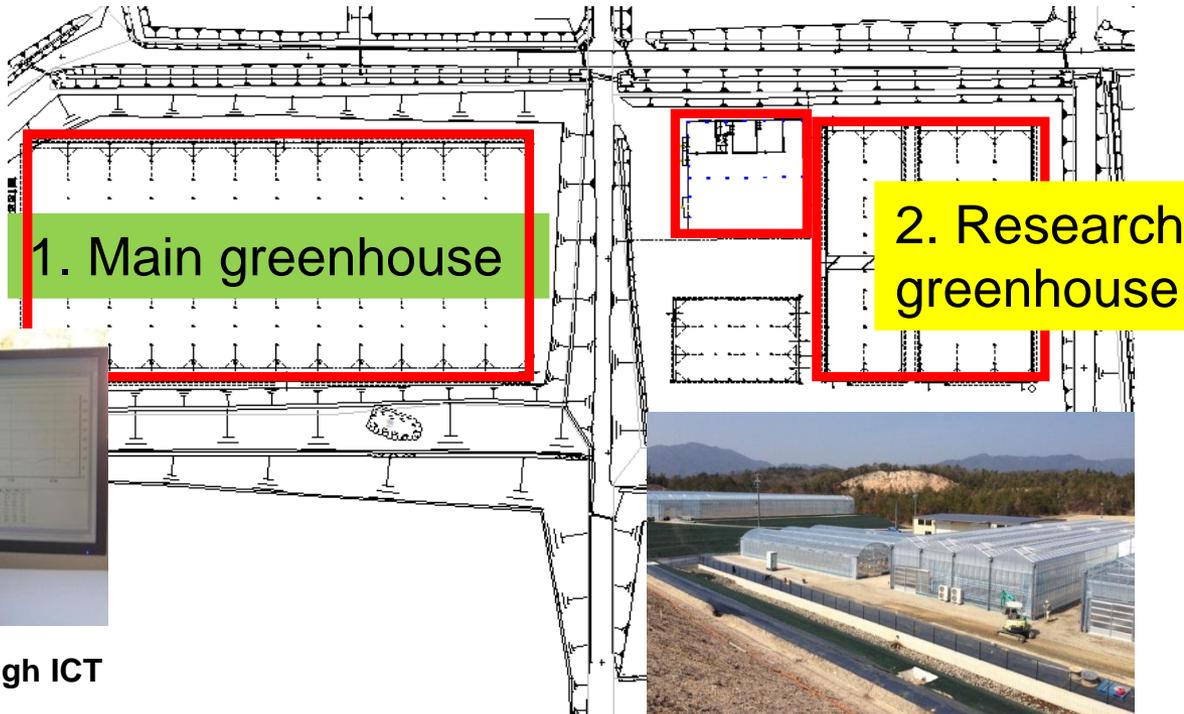
- In Keidanren’s “ Future City Model Project ”, Sunrise farm Toyota was established in order to play an agriculture part of Toyota Motor Corporation’s project “ Toyota Next-generation Energy Mobility City ”.Toyota motor corporation made an equity participation in this farm.
- For the purpose of promotion of local agriculture, verifying advanced agriculture, regeneration of the abandoned farmlands, and the creation of local employment, we are trying to grow tomatoes of high-quality & high-yield by using ICT technology for the environmental control.



Facility layout

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3. Administration building



Environment control through ICT

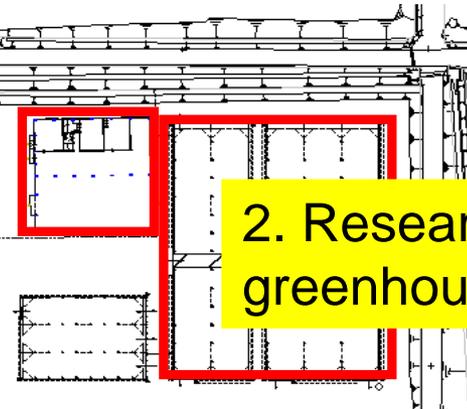
1. Main greenhouse (56a): Seek commercial sustainability thru efficient operation
 2. Research greenhouse (22a): Verify advanced technologies
 3. Administration building (office, facilities for selection, sorting & packaging)
- ⇒ To achieve healthy business performance while fulfilling the goal of staying ahead of conventional farmers

3. Administration building



Environment control through ICT

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2. Research greenhouse



As a testing ground to verify advanced technology

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A Nagoya University-led consortium have taken up a technology verification project delegated by Ministry of Agriculture, Forestry and Fisheries. Sunrise Farm Toyota is helping the consortium by offering tomato testing field.

名古屋大学異分野融合拠点: ICT 活用農業事業化・普及プロジェクト

日本農業の中核を担う中規模農家でも活用できるICTシステム開発

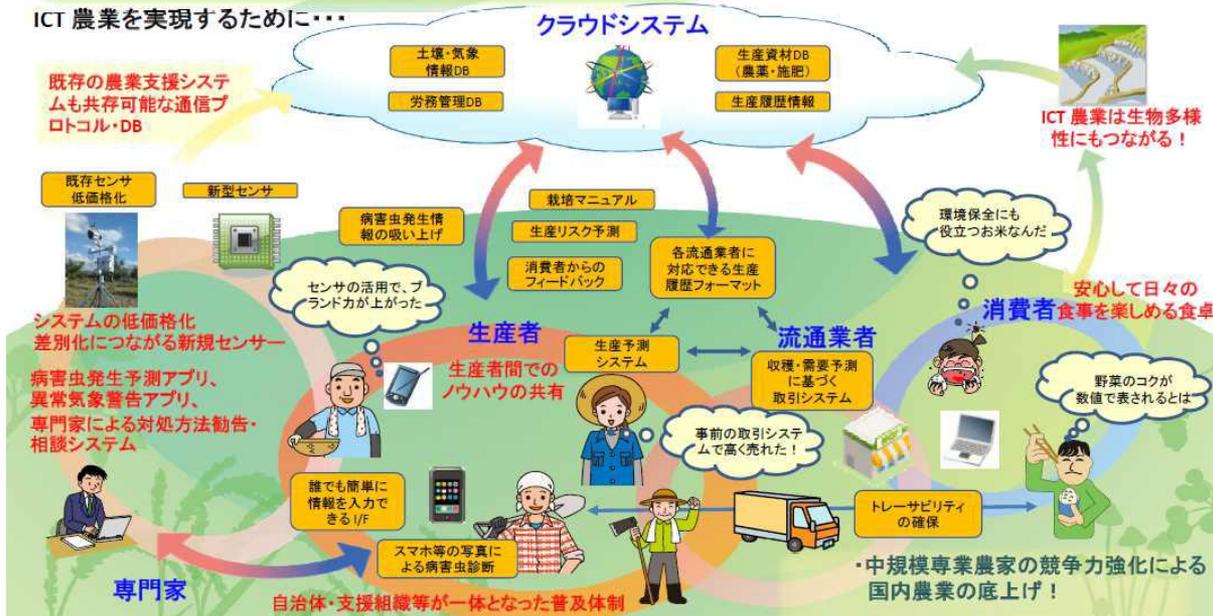
- ・生産履歴等を自動的にバイヤーのフォーマットに変換するソフト
- ・生産物の差別化・ブランド化が可能な新規センサー
- ・収穫予測による事前の余剰生産物取引システム
- ・生物多様性等の環境指標による「エコ農産物」取引システム
- ・他分野のビッグデータとの相乗りによる低価格化を目指した実証試験

農業 ICT 化を阻む要因

- ・機材導入、メンテナンス等のコスト負担
- ・コスト削減メリットが一定規模以下では働きにくい
- ・売上増に有効な手段が少ない



ICT 農業を実現するために...



We also make testing fields available to private companies including Panasonic.

Outline of Sunrise farm Saiyo

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Company name

Sunrise farm Saijo Company, Limited

Head office

Saijo City, Ehime Prefecture

Cultivated acreage

10ha

Founded

August 10, 2011

Capital

- 100 million yen
- Shareholder Sumitomo Chemical, JA Saijo, Saijo Industry & Information centre for support, Mitsubishi Heavy Industries, Panasonic



Business summary

- Established in August 2011, to promote “Saijo Agricultural Innovation City project”, one of “the Future City Model projects”. This farm is composed of JA Saijo, Saijo city and private companies to work closely.
- Aiming to make new model of agriculture by verifying advanced technologies, such as Live Camera, tractor using GPS technology, freshness-keeping technology and so on.

Crops

Lettuce, Cabbage, Rice



農作業技術マニュアル

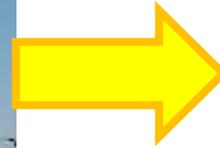
レタス/定植

定植



Network Camera, Hyper-spectrum Camera

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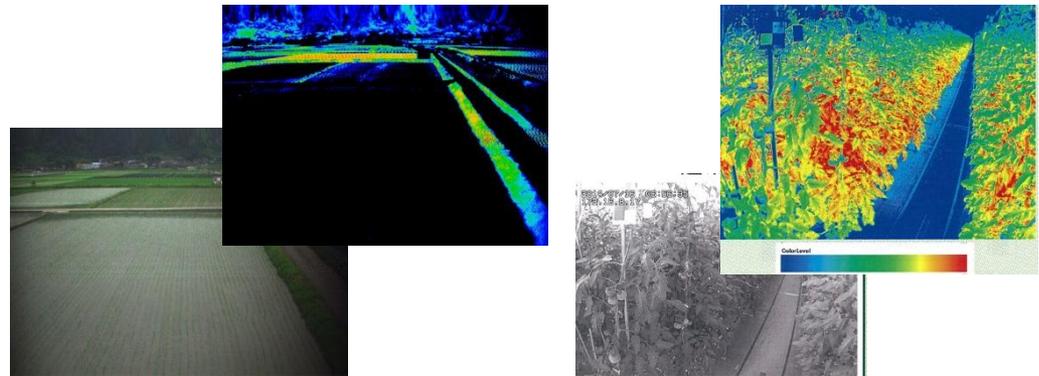


Network Camera



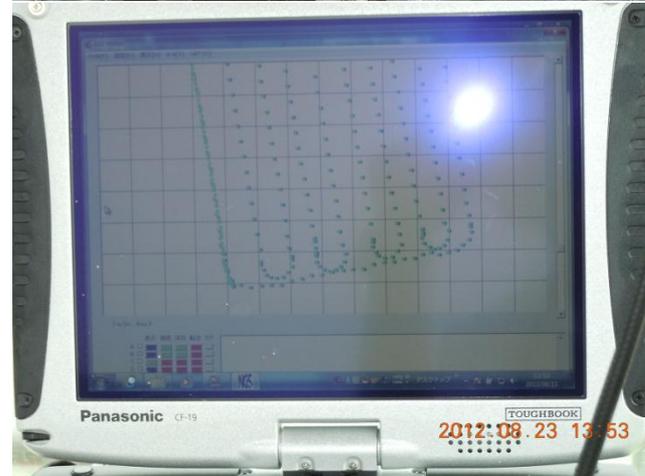
Hyperspectrum Camera

Hyper-spectrum data Analysis



GPS-Tractor

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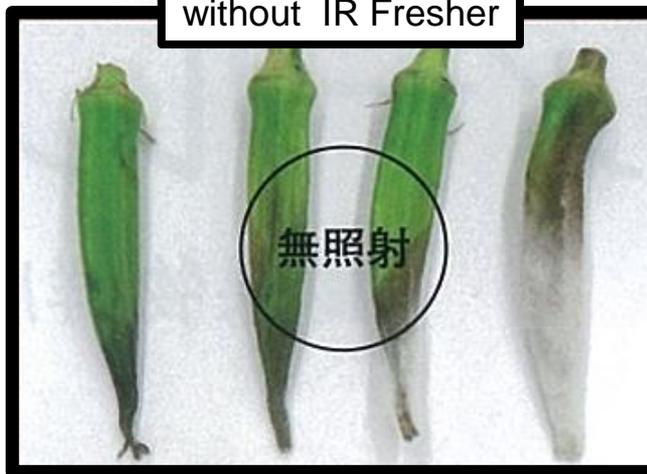
IR Fresher

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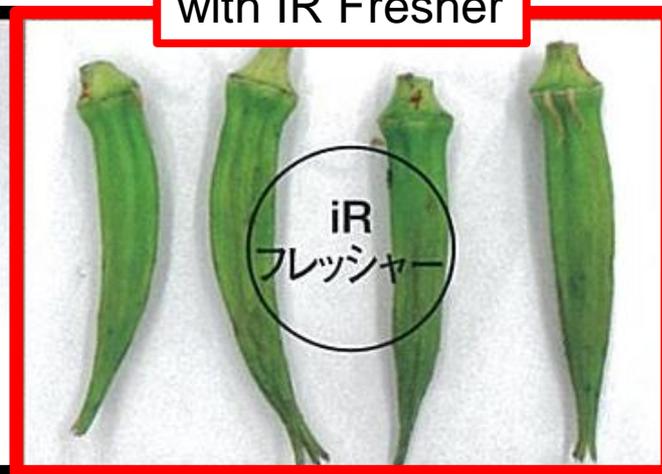
Prevention of growth of the mold

without IR Fresher



無照射

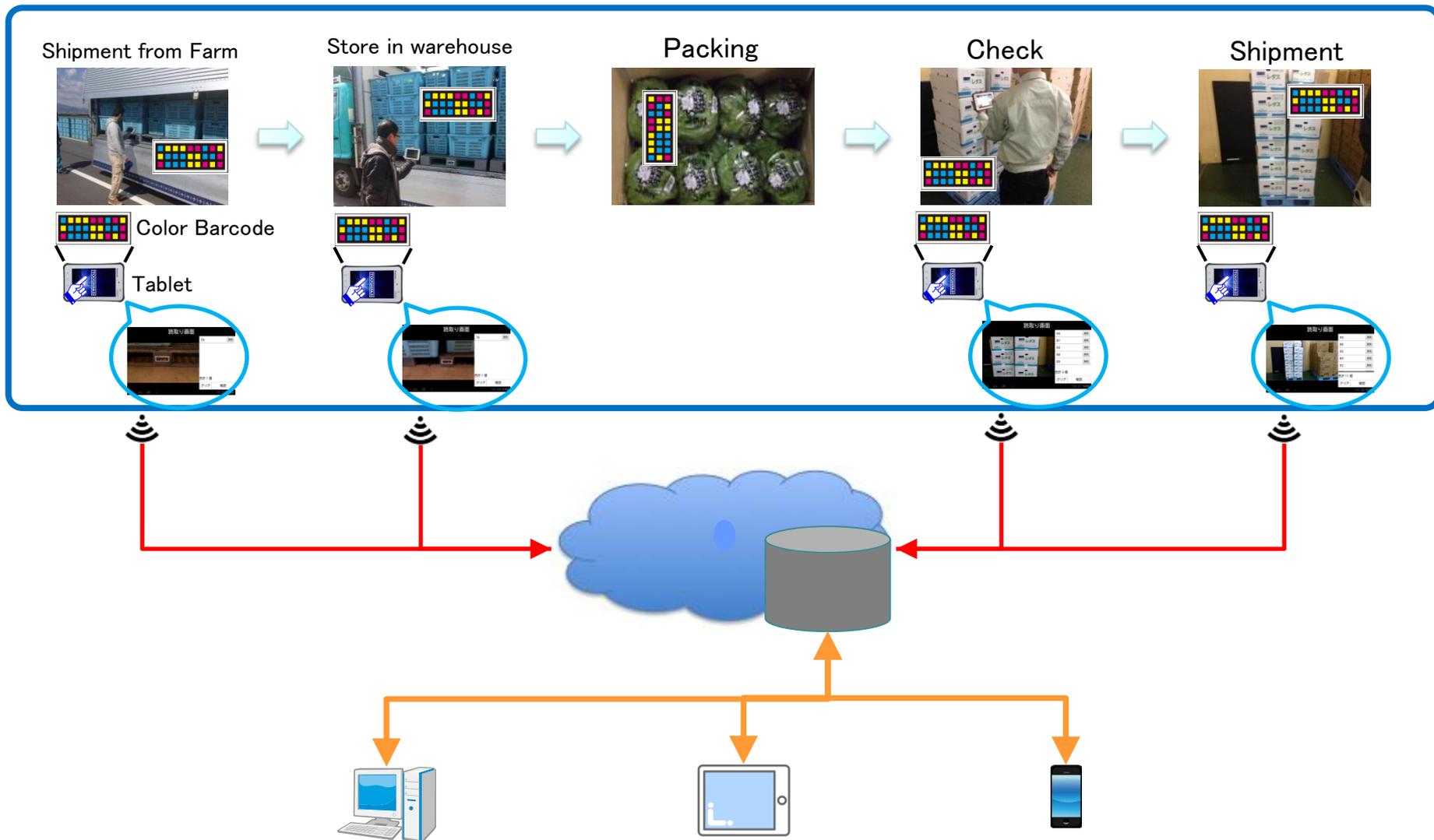
with IR Fresher



iR
フレッシュャー

Tracability System with Panasonic

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Sumitomo Chemical's "Total Solution Provider (TSP)"

