

CORPORATE PROFILE



SNOW BRAND SEED

雪印種苗株式会社

当社の持つ総合力を活かし、お客さまとの「共生」を目指してまいり

Using the combined abilities of our company to achieve a symbiosis with our customers.

昭和25年、雪印乳業株式会社の種苗部門が分離、独立して誕生した当社は、創業者である黒澤西蔵翁が提唱した「健土健民」の思想を企業理念として日本の農業の発展に貢献してまいりました。そして、この日本の農業と密接に係わる事業展開を通して、現在の当社には生態系に関する幅広い知識、技術が蓄積されております。今、日本の農業は、環境問題、農作物の輸入自由化など様々な課題を抱え、新たなパラダイムを迎えております。こうした中で当社は、「お客さま第一主義」のもと、いままでに培ってきたノウハウと先進の研究開発をもってお客さまを総合的にサポートし、お客さまとの「共生」を目指してまいります。

食の安全性に係わる企業として当社は、絶えず厳しく事業の実態を点検し、強固なガバナンス体制を作り上げるとともに企業倫理の徹底を図り、持続継続性のある成長を成し遂げてまいります。

「健土健民」

「健全な土地が健全な食料をもたらし、健全な食料が健全な人間を形成する。」
すなわち「健やかな土地に健やかな民族がある。」

黒澤西蔵翁

Snow Brand Seed Co., Ltd. was established in 1950 when the Seed Division of Snow Brand Milk Products Co., Ltd. was spun off as an independent company. In the years since then we have contributed to the development of agriculture in Japan with “Healthy Land for a Healthy People”—an idea originally expressed by Torizo Kurosawa, Snow Brand’s founder—as our corporate philosophy. During that time we have amassed a wide-ranging store of knowledge, expertise and technology related to ecology through our business activities which involve a close relationship with Japan’s agriculture. Today the nation’s agriculture industry faces many challenges, including environmental issues and the liberalization of agricultural imports, and is striving to come up with new paradigms to meet them. Against this background, we aim to achieve a symbiosis with our customers by always putting their interests first and providing comprehensive support through our accumulated expertise combined with advanced R&D work.

As a company involved in assuring the safety and wholesomeness of Japan’s food supply, we are working to achieve sustained growth by means of thorough and strict inspections of all business operations, establishment of a strong governance system, and scrupulous adherence to the highest standards of corporate ethics.

Healthy Land for a Healthy People

“Healthy land yields healthy foodstuffs, and healthy foodstuffs bring up a healthy people.”
Therefore... “A healthy land is home to a healthy people.”

Torizo Kurosawa



代表取締役社長 **掛村 博之**
President, Representative Director
Hiroyuki Kakemura

企業理念

「健土健民」

当社の創業者 黒澤西蔵翁が唱えた「健土健民」の思想は、半世紀以上経った現在、社会的に一番大切なテーマになっているのではないのでしょうか。

Corporate Philosophy

Healthy Land for a Healthy People

Today, half a century after Snow Brand’s founder Torizo Kurosawa first proclaimed the idea of “Healthy Land for a Healthy People,” the importance of this theme for society is more apparent than ever before.

コンプライアンス

「とくに力を入れ徹底」

雪印グループでは、コンプライアンスの徹底に注力しており、当社は企業行動憲章に基づき社会的責任を果たしていきます。

Compliance

A Particularly Thoroughgoing Approach

The Snow Brand Group takes a thoroughgoing approach to ensuring compliance with all relevant regulations, laws and standards. Snow Brand Seed undertakes to fulfill its corporate responsibilities to the full, based on our Corporate Charter.



ます。



食の安全性

「科学的根拠をベースに」

配合飼料、野菜種子、微生物資材などを供給する当社は「食の安全性」に深く係わり、科学的根拠をベースに安全性を追求していきます。

Food Safety A Firm Grounding in Science

As a company that supplies feed additives, seeds for crops, and additives enriched with microorganisms, we are deeply involved in efforts to ensure food safety. This work to assure safety is based on a firm grounding in science.

経営方針

「お客さま第一主義」

お客さまの問題解決をサポートする提案を行い、お客さまのメリットを考へる事業展開をしていきます。

Management Policy Putting the Customer First

We propose solutions to our customers to help them solve specific problems, and our efforts to expand our business activities are based on an understanding of our customers' strengths.

研究開発

「事業部門との一体化」



当社にとって研究開発は、大きな競争優位性を生んでおりますが、これからは、より事業と密接に係わる領域を強化していきます。

Research and Development Integration with the Business Divisions

Our R&D work is the source of tremendous competitive advantage for us. In the years ahead we hope to further strengthen our work in fields with a close relationship to our business activities.

グループ経営

「各社の役割を明確に」

グループ各社の役割を明確にして、連結経営によるグループの企業価値を高めていきます。また、雪印グループとの連携を強化していきます。

Group Management A Clear Role for Each Company

The Snow Brand Group aims to increase corporate value by establishing a clearly defined role for each company while managing the whole as a consolidated unit. At Snow Brand Seed, we are working to strengthen our cooperation with Snow Brand Group.



「環境」をテーマに総合的な事業を展開

Comprehensive Business Development with the Environment as a Key Theme

日本の農業の発展に貢献していくことを目指している当社は、現在、日本の農業が直面している課題に応じていくことが重要な事業テーマと考えます。20世紀後半から高まってきた環境保全や食の安全性に関する問題意識は、今後ますます社会的な注目を集めることが予想され、農業のあり方もそれに沿った変革が求められています。「健土健民」を企業理念とする当社は、このような時代の中で蓄積された生態系への知識を通し、環境保全型農業を提案していきます。土壌の豊かな力の回復、循環による資源の有効活用、安全な食物の供給、こういった「環境」をテーマとする事業こそ当社の使命であり、新しい時代に強く求められるビジネスであると確信しています。

At Snow Brand Seed our aim is to contribute to the development and advancement of agriculture in Japan. As such, we see finding ways to deal with the issues now facing the Japanese farm industry as an important theme for our business activities. During the latter half of the 20th century consciousness of issues such as environmental preservation and food safety increased substantially, and the interest of society in such issues is expected to continue to grow in the years ahead. In response, agriculture must change and adapt to meet the new reality. With “Healthy Land for a Healthy People” as our corporate philosophy, we will continue to make use of the knowledge of ecology we have amassed over the years to offer farmers ways to pursue conservation-oriented agriculture. Our mission as a company is exemplified by our business activities related to environmental themes, such as revitalizing the nurturing richness of the soil, effective utilization of resources through reuse and recycling, and ensuring the safety of the food supply. We are confident that the work we do is urgently needed in our new and changing times.

農業の新たなパラダイム

A New Paradigm for Agriculture

日本の農業は第二次世界大戦後、食糧の増産を目指す国策的支援を受け、作物の生産性が重要視されてきました。しかしながら、最近ではより安全で高品質なものを環境に負荷をかけずに生産するという新しい農業手法が求められてきています。

After the Second World War the main emphasis in Japanese agriculture was on productivity, supported by national policies designed to increase output of foodstuffs. In recent years, however, demand has grown for new farming methods capable of producing safe and high-quality food without having an adverse impact on the environment.

「環境保全型農業」の支援

Supporting Conservation-Oriented Agriculture

農業における環境負荷の軽減、さらに食物の安全性の確保に向けて、土壌に負荷のかからない低投入持続型で循環する「環境保全型農業」を当社は支援しています。この分野において当社は先行企業であり、数多い実績を誇っています。

We provide support for conservation-oriented agriculture that reduces the burden on the soil through the use of minimal additives and sustainable farming techniques. In this way we hope to reduce the environmental impact of agriculture while assuring the safety of the food supply. Snow Brand Seed is a leader in this field with a large number of impressive accomplishments we take great pride in.

顧客満足を追求めた3事業本部体制 *A System of Three Business Divisions Focused on Providing Customer Satisfaction*

当社は、「環境」をテーマに事業を展開していく上で、顧客満足をより高めていくために、お客さま別の事業体制を作り上げています。酪農畜産農家に対応する「酪農畜産本部」、畑作園芸農家に対応する「畑作園芸本部」、造園、自然復元などの施主・発注者に対応する「環境緑化本部」。この3本部は、それぞれのお客さまに総合的なサポートを提供するとともに、「環境」をテーマとして密接に連携しています。

In order to provide enhanced customer satisfaction as we pursue business development with the environment as the key theme, we have organized our operations into three divisions catering to specific groups of clients. The Dairy and Stockbreeding Division specializes in products for dairy and beef cattle farmers; the Upland Farming and Horticulture Division serves farmers producing food crops; and the Environmental Enhancement and Landscaping Division provides services such as landscape gardening and restoration of nature. Each of the divisions offers comprehensive support to customers in its area of specialization and engages in close collaboration with the environment as the guiding theme.



時代を捉えた先進の研究開発

Advanced R&D Attuned to the Needs of the Times

当社の特長のひとつとして業界をリードする優れた研究開発機能があります。「環境」をテーマに事業展開を進める中で、多彩な分野において基礎的な研究から、より現場ニーズに近いノウハウ構築まで幅広く手掛けています。当社の「環境」に対する総合力はこの充実した研究開発により支えられています。今後は、いままでの研究開発を継続するとともに、事業環境の変化に合わせ、各事業本部との連携を深め、より時代を捉えた研究開発と体制を構築していきます。

One aspect that sets Snow Brand Seed apart is our industry-leading research and development capabilities. As we continue to expand our business operations with the environment as a unifying theme, we are engaging in basic research in a variety of fields and working to construct a system of expertise that closely matches the requirements of our customers. This extensive R&D work supports our overall ability to advance the industry in an environmentally responsible manner. In the years ahead we will continue to pursue our R&D work as we endeavor to strengthen collaboration with our three business divisions in response to changes in the business climate. In this way we are working to build an R&D system that is closely attuned to the needs of the times.

主な研究開発分野 *Main R&D Fields*

当社の研究開発は3事業本部のもと、幅広い領域をカバーしています。新品種の開発・育成については、当社の原点である牧草・飼料作物で培った技術を生かして、野菜、花卉、緑肥作物、芝生・植生などの開発を進めており、とくに、花卉分野では組織培養や薬培養技術など最新のバイオ技術も駆使しています。飼料製品の開発においては、配合飼料製品の開発に加えて食品加工副産物を利用したウエット飼料やTMR飼料の開発を進めています。

また、当社の研究開発は種子や配合飼料などの製・商品の開発だけでなく、それらを生かす技術(ソフト)の開発・普及に力を入れており、お客さまを総合的にサポートする事業展開を支えています。酪農畜産分野では、牧草などの栽培技術、サイレージなどの粗飼料調製技術、家畜の飼養管理技術、また、糞尿処理・堆肥化技術などを開発し酪農畜産農家を総合的にサポートすることを可能としています。畑作園芸分野では、創業以来唱えてきた土づくりを支える緑肥作物の開発・利用技術が、環境保全型農業の実現をサポートします。環境緑化分野では、野草や郷土種子の増殖技術をベースとした自然復元技術、都市空間や屋上における自然環境と調和した緑化技術の開発などを進めています。また、近年は微生物を活用した製品、技術の開発に力を入れており、飼料作物だけでなく食品加工副産物の発酵飼料(サイレージ)化を助ける乳酸菌の開発や、天然由来の素材を生かした植物活力資材の開発を進めています。

The R&D work of Snow Brand Seed covers a broad range of fields, under the direction of the three business divisions. In the area of development and cultivation of new crop varieties, technology deriving from our long experience in pasturage and feed production is employed. Development work related to vegetables, flowers, green manure crops, turf and ornamental crops is presently underway. We make use of advanced biotechnology in our work with flowers, including technology related to plant tissue cultures and anther cultures. In the feed products area, development work covers not only on compound feed but wet feed products incorporating byproducts from food processing and TMR feed as well.

The scope of our R&D work is not limited to production and product development for seed and compound feed varieties. We also emphasize the development and popularization of techniques for making the most of these products. This enables us to expand our business activities to include comprehensive support for our customers. In the dairy and livestock field we are developing cultivation technology for pasturage, etc.; coarse feed preparation technology such as silage; cattle management technology; and manure treatment and composting technology. These enable us to provide wide-ranging support for dairy and beef cattle farmers. In the crop farming and horticulture field, we offer support for conservation-oriented agriculture with green manure development and utilization technology consistent with the emphasis on maintaining "healthy land" that has been an abiding theme since our establishment. In the environmental landscaping field we are developing nature restoration techniques based on seed propagation technology for wild grasses and native plants as well as landscaping and forestation technology for creating urban spaces and rooftop gardens in harmony with the natural environment. In addition, in recent years we have been focusing increasingly on the development of products and technology incorporating microorganisms. Examples include not only feed products but also the development of lactobacillus-based additives for promoting silage fermentation of byproducts from food processing and the development of plant growth stimulants employing naturally derived ingredients.

コア分野 Core Fields

作物新品種の開発・育成

Development and Breeding of New Crop Varieties

飼料製品の開発

Development of Feed Products

自給飼料栽培技術

Self-Sufficient Feed Cultivation Technology

粗飼料調製技術

Roughage Preparation Technology

飼養管理技術

Cattle Management Technology

糞尿処理・堆肥化技術

Manure Treatment and Composting Technology

緑肥作物の開発・利用技術

Development and Utilization Technology for Green Manure Crops

野草・郷土植物種子増殖技術

Seed Propagation Technology for Wild Plants and Native Plants

自然復元技術

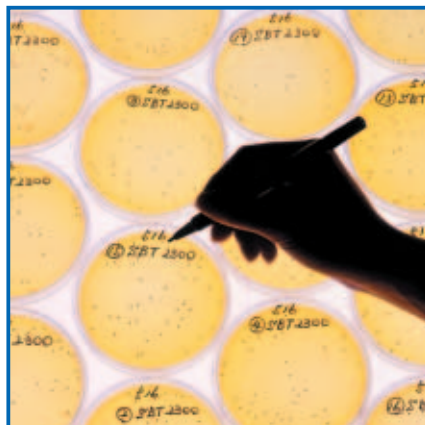
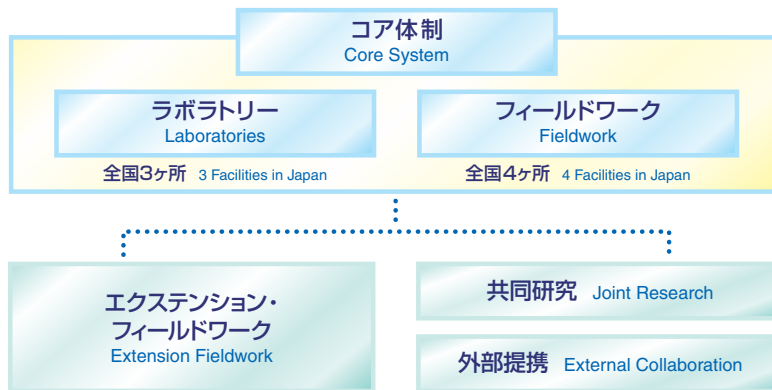
Nature Restoration Technology



研究開発体制 *Research and Development System*

当社の研究開発体制は、寒帯～温帯～亜熱帯と広がる日本各地の環境に対応するために北海道、千葉、宮崎と全国に拠点を配置しています。また、北海道研究農場および千葉研究農場は、牛の飼育を行い、循環型農業を実践する有畜農場であることが大きな特長です。微生物資材の研究につきましては、江別市の技術研究所において最新の設備をもとに様々な研究を行っています。当社はこのような自社研究開発体制とともに、地域の農家と共同して行うエクステンション・フィールドや産・官・学の共同研究、外部機関との提携を通じ研究開発のネットワーク化を進めています。

To provide coverage for the full variety of climatic conditions in Japan, which range from boreal to temperate to subtropical, our R&D system operates facilities throughout the country, in Hokkaido, Chiba, and Miyazaki. In addition, cattle farming complemented by crop cultivation—the practical application of a cyclic model of agriculture—is undertaken at the Hokkaido Research Station and Chiba Research Station. Research on additives enriched with microorganisms takes place at the Technical Research Institute in Ebetsu, Hokkaido. This is a state-of-the-art facility outfitted with the latest laboratory equipment. Our in-house R&D work is supplemented by extension fieldwork conducted in collaboration with local farmers as well as joint research with industry, government, and educational institutions. Through such collaborative efforts we are working to further extend our R&D network.



Dairy and Stockbreeding Business



総合力を活かした、最適なソリューションの提案

酪農畜産事業は、当社が創業時から手掛けてきた当社の原点とも言える事業です。事業内容的には、牧草・飼料作物の種子開発から、配合飼料、飼養管理技術、微生物資材の提供、そして、当社が挙げる「環境保全型農業」の一端を担う糞尿処理堆肥化システムなど、総合的な

サポートを行っています。現在日本の酪農業は、経営形態の変革が見受けられるなど、それぞれの酪農家でニーズが異なってきています。当社は、こうした中でコントラクターなどへのアプローチを積極的に行っていくとともに、各酪農家に最適なソリューションを提案していきます。

Using Our Combined Expertise to Offer Optimal Solutions to our Customers

The dairy and stockbreeding business segment can be considered the starting point of Snow Brand Seed. It is a field we have been involved with since the company's inception. We endeavor to provide comprehensive support to dairy and beef cattle farmers through work that includes the development of seed varieties for pasturage and fodder; the supply of compound feed products, cattle management technology, and additives enriched with

microorganisms; and manure treatment and composting systems reflecting our emphasis on conservation-oriented agriculture. Today, Japan's dairy industry is undergoing significant changes in management structure, and the requirements of individual dairy farmers are varied. We have been working to provide solutions tailored to the needs of each farmer in combination with positive engagement with contractors and other key players.

◆ 事業分野 ~ Business Fields

◆ 牧草・飼料作物種子 ◆

Pasture and Forage Crop Seeds

創業以来、牧草の品種改良に積極的に取り組み、重要草種である寒冷地向けのチモシーや温暖地向けのイタリアンライグラスなどで数多くの優良品種を育成しています。また民間で国内初の飼料用F1とうもろこしを開発・販売するなどこの分野で多くの実績をあげ、全国トップシェアを誇っています。さらに海外にも目も向け、優良品種の海外販売も積極的に行っています。

Since the company had founded, we have been actively involved in the development of improved pasture seed varieties. Among the many excellent seed products we offer are timothy, an important crop that is well suited to cold climates, and Italian ryegrass, which is ideal for warmer regions. We have an impressive record of achievement in the commercial sector, including being the first private company in Japan to develop and market F1 hybrid corn for forage. In fact, Snow Brand Seed boasts the top market share for this product category in Japan. We are also aggressively pursuing efforts to promote our most outstanding varieties into overseas markets.

◆ 養牛用配合飼料 ◆

Compound Cattle Feed

自社工場・合弁工場などの「養牛用飼料専用製造ライン」から、各地の地域性に合わせた乳牛用・肉牛用配合飼料を日本全国に供給しています。また、養牛用飼料の専業メーカーとしてのノウハウと実績を活かし、他の配合飼料メーカーからの受託生産事業も進めています。全国の酪農家・肉牛生産者のニーズに合わせた独自の製品群を次々と開発・販売しています。

We supply compound feed for dairy and beef cattle to customers throughout Japan. Specially formulated to match conditions in the regions where they will be used, our compound feed products come from dedicated production lines at plants owned by Snow Brand Seed and at jointly managed plants. We also produce feed on a contract basis for other manufacturers of compound feed products, putting to use the expertise we have accumulated over the years as a specialist in the field. We develop and market a wide variety of products designed to meet the specific requirements of dairy and beef cattle farmers in all parts of Japan.

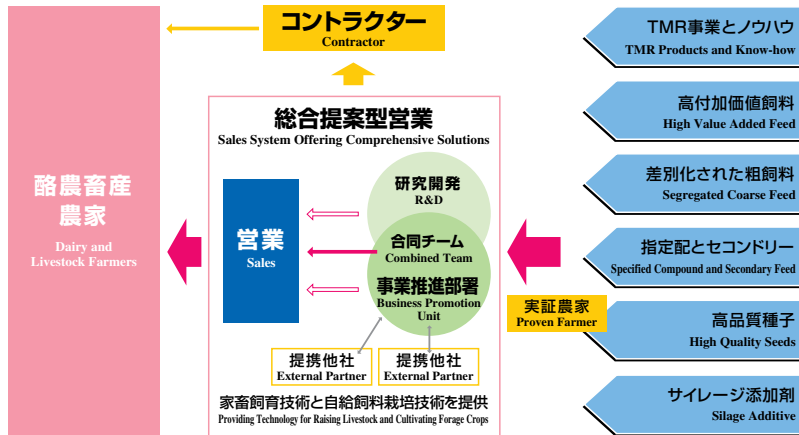
◆ 乾牧草・混合飼料等 ◆

Hay, Mixed Feed, etc.

当社は、酪農家に対する総合サポート行っていくために、配合飼料、牧草・飼料作物種子の他に粗飼料としての乾牧草なども取り扱っています。さらに、生産効率、労働力の省力化が図れる完全配合飼料TMR (Total Mixed Ration)を開発。現在TMR飼料事業として生販一体の展開を進めています。また、家畜の健康に貢献しながら畜産環境を改善する微生物飼料、良質な貯蔵粗飼料を確保するためのサイレージ調製用乳酸菌製剤なども開発・販売しています。

As part of the comprehensive support we provide for dairy farmers, we handle a wide range of feed and fodder products. These include compound feed products, grass and forage crop seeds, and items such as hay for use as coarse feed. In addition, we have developed TMR (Total Mixed Rations) feed products designed to improve production efficiency and reduce labor requirements. At present we both produce and market TMR feed products. We also help ensure the health of livestock by developing and marketing feed additives enriched with microorganisms, and lactobacillus-based additives for promoting silage fermentation and assuring optimum feed storage conditions.

「総合提案型」営業の確立 Establishing a Sales System Offering Comprehensive Solutions



現在、日本における酪農畜産業は、大型化、コントラクター制の拡大など様々な動きを見せているものの、全体規模的には横ばい状態にあります。こうした中で当社の基幹事業である酪農畜産業のさらなる成長に向けては、幅広く優れたノウハウをベースとした、酪農家に対する総合的サポートが不可欠となっています。当社は、このような状況下、研究開発、事業推進などが一体となった営業体制を構築し、総合提案型営業を展開しています。

Today Japan's dairy and livestock industry is undergoing changes such as the trend toward larger farms and the expanded role of contractors. Nevertheless, the industry's overall scale has remained relatively constant. Against this background, the only way we can expect to achieve growth in our core field of dairy and livestock related products is to offer our customers comprehensive support based on our broad store of superior expertise. To achieve this we have put in place a sales system designed to provide comprehensive solutions backed by integrated R&D and business promotion functions.

◆ 研究開発と実績 ~ R&D and Performance

1. 牧草・飼料作物種子 Pasture and Forage Crop Seeds

北海道などの寒冷地で最も需要の多いチモシー、温暖地で最も重要なイタリアンライグラスをはじめ、主要な牧草の改良に取り組み、多くのベストセラー品種を育成・販売しています。また、産乳性に優れた多収な飼料用とうもろこし、青刈りからサイレージまで様々な形態で利用されるソルガム、その他、飼料用むぎ類や暖地型牧草について積極的に新品種の開発を行っております。

We cultivate and market a wide range of best selling pasture and forage crop varieties developed to provide improved pasturage. These include timothy, which is suited to cold climates such as Hokkaido, and Italian ryegrass, which is the most important variety grown in warmer regions. We are also actively developing new forage varieties, such as high-yield corn that boosts milk production, sorghum for green chop or ensilage usage, as well as forage oats, forage barley and warm season grass.



イタリアンライグラス イタリアンライグラス

2. 養牛用配合飼料 Compound Cattle Feed

牧草・飼料作物の栽培状況や施設など、酪農家の経営環境の違いに起因する様々なニーズに答え、お客様と共に開発した乳牛用配合飼料製品を豊富に取り揃えています。また、黒毛和種などの肉用牛の肉質と枝肉重量を追及した「名人シリーズ」をはじめとして、肉用牛配合飼料の開発・販売にも注力しています。さらに、グループの肉牛生産子会社ロイヤルファームでは、安全・安心・高品質化に対応した飼養管理技術の確立を目指し、着実に成果を上げています。

We supply an extensive line of compound feed products for dairy cattle. Developed in collaboration with our customers, they are designed to meet the diverse requirements of dairy farmers in a variety of management environments, both in terms of the cultivation of pasturage and feed crops and in terms of facilities. We also develop and market compound feed products for beef cattle, including the Meijin Series of compound feed products formulated to improve the meat quality and carcass weight of cattle breeds such as Black Wagyu. Royal Farm, a meat production subsidiary of the Snow Brand Group, works to establish and refine feedlot management technology in terms of safety, reliability and quality, and they have achieved impressive results.



配合飼料 Compound Feed

3. TMR事業 TMR Products

我が国では「おから」「ビール粕」「しょう油粕」などの食品副産物の多くが、産業廃棄物として捨てられています。当社は、これらの未利用有機性資源（バイオマス）を牧草類と組み合わせて乳酸発酵（サイレージ化）させた特許飼料であるTMR飼料を開発し、供給しています。エネルギーコスト面や家畜の利用性からも、乾燥処理より乳酸発酵処理が優れており、当社の技術が注目されています。

In Japan, most food byproducts such as the residue after making tofu, beer, or soy sauce, are discarded as industrial waste. Snow Brand Seed develops and supplies patented TMR (Total Mixed Rations) feed products that combine such unused organic resources (biomass) with grass or hay, which are then ensiled to produce homolactic fermentation. Ensilage is preferable to drying in terms of both energy costs and suitability for domesticated livestock. Our technology in this area has generated a great deal of attention within the industry.



TMR飼料 TMR Feed

4. 乳酸菌製剤 Lactobacillus-Based Additives

牧草・飼料作物や食品副産物をサイレージ化するための乳酸菌製剤「スノラクトール」、さらには繊維分解酵素を組み合わせる乳酸発酵促進効果を高めた「スノラクトール アクレモ」を開発してきました。近年、全国的に安心・安全な国産粗飼料の自給率向上が目標とされています。当社は、稲発酵粗飼料の生産に着目し、飼料用稲に適した乳酸菌製剤「畜草1号」を公的研究機関と共同で開発しました。

"Snow Lact L" is a lactobacillus-based additive for promoting silage of grass and forage crops as well as food byproducts, and "Snow Lact L Acremo" is a similar product that combines fiber breakdown by enzymes and promotes homolactic fermentation. In recent years efforts have been made nationwide, aimed at increasing domestic production of safe and reliable course feed. In response, we came up with the idea of producing animal feed from paddy rice. Our "Chikuso-1", lactobacillus-based additive for paddy rice silage was developed in collaboration with publicly funded research institutes.



畜草1号 Chikuso-1

Upland Farming and Horticulture Business



特長ある分野に注力し、高付加価値商品を提供

畑作園芸事業は、野菜、花卉、緑肥などの種苗から、粉剤化・成分濃縮技術を活用した植物活力資材など、幅広い分野をカバーしています。それぞれの分野ごとに事業環境と業界における当社の位置づけは異なっ

ていますが、各分野での開発基盤の強化と販売力の拡充に努めています。また、当事業においては、内部体制の整備とともに外部との連携を深め市場全体でのプレゼンスを高めていきます。

Delivering Products with Added Value by Focusing on Fields with Special Characteristics

The upland farming and horticulture segment is broad in scope, including products ranging from seeds and seedlings for vegetables, flowers and green manure crops to powdered and concentrated plant growth stimulants. The business environment and our company's position in the industry differs among the various product categories, but in every case we are working to

strengthen our development infrastructure and expand our sales activities. In addition, as this business segment works to put into place an internal system it is also striving to increase its overall market presence through collaboration with external partners.

◆ 事業分野 ~ Business Fields

◆ 野菜種子 ◆ Vegetable Seeds

全国トップシェアである、えだまめを始め、だいこん、ほうれんそう、いんげん、スイートコーンなどの種子を供給しています。今後につきましては厳しい競争環境が予想される中、自社開発品種を絞り込み、特化した開発体制を整えるとともに、他社との連携を進め全体としての品揃え強化を図っていきます。

Snow Brand Seed is Japan's No. 1 supplier of green soybean seeds, and we handle seeds for many other types of vegetables as well, including Japanese radish, cabbage, spinach, bush beans, and sweet corn. At present we are focusing on in-house development of new seed varieties in anticipation of intense market competition in the years ahead. In addition to putting into place a specialized development system, we are working with other companies to ensure a strong and comprehensive product lineup.

◆ 緑肥種子 ◆ Green Manure Seeds

環境負荷を小さくして土壌の健康を回復するなど、生態系を保全し生産力を維持するという生産者の観点、さらには消費者の食の安全性への意識の高まりなどを受けて、化学肥料に代わる緑肥作物の需要は拡大しています。当社は、質・量ともこの分野のトップメーカーとしての地位を固めています。今後は、さらに開発力と提案力の強化を行っていきます。

Nowadays producers want to maintain productivity while preserving the natural ecosystem through farming techniques that reduce environmental impact and restore the vitality of the soil. At the same time, consumers are becoming more concerned about the safety of the food they buy. These trends have led to expanded demand for green manure crops as an alternative to chemical fertilizers. Snow Brand Seed is a leader in this market in terms of both quality and quantity. In the years ahead we hope to strengthen still further our development capabilities and our ability to offer innovative solutions to our customers.

◆ 花卉種苗 ◆ Flower Seedlings

花卉種苗分野においては、ポットカーネーションを主軸に事業を展開してきました。今後は、ポットカーネーションをはじめシクラメンなど、業界で一歩先んじている鉢物に集中し、バイオ技術も含めた開発基盤の強化を図っていきます。

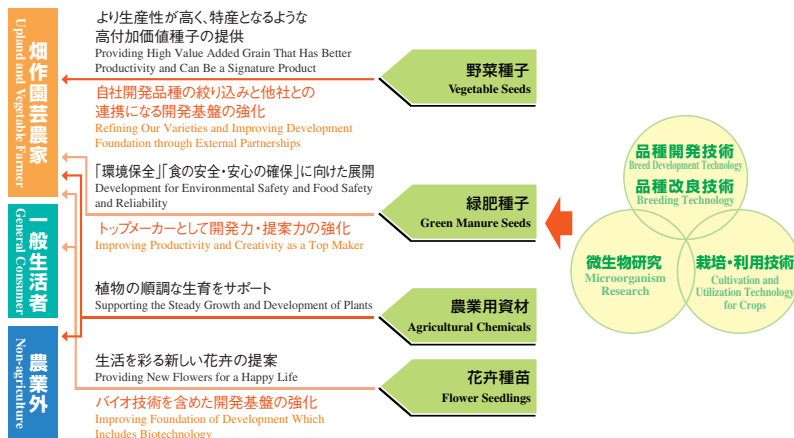
Our involvement in the flower seedling business developed around pot carnations as the key product category. With sights on the future we are presently concentrating on potted plant varieties, such as cyclamen in addition to pot carnations. We are also working to strengthen our development infrastructure, including biotechnology capabilities.

◆ 農業用資材 ◆ Agricultural Chemicals

理想的な生産物を取獲するためには、その作物品種の持つ能力を最大限に発揮させることが必要ですが、実際には作物は様々な不良環境に遭遇しています。そこで、そのような環境下でも品種力を十分発揮し、順調に生育することをサポートするために、機能性液肥や植物活力資材の研究開発を行っています。とくに微生物培養液・天然素材等から各種生理活性物質を抽出する領域は、当社の得意分野として開発を強化しています。

Achieving an ideal harvest requires maximizing the capabilities of the specific crops involved. In practice, however, crops are subject to a variety of adverse environmental influences. We do R&D work on agricultural chemicals such as functional fertilizers and plant growth stimulants to enable us to provide support for farmers who wish to maximize the potential of their crops and ensure steady growth in spite of adverse environmental conditions. A focus of particular emphasis at Snow Brand Seed is development work related to the extraction of bioactive substances from liquid microorganism cultures and natural raw materials.

開発・生産から営業までの「一貫体制」を構築 Building an Integrated System Encompassing Development, Production, and Sales



当社がこの事業で対象としています畑作園芸農家は、農作物の自由化、食の安全、安心の問題、環境負荷への対応など様々な課題を抱えています。こうした中で当社は、今までに蓄積した優れた研究開発を活かし、当社の優位性が発揮可能な分野に特化しながら、畑作園芸農家をサポートしています。そして、この特化した分野においては、開発・生産から営業まで一貫体制を築き強固な事業体制を構築していきます。

Growers engaged in crop farming and horticulture, the target market for this business segment, currently face an array of challenges. These include the liberalization of agriculture regulations, concerns about food safety and reliability, and calls for a reduction in environmental impact. In response we are working to make full use of the advanced R&D expertise we have accumulated over the years and specializing in fields where our advantage is strongest. In this way we hope to provide support to growers throughout Japan engaged in crop farming and horticulture. In the specialized fields where we focus our attention we have put in place an integrated system that encompasses all aspects of the business, from development and production to marketing and sales.

◆ 研究開発と実績 ~ R&D and Performance

1. 野菜種子 Vegetable Seeds

ご利用いただく生産者がより効率的に高品質の生産物を確保できるよう、耐病性の付与や環境ストレス耐性、さらに作業性の向上等を目標に、各種野菜品種を開発し、販売しています。また、新たな消費拡大を図るべく、栄養価が高く健康的で安心して利用できる高付加価値品種などの開発にも取り組んでいます。

We develop and sell vegetable seed of many varieties. They are enhanced by properties such as disease resistance, environmental stress tolerance, and improved ease of handling in order to allow growers to grow and harvest higher quality produce with greater efficiency. In a bit to expand consumption, we are developing new high-added-value varieties that are healthful, safe, and provide improved nutritional content.



英音

Sayane

2. 緑肥・草生種子 Green Manure and Cover Crop Seeds

環境保全型農業の推進に向け、公的機関や大学などと連携して、土づくり、有害線虫制御、土壤病害抑制、遊休地の省力管理による農地保全や果樹園草生栽培などに役立つ作物の開発を行っています。開発商品の「ヘイオーツ」「ネマキング」などは、線虫対抗作物としてすでに広く普及しており、また、「ナギナタガヤ」などの被覆作物は、雑草管理や土づくりが省力的に行えるため果樹産地で好評です。

To help promote conservation-oriented agriculture, we collaborate with publicly funded research institutes and universities to develop green manure and cover crops suitable for preservation of agricultural land—through soil enhancement, nematode suppression, prevention of soil-based disease, and laborsaving management of fallow fields—and for use as groundcover in orchards. Our Hay-Oats and Nemaking products are widely planted to control nematode. Varieties such as Naginatagaya are popular as groundcover in orchards, where they suppress weed growth and reduce the labor required for soil management.



ナギナタガヤ

Naginatagaya

3. 花卉種苗 Flower Seedlings

花卉分野では、組織培養技術を活用した、シクラメンの自社品種開発に力を注いでいます。蒴培養技術の利用により生れたF1ミニシクラメン「ラフィンシリーズ」は、従来にない花色・花型と栽培しやすさを持つ品種として、国内外で広く利用されています。また、シクラメンの組織培養ではマイクロチューバーによる苗の生産を世界で初めて実用化し、均一性の高い栄養系高級品種として「ヴェスタ」などの苗を供給しています。

In the field of flower seed and seedlings, we are presently focusing on the development of new cyclamen varieties through the use of tissue culture technology. Our "Rafin" Series F1 mini-cyclamen, developed using anther culture technology, is popular both in Japan and overseas thanks to its novel color and flower shape as well as its ease of cultivation. In the area of cyclamen tissue culturing, we were the first to develop a practical method of producing seedlings from microtubers. It enables us to supply highly uniform cloned seedlings of high-end varieties such as "Vesta".



ラフィン

Rafin

4. 植物活力資材 Plant Growth Stimulants

まめ科作物の栽培において、収穫前に数多くの若莢が落ちてしまう現象が大きな問題となっています。当社ではその発生メカニズムを考察し、長年培ってきたまめ栽培技術をベースに、この問題を解決する一手段として天然素材抽出物を主原料とした葉面散布用活力資材「ジャックスパワー」を開発し、販売しています。

When raising beans, the premature shedding of pods before the harvest can be a big problem. We examined the mechanism behind this phenomenon and used our amassed knowledge of crop cultivation to come up with a solution. Developed and sold by Snow Brand Seed, Jack's Power is a plant growth stimulant applied as a foliar spray. Its main ingredient is extracted from natural raw materials.



ジャックスパワー

Jack's Power

Environmental Enhancement and Landscaping Business



生態系に関する幅広い英知を結集

環境保全、地球温暖化などが大きくクローズアップされ、「地球温暖化防止法」、改正された「都市緑地法」を含む「景観緑三法」など国の政策的支援もあり、当社の環境緑化事業は大きな可能性を秘めています。とくに、当社の進める環境緑化は、単なる景観整備とは異なり、生態系の

幅広い知識と様々な研究開発に支えられたエコ・アップに基づく環境緑化です。今後は、伝統的造園工事に加えて、当社独自の「環境緑化技術」、「芝生・スポーツターフ技術」を前面に立てて提案型営業を強化し、事業の拡大を目指していきます。

Bringing Together a Wide Variety of Knowledge About Ecology

As attention increasingly focuses on issues such as environmental preservation and global warming, the Japanese government is enacting support policies such as the Global Warming Prevention Law and the Three Laws on Scenery and Greenery, which includes the revised Law for the Preservation of Urban Greenery. This trend creates tremendous possibilities for our environmental landscaping business segment. This is particularly true because our activities in this area are not limited to landscaping in the

decorative sense. Rather, we aim to maintain and improve the natural ecosystem through our work in the environmental landscaping field, building on our wide-ranging knowledge of ecology and our ongoing R&D work. In the years ahead we will continue to propose innovative solutions to our customers and endeavor to expand our business activities by emphasizing our own distinctive environmental landscaping technology and turf and playing field technology, in addition to traditional landscaping services.

◆ 事業分野 ~ Business Fields

◆ 緑化造園工事 ◆ Landscaping

都市緑化、屋上緑化、ターフ関連、水辺環境修景、自然復元など環境保全や地球温暖化対策としての分野。公園リニューアル、パークゴルフ場、特養ホーム、園芸療法など健康志向・高齢化社会への対応分野など幅広い領域で緑化造園事業を展開しています。当社の緑化造園は「自然と調和した快適な空間づくり」をコンセプトにしており、確かな生態系への知識に基づくものです。

This field encompasses urban landscaping, rooftop gardens, turf-related services, environmental landscaping of waterside areas, and nature restoration for the purpose of environmental preservation and abatement of global warming. Our landscaping services cover a broad scope and include specialties developed in response to today's emphasis on health and the aging of Japan's population. They include the redesigning of public parks, the building of parklike golf courses, and services for special nursing homes for the aged such as horticulture therapy. We approach the landscaping business guided by the concept of "creating pleasant spaces in harmony with nature," and our work in this field is based on a solid foundation of ecological knowledge.

◆ 緑化種子・緑化資材 ◆ Seeds and Chemicals for Landscaping

自然復元、環境修景などには、野草種子、郷土植物が必要となります。当社では、このような植物の増殖技術をもとに種子および苗の供給を行っています。また、その他の緑化資材につきましても製品・用途開発に取り組み、お役に立てる形で供給しています。現在この分野では、単品の資材を超えて、ローメンテナンス工法の開発にも取り組んでおり、高付加価値ビジネスへの移行を進めています。

Tasks such as nature restoration and environmental landscaping require seeds and seedlings of wild grasses and indigenous plant varieties. We employ advanced plant propagation technology to supply seeds and seedlings for such projects. In addition, we are hard at work developing new chemical and additive products and applications for the landscaping field. At present we are moving beyond single products to the development of low-maintenance landscaping techniques in hopes of achieving higher added value in this business segment.

「当社の強み」を前面に Putting Our Strengths in the Forefront



景観緑三法

Three Lawson's Strategy and Creativity

当社の環境緑化事業は、当社が今までに蓄積してきました生態系の様々な分野における知恵が集約されています。こうした中で当社は、当社のもつ強みを前面に立てた提案営業の強化を図り、公共工事依存型から脱皮し、民間工事へのシフトを進めていきます。また、一段と厳しくなる競争環境の中で、より効率的な組織・体制づくりも目指していきます。

Our work in the environmental landscaping field brings together an array of ecological knowledge that has been amassed by Snow Brand Seed over the years. With this in mind, we are endeavoring to put our strengths as a company in the forefront and to propose innovative solutions to customers. In the process we are shifting the focus of our activities away from publicly funded projects in favor of projects funded by the private sector. In addition, we are working to make our organization more efficient to ensure success in today's increasingly competitive environment.

◆ 研究開発と実績 ~ R&D and Performance

1. モエレ沼公園 (モエレ山) Moerenuma Park (Mt. Moere)

札幌市東区に位置するモエレ沼公園は、世界的彫刻家イサム・ノグチ氏の設計により1988年から造成工事が開始され、当社も数々の施工を行ってまいりました。この工事の最後を飾ったのは、最も大規模な造形物である標高50mの「モエレ山」で、当社はその最終的な仕上げとして約13万㎡の芝生化工事も施工しました。

Work on Moerenuma Park, designed by the world-famous sculptor Isamu Noguchi, began in 1988 in Sapporo's Higashi Ward. Snow Brand Seed was one of several contractors participating in the project. The final stage in the work on the park was Mt. Moere, a large-scale monument measuring 50 meters in height. We were responsible for laying the approximately 130,000 square meters of sod covering its surface.



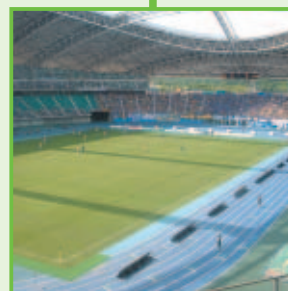
モエレ沼公園

Moerenuma Park

2. 大分スタジアム Oita Stadium

2002年 FIFAワールドカップ開催の前年より芝生再生業務を手掛け、その後もJリーグ大分トリニータのホームグラウンドとなった同スタジアムの芝生管理に関わり続けています。夏の猛暑と同スタジアム独特の半閉鎖環境という過酷な条件のもと、蓄積した技術と現場スタッフによる入念な管理により、芝生の精度維持に努めています。

We began turf restoration work at Oita Stadium one year before it was used as a venue for the 2002 FIFA World Cup. Since that time the stadium has become the home of the J-League team Oita Trinita, and we have continued to manage the grass on the pitch. We work hard to keep the grass healthy in spite of the demanding conditions, such as the stadium's unusual partially enclosed environment during the summer months, using our technical expertise and careful management by the local staff.



大分スタジアム

Oita Stadium

3. 釧路湿原自然再生事業 Nature Restoration Project in Kushiro Shitsugen Wetland

2003年より達古武沼を拠点とする自然再生のコンサルティング業務を受注し、釧路地域特有の環境条件のもとで自生種を用いた自然再生の手法を検討してまいりました。地元との連携により地域の自生植生の育苗生産システムを確立し、また、同時に参加型の環境教育や自然再生の普及活動も行っています。

In 2003 we accepted a consulting contract for a nature restoration project centered around Lake Takkobu and began studies of methods for recreating the original natural biosystem of the location using native plant varieties, based on the distinctive environmental characteristics of the Kushiro district. A system for cultivating seedlings of native plants has been established in cooperation with local residents, and we are also carrying out a hands-on environmental education program and other activities intended to popularize the nature restoration activities.



釧路湿原自然再生

Kushiro Nature Restoration Project

4. 幕張ベイタウン屋上緑化 Makuhari Baytown Rooftop Garden

幕張ベイタウンのマンション新築工事に伴い、2004年に当社は屋外駐車場通路の屋根部のセダム緑化を施工しました。メキシコマンネングサとセダムの混植をアレンジし、年間を通して美しい景観を形成しています。セダムの仲間はわい性でメンテナンスがほとんど必要のない植物で、管理の困難なビルの屋上を主体に多数の施工実績を重ねております。

In 2004 a new high-rise condominium complex called Makuhari Baytown was constructed, and we undertook the task of covering the roof of the walkways in the outdoor parking facility with vegetation such as sedum. The resulting rooftop garden consists of a mixture of Mexican sedum and other sedum varieties, and it presents an attractive spectacle throughout the year. Sedum plants are small and require almost no maintenance. As it is suitable for locations where care and maintenance are difficult, we have planted sedum on the rooftops of many buildings.



幕張ベイタウン

Makuhari Baytown

これからの10年先に対応できる基礎づくりを

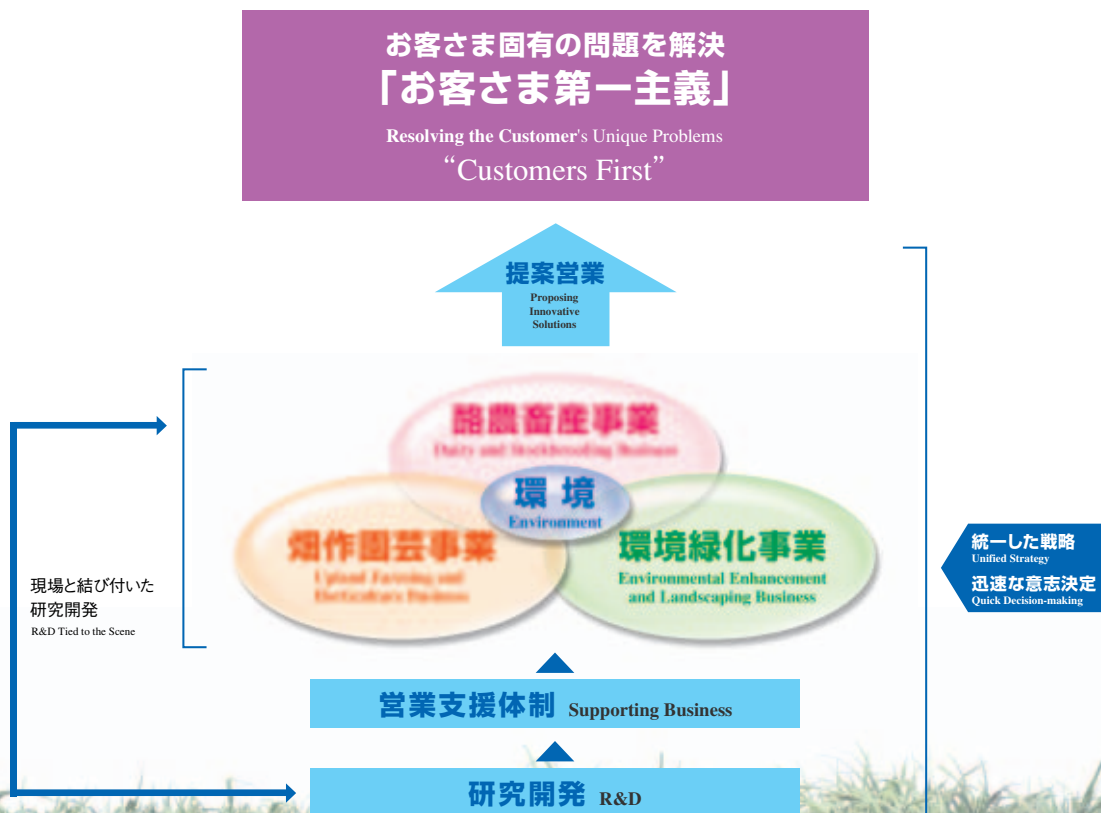
Building the Foundation for Our Business a Decade Hence

当社は、顧客第一主義のもとお客さまとの「共生」を図るために、お客さま別の事業本部体制を構築しています。こうした体制の中で、お客さまのニーズにより早く、的確に応えられるよう統一した戦略・迅速な意志決定を確立し、技術・ノウハウの集約・体系化を推し進めていきます。また、営業支援体制の充実、人材・組織の活性化に向けて風通しのよい、自由に意見の言える企業風土をつくり上げていきます。そして、このようなお客さま本位の事業体制をベースに3事業本部が連携し、新しい技術、新しいビジネスモデルなどを開発・展開していきます。

当社は、一段と厳しくなることが予想される事業環境の中で、さらなる発展を目指すために、原点を見つめ直し、体質の変革を図り、これからの10年先に対応しうる経営基盤の構築を目指していきます。

We aim for a symbiosis with our customers based on putting their interests first. To better achieve this goal we have put in place a system composed of separate business divisions for different groups of customers. This arrangement allows us to respond rapidly and appropriately to the needs of our clients. It enables us to pursue a unified strategy and reach decisions quickly, while promoting concentration and systemization of technology and expertise. In addition, we are endeavoring to create an open corporate climate where the free exchange of opinions is encouraged. In this way we hope to strengthen our sales support system and invigorate our personnel and organization. Finally, the foundation of our customer-centered business system is close cooperation between the three business divisions, leading to the development and implementation of new technologies and new business models.

At Snow Brand Seed our goal is to achieve further advancement amid the ever more demanding business climate anticipated in the years ahead. We are reexamining our origins and endeavoring to reform our corporate constitution in order to construct a management foundation that will be ready for the challenges we will face a decade hence.



◆ 事業テーマ Business Theme

人類の命題とも言える「環境」を今後も事業テーマとして継承

20世紀後半から社会的にクローズアップされてきている環境問題は、地球上に住む人類にとって重要な問題であり、「環境」をテーマにしたビジネスは大きな可能性をもっています。当社は、「環境保全型農業」、「環境緑化」などの分野で実績、ノウハウ、技術の蓄積があり、この分野におけるリーディングカンパニー的存在です。今後もこの優位性を活かし、「環境」をテーマに事業を展開していきます。

Adopting the Environment, a Crucial Issue for All Humankind, as Our Business Theme for the Future
Environmental issues became the focus of widespread attention in the latter half of the 20th century, and they are now critically important for all Earth's inhabitants. Business with the environment as its theme, therefore, has tremendous potential. We possess a proven track record and abundant expertise and technology in areas such as conservation-oriented agriculture and environmental landscaping, which makes us a corporate leader in the environmental field in Japan. In the years ahead we will continue to develop our business operations related to the environment by making the most of our inherent advantages.

◆ 事業体制 Business System

よりの確な顧客ニーズへの対応と、効率的オペレーション体制の構築

当社のメインビジネス領域である農業の世界においても規模の格差、経営形態の違いなどそれぞれの農家の状況により期待するサポートの内容が異なっています。こうした中で当社は、このような固有の問題に対して、的確に、迅速に、そして総合的に応えていくための体制づくりを目指していきます。また、企業間の競争が一段と厳しくなる中において、効率性を追求した事業運営の形態を構築していきます。

Achieving Better Responsiveness to Customer Requirements and Building an Efficient Operations System

In our main business field of agriculture, the expectations of customers differ substantially due to differences in scale among farms as well as diverse management structures. In response to this particular state of affairs, we have endeavored to build a system that allows us to provide each of our customers with support that is appropriate, rapid, and comprehensive. In addition, we are working to make our operating structure more efficient in order to deal with increasingly stiff competition from other companies in the industry.

◆ 研究開発 Research and Development

ベースとなる基礎研究に加え、マーケティングに基づく研究開発を強化

当社にとって研究開発部門は、全ての事業を支える重要な機能を担っています。とくに生態系に関する研究開発は、長い年月を必要とすることや気候、風土の影響を受けることなどから、当社が半世紀にわたり、日本の気候帯別に研究を行ってきた成果は、当社の大きな強みになっています。今後につきましても、この充実した研究開発体制をさらに強化していくとともに、当社が標榜する「提案営業」をサポートしていくために、現場のマーケティングに基づく研究開発を強化していきます。

Complementing Basic Research with Stronger R&D Driven by Marketing

The research and development operations of the company constitute an extremely important function that supports all of our business activities. In particular, R&D work on ecology requires considerable time and is affected by changes in the weather and climate. We have been engaged in it for half a century, and the data we have collected for each of Japan's climatic regions constitutes one of the major strengths of Snow Brand Seed. We plan to further strengthen our R&D system in the years ahead. In addition, we will be putting additional emphasis on our marketing-based R&D work in order to further improve our ability to propose innovative solutions to our customers, which we consider to be one of the distinguished aspects of our company.

◆ グループ経営 Group Management

それぞれの役割を明確にしたグループ経営を

当社グループは、当社を含め10社で構成されています。各会社は関係する事業分野において、固有の役割と機能を持ち、「環境」をテーマにした事業展開に貢献しています。今後につきましても、各事業の事業環境を見定め、業容拡大に必要と思われる場合などは、他社との合併等も含め子会社の設立を検討していきます。また、一方当社は雪印グループの一員であり、雪印乳業(株)との連携も深めていきます。

Group Management Based on Clearly Defined Roles

The Snow Brand Group consists of ten companies, including Snow Brand Seed. Each pursues its operations with the environment as the theme and has its own particular role and functions, depending on the fields of business in which it is active. In the future we will continue to carefully gauge the business climate in a variety of fields and consider the possibility of setting up new subsidiaries, including joint ventures among group companies, in cases where expansion of the scope of our business activities is deemed appropriate. At the same time, as a member of the Snow Brand Group we at Snow Brand Seed will further deepen our collaboration with Snow Brand Milk Products Co., Ltd..





本社全景



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