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Participation in the Hakkousei-fiber Spread Project

HOKUTO Corporation (Head Office: Nagano City, Nagano Prefecture; President: Masayoshi Mizuno; hereinafter, “Hokuto” or the “Company”) will participate in the Hakkousei-fiber* Spread Project (hereinafter, the “project”) with the aim of increasing awareness of its necessity and consumption to realize a well-being-oriented lifestyle starting from intestinal health. The project is being run by the General Incorporated Association Hakkousei-fiber Spread Project.

In line with this, the Company attended the project’s press seminar and launch event on April 10, 2025, at Shibuya Hikarie (Shibuya Ward, Tokyo), where it shared its objectives and future initiatives.

* The term “Hakkousei” refers to fermentability, highlighting the role of dietary fiber that promotes beneficial fermentation in the gut. The project, led by the General Incorporated Association Hakkousei-fiber Spread Project, seeks to encourage the intake of such fiber to support digestive health and overall well-being.



Fermentable dietary fiber is a type of fiber that is easily fermented by intestinal bacteria, producing short-chain fatty acids (SCFAs) and other beneficial compounds in the intestines. However, the actual intake of total dietary fiber, including fermentable dietary fiber, in Japan falls far short of the recommended intake levels set by WHO. The project will raise awareness about the necessity and consumption of fermentable dietary fiber, working across industry and company boundaries with the support and collaboration of academic organizations related to intestinal health and dietary fiber.

The project has gained support and participation from KELLOGG (JAPAN) G.K., Dole Japan, Inc., Nagase Viita Co., Ltd., Nisshin Flour Milling Inc., Hakubaku Co., Ltd., Fuji Nihon Corporation, Mizkan Co., Ltd., and Hokuto. Together with these companies, Hokuto will promote activities aimed at the widespread adoption of fermentable dietary fiber.

The Company has demonstrated through clinical research that consuming mushrooms increases SCFAs in the intestine, highlighting that mushrooms are a great food source for ingesting fermentable dietary fiber. Building on this knowledge, Hokuto will continue to promote the health benefits of mushrooms through fermentable dietary fiber and help all consumers lead healthy lives.