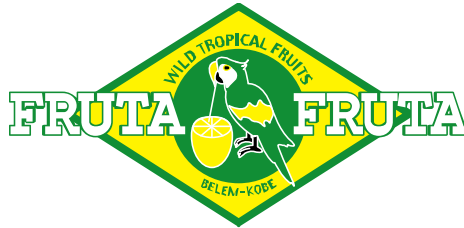


Introduction of FRUTA FRUTA, Inc. and Agroforestry



FRUTA FRUTA, Inc.

Live in harmony with nature



“Fruta” means “fruit” in Portuguese. Repeating “Fruta” twice expresses the diversity for which we strive.






The beautiful Alala bird is the symbol of “kizuna,” which symbolizes “bond” in the Amazon.



Through agroforestry, we can reproduce the natural environment close to its wild state, so that crops has to be survive through competition and cohabitation in natural way. The result is a variety of fruits, packed with wildly strong antioxidants.

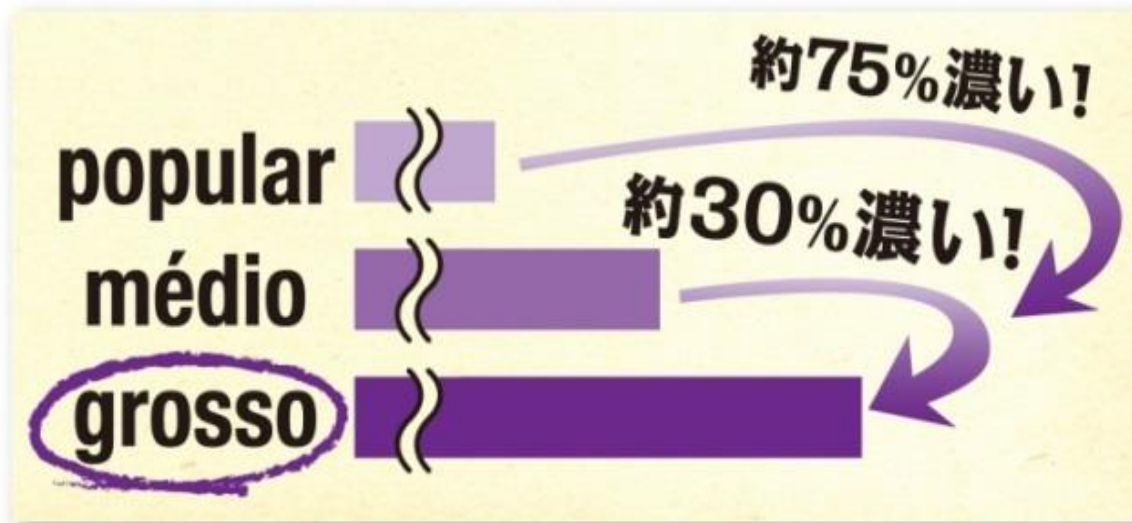
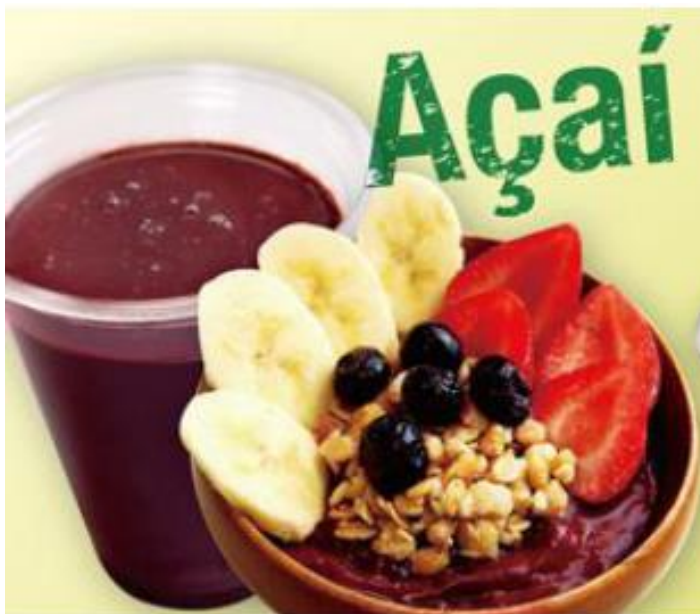
CAMTA - Agricultural cooperative in Tomé-açu



-  CAMTA and FRUTA FRUTA are one and only partner. CAMTA is supplier and FF is an exclusive importer / distributor and is responsible for market development.
-  CAMTA was established in 1931 by Japanese immigrants, who had emigrated since 1929.
-  CAMTA's "commercial" agroforestry is recognized one of the few success case in the world.



Quality of açai



guarantee of highest quality of açai !



Our business



Constituted by three sectors

Retail sector



Supply sector

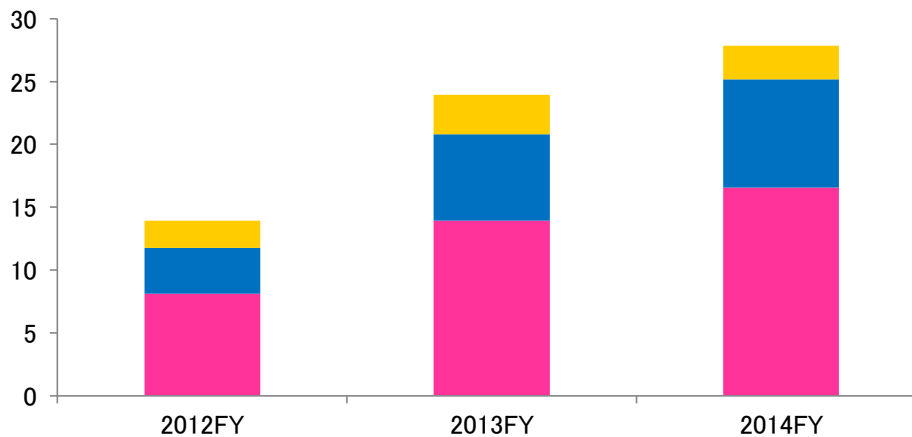


Direct marketing sector



sales(million \$)

■ Retail ■ Supply ■ DM



Our retail products



Constituted by three thermal categories

Chilled



Frozen

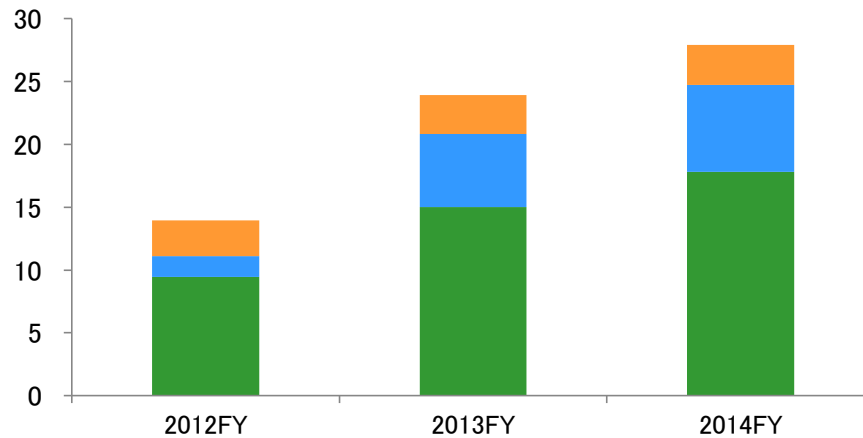


Dry



sales(mission \$)

■ Chilled ■ Frozen ■ Dry



Supply 【Beverage manufacturer】



Supply 【Private Brand / Store Brand】



Supply 【Food manufacturer】



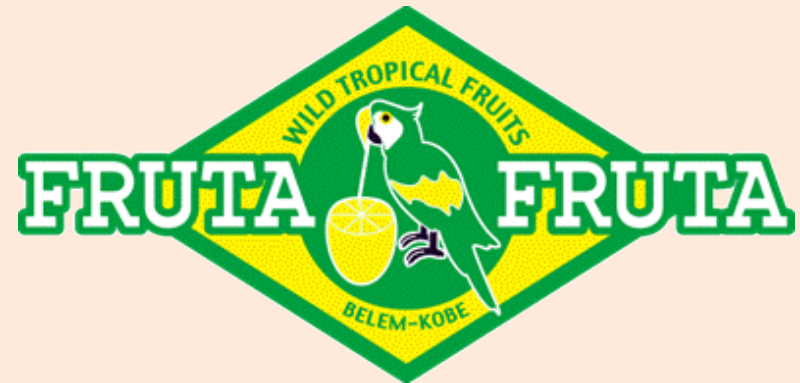
Supply 【Food service chain】



DM



Strong Partnership



■ Production of agricultural products by agroforestry system

■ Planning, development and marketing of products mainly using raw material of CAMTA

material



tecnology



Value-added/
High quality



Superfruits
Superfood



Cold press
HPP(High Pressure Processing)



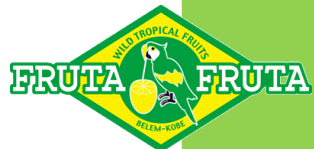
Our strength



Creation of superfood market designed by
“Real”, “Health”, “Beauty” and “Value-added”

A pioneer of açai market in Japan

Planning, Marketing, Branding



Creation of value-added foods new market

Pioneering role of superfood



Social contribution

Natural capitalism (green economy)



Agroforestry and Green Economy

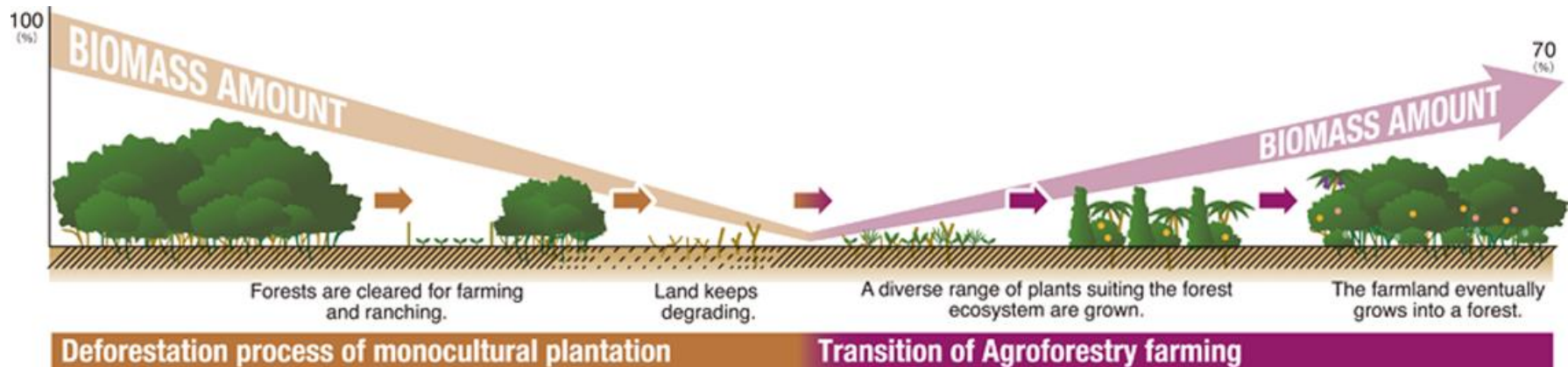


Blighted Land

Year 1

5-10 Years Later

20+ Years Later



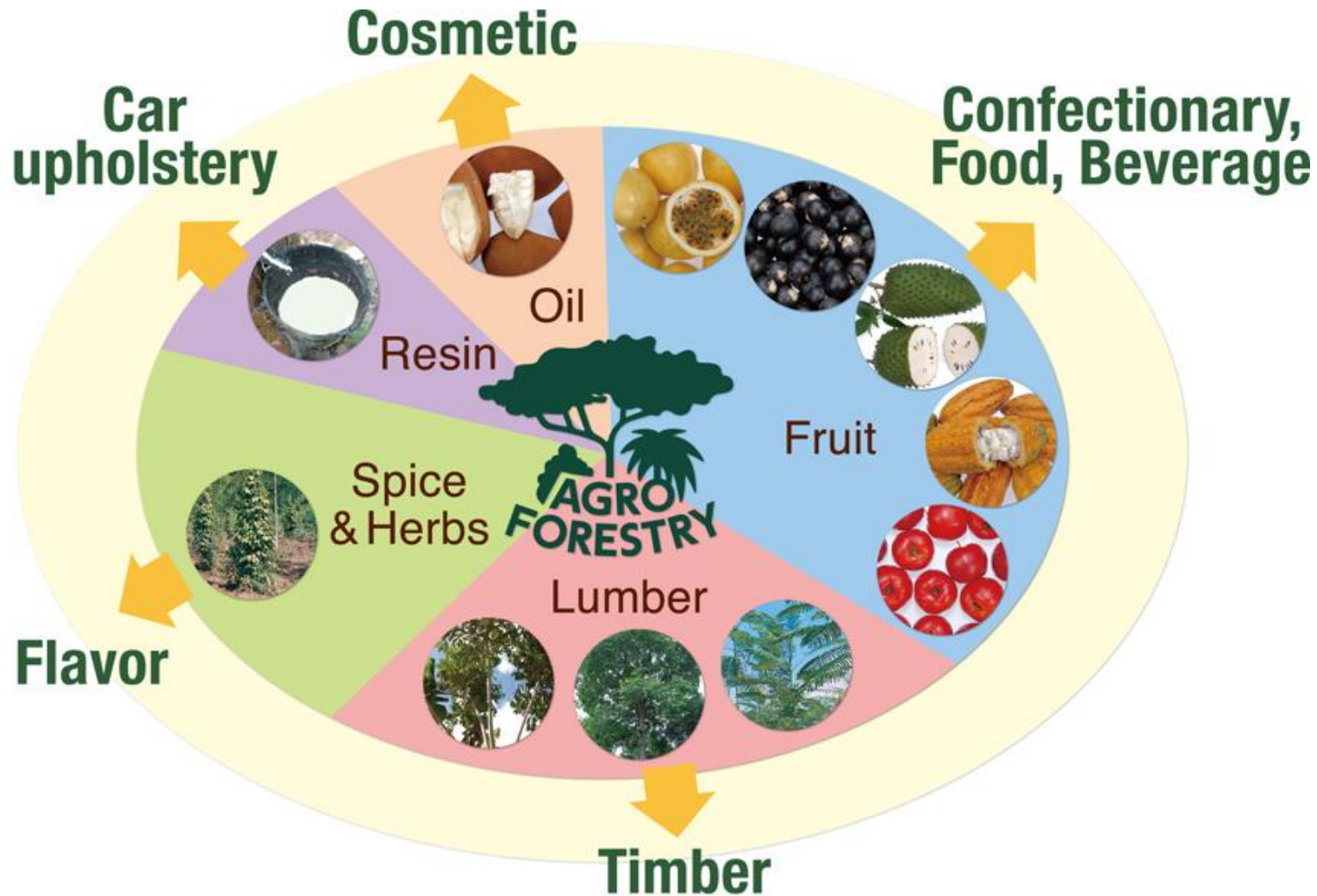
Diversification of Agroforestry



The key is diversified market demand



Division of labor by industrial category



Example of Meiji (chocolate)



Cacao beans produced by Agroforestry (CAMTA)

Exclusive contract



Import from CAMTA and sell to manufacturer (Fruta Fruta Inc.)

Raw material supply

明日をもっとおいしく
meiji Production/distribution of products using agroforestry raw material (Meiji)

(From HP of MEIJI)

明日をもっとおいしく
meiji



明治の取り組み



アグロフォレストリー農法によるトメアスーのカカオ豆使用商品



株式会社 明治

Our mission



Our desire is widening
the circle of Agroforestry...

