

Message

Social Mission as an Agricultural Machinery Manufacturer

In 2015, ISEKI & Co., Ltd. is celebrating its 90th anniversary.

Since the establishment of the company, with the principle of our founder, "free farmers from exhausting labor" as the cornerstone, ISEKI has been striving to contribute to the modernization of Japan's agricultural industry as a full-time manufacturer specialized in agricultural machinery. Over the period, we have consistently pursued efficiency and laborsaving advances in agriculture and kept providing the products to the market by pioneering the development of a great deal of agricultural machinery and facilities. When we consider the increase of global population, food issues, food self-sufficiency and land conservation, and global environmental issues, the role agriculture plays is significant and, consequently, the social mission of agricultural machinery manufacturer becomes more and more important.

Contributing to Agriculture in Japan and the World

To contribute to agriculture both in Japan and throughout the world, ISEKI Group will continue to operate under the basic business philosophy to "provide products that will satisfy customers".

For the growth and development of Japan's agriculture, we provide support from various points of view.;we offer energy-saving, low cost, and environmental- friendly products that help improve the agricultural productivity, save fuel and fertilizers, and products in which ICT and robot technologies are introduced. We are also promoting to spread cultivation and farm management technologies, supporting the revitalization of deserted farmland and regional activation, and offering support to women, young, and new farmers. We also work on the food education and "local production for local consumption" in an attempt to improve the food self-sufficiency. To cope with the recent global needs to increase food production, we are actively providing products to Europe, North America, China, and ASEAN countries.

Contributing to the development of recycling-oriented society

Regarding environmental issues, including global warming, we set our goal to cooperate in forming recycling-oriented society and position this goal as one of the most important issues of the management. Such efforts include the implementation of an Environmental Management System (EMS) throughout the entire ISEKI group, from our domestic manufacturing locations to the headquarters and sales subsidiaries. Starting from FY2015, we launched the full-scale activities in the overseas locations as well. We implemented tangible targets and management system from initial product development phase in an effort towards environmental preservation. In order to convey the results of these approaches in an easy-to-understand manner to the customers and all stakeholders, we have set environmental-friendly design standards, and we are promoting the implementation of an "eco-product certification system." In this system, based on the evaluation results, environmental labels are used only for products that have met our own standard. In addition, we are actively engaged in various social engagement activities, so that we can contribute to the people in the community.

Importance of human resources development

What we see at the base of these activities and initiatives is people. We realize that human resource development is essential for us. We make sure that skills and techniques, which are indispensable in the production site, are improved and properly passed on. We also make sure to develop human resources who can offer comprehensive farm business proposals to the customers and who can work actively in global fields. We also promote recruitment of foreign nationals and appointment of female managers.

Realizing "prosperous community, constantly growing in affluence"

ISEKI Group positions the contribution to achieving a recycling-oriented society as one of our most important management tasks. We will continue our efforts to realize a "prosperous community, constantly growing in affluence," work on various issues and carry out our social responsibilities together with the stakeholders.



President
Eiichiro Kinoshita

< Spirit of ISEKI- Passion of founder - >

"I want to free farmers from exhausting labor"

Agriculture was hard work, done by hand and with the help of animal power. To change this, Kunisaburo Iseki, the founder endeavored to realize laborsaving and further development of agriculture through mechanization.

"We produce good machinery that customers highly praise," Kunisaburo used to say. He devoted himself to provide products and services that made the customers happy. That founder's passion has been inherited in an unbroken line until today as "Iseki's spirit."

< Providing products that please the customers >

Contribute to the mechanization and modernization of agriculture as "all-round agricultural machinery and equipment manufacturer"

Development of two-wheel rice transplanter equipped with backward-tilting seedling tanks

After repeated trial and error, we developed a rice transplanter "PF20" with a plastic float which maintained the constant planting, solving a challenging issue at that time in 1971.

The unique technology of this "two-wheel rice transplanter equipped with backward-tilting seedling tanks" is still used in the current rice transplanters in Japan.

The nickname of this model "Sanae" has become well-known and used as the synonym of ISEKI's transplanter.



Developed the self-threshing combine harvester for the first time in the world

We announced the self-threshing combine harvester in 1966 and launched it in the following year. This is currently the major combine harvester type in Japan. At that time, farmers used the conventional large-sized combine harvesters imported from abroad. Under such circumstances, ISEKI's engineer team endeavored to "produce a combine harvester that satisfies farmers" and that suited the rice farming in Japan. The outcome was the "self-threshing combine harvester" which combined the function of automatic threshing machine and reaper.



Inventions that brought about the innovation in Japan's agriculture

Self-threshing combine harvester and rice transplanter were selected as "100 Postwar Japanese Inventions"!

The First "100 Postwar Japanese Inventions" was announced by the Japan Institute of Invention and Innovation

■ Change of labor hours of rice farming (per 10a)

	1954	2010
Putting seedlings in bed, growing in nurseries, transplanting	37.55 hrs.	3.33 hrs.
Harvesting and threshing	57.20 hrs.	3.54 hrs.

- Without these two inventions, rural labor powers would not have concentrated in the urban areas that rapidly and the rapid economic growth would not have progressed at that pace.
- In the past, rice farming, especially transplanting and harvesting, was continuous repetition of hard labor. This overwork often caused farmers to suffer from illnesses. Mechanization of transplanting and harvesting was a longtime dream of farmers. In the past, many people have invested fortune out of their pockets in an attempt to improve this situation by invention.
- Rice transplanters and self-threshing combine harvesters are not only utilized in Japan. (Omitted) In the age of internationalization, the technology which was cultivated in the development of transplanters and self-threshing combine harvesters should be utilized soon.

*Excerpt from the announcement of the award announcement. In the "100 Postwar Japanese Inventions," ISEKI's efforts were referred to as a part of description of the combine harvester.

< Company Motto >

Our management philosophy is to provide

1. Products that satisfy customers,
2. A stable workplace to the employees,
3. Appropriate dividend to the shareholders,

and thereby we will fulfil our social mission.

Bringing Agriculture to the Next Stage

ISEKI Group has so far made various proposals including low-cost cultivation such as sparse planting technology to bring about agriculture that inspires hopes for the future.

On the other hand, the agriculture in Japan is undergoing major changes such as introduction of large-scale farming, entry of companies into farm business, conversion staple rice into other crops for full utilization of rice paddies, etc.

ISEKI, which will be more and more required to make proposals to cope with these changes in the future, established the "Dream Agricultural Research Institute (Yumesoken)" that will research, demonstrate, and promote advanced farm business technologies.

Research and demonstration of advanced technologies

Research and demonstration of agricultural machinery equipped with advanced cultivation technologies and cutting-edge technologies such as robot technology and ICT will be conducted through enhanced joint work with administrative agencies, research institutes, universities, JA, and companies,



Human resources development

Human resources development of the group employees will be conducted, turning them into someone who can offer farm business proposals to farmers.



Farm business promotion

Proposals on farm business in general will be provided to all kinds of farmers including agricultural corporations and large-scale farmers.



Dream Agricultural Research Institute



Exhibition Hall



Exhibition Hall

This hall introduces advanced farm business technologies such as cultivation technologies and agricultural machinery equipped with advanced technologies.

AGRISUPPORT Theater

This theater introduces our ICT-based agricultural support system, "AGRISUPPORT" using visually impactful video. You can experience the operation of a tractor with LEADEYE.



Movies on Full Utilization of Rice Paddies

The screen starts playing video when you set a vegetable-motif cube on it. You can watch movies about the technologies for full utilization of rice paddies.



Digital Rice Paddies

The latest cultivation technologies such as sparse planting and direct seeding are simulated on digital rice paddies.

