

Communities – Co-existence with local communities –

✔ Basic Policy (Fundamental concept)

The basic rule of ISEKI Group is “to actively contribute to local communities as a member responsible for society” and “to contribute to local society while affording respect for laws and regulations, practices and culture of the country when doing business overseas.” ISEKI Group works on contributing to society through its business activities aiming for the mid- to long-term development of local communities.

Dream Project to support female farmers toward active participation by female farmers

40% of agricultural workers are women and they play important roles in farming and community activities.

To provide further support to the female farmers’ activities, ISEKI Group has participated in NOGYOJOSHI (female farmers) project by the Ministry of Agriculture, Forestry and Fishery (MAFF). We worked with female farmers to develop agricultural machinery* and hold seminars. Since the COVID-19 pandemic, we have held online roundtable discussions on topics useful for farm business, such as the basics of GAP and soil maintenance. The round table discussions have seen over 100 participants in total.

> Voice of seminar participants



“I was new to farming and unsure about how to use the machinery. The seminar taught me the correct way.”
 “It was good to learn how to operate a tiller by actually using one.”



“I was looking for a seminar like this! Detailed guidance was helpful in preparing for the work in spring.”

*[Attention to machinery developed based on voice of female farmers]
 In recent years, machinery products incorporating the perspective of female farmers have been attracting attention. For instance, they were featured in media as an example of gendered innovation.



“Shiropuchi” tractor for female farmers “Chocopuchi” series tiller for female farmers

Total number of seminars on how to operate agricultural machinery **43**

Total number of participants in the project **More than 900**

*Including online roundtable discussions

Activities for contribution to the local community and environment

We have been serving as a park supporter since 2011, cleaning Shiroyama-koen Park (Matsuyama City) and Shigenobu River Green Area. In addition, we have been cleaning the Horie Beach twice a year since 2021 as a corporate supporter under the Ai Beach system, a volunteer registration system of Ehime Prefecture. As a member of the local community, we will continue to proactively work on activities for contributing to the community and environment.



Our riding lawn mowers mowing the lawn at Shiroyama-koen Park



Young employees who participated in the beach cleaning activity

Communication toward the nurturing of the next generation

ISEKI Group has proactively conducted activities toward the nurturing of the next generation of local communities. Sanae National Children’s Drawing Contest for elementary school children and kindergarteners has been held every year since 1996 for the purpose of making them interested in “food” and “agriculture.” In 2022, when the 27th Contest was held, we received excellent works from approx. 1,300 children nationwide. The total cumulative number of entries is 32,300. At the Farmers & Kids Festival held at Hibiya Park in 2022, we offered vegetable seedling quizzes and other programs where a wide range of visitors from children to adults enjoyed experiencing the appeal of agriculture and agricultural machinery.



Nationwide Grand Prize for 2022, “Farmers Reaping Vegetables”



Children enjoying vegetable seedling quiz