

The EM Tasty Rice Brand and Its Producers

Taking the challenge to revitalize their region through an eco-friendly & sustainable agricultural method

The Saichita EM Study Group started its agribusiness in Upper Tohoku Town, Aomori Prefecture with the goals of revitalizing the region and protecting the environment through eco-friendly means.

To achieve their goal of protecting the environment, they apply Activated EM to improve the quality of the farm drainage water. A water quality test of the Ogawara River after the application of Activated EM at its source has shown positive results and hence has proven the benefits of EM Technology.

To achieve their second goal of economic revitalization of their region, its founders are working to develop a stable distribution framework for its EM branded rice and other produce.

Saichita EM Study Group Highlights:

- 2003
 - A tobacco farmer from Bodaji District officially started using Activated EM using Sogonet's fermenter.
- 2004
 - Set up a 0.4 ha trial field using farms of a rice paddy and tobacco farmers from Saishita District (Activated EM, EM rice bran pellet, etc.)
 - Set up a post-harvest panel to examine: the taste of the produce, pricing, work efficiency, productivity, condition of the field, etc.
 - Aomori prefectural government lends support to the group (since it wishes to check the effectiveness of the Activated EM).
 - Expansion of trial area for the year 2005 was fixed. Total trial area: 6 hectares
 - Established sales route: from the producers to JA Michi no Eki Inc. to EM Sogonet Inc. (JA Michi no Eki Inc. - a company established under the local Japan Agriculture Cooperative)
 - Integrated 2005 overall rice production and distribution: unification of different standards into one main standard, expansion of the total trial/production area, training of successors, development of a system which could enhance the consumers' trust on the producers regarding the safety of their rice product as well as the stability of its supply.
- 2005
 - Establishment of the Michi no Eki EM Study Group and official use of the EM Fermenter.
 - Set up goal to transform all produce being sold by the Michi no Eki into "EM-grown" produce.
- 2006
 - Increased to 9 members, expansion of the total production area to 7.93 hectares for 2006.



Test Field



Activated EM



Saichita EM Study Group's EM Tasty Rice label shows the producers' faces and names to show that they take responsibility for the quality of their produce.



Developing an ecologically sustainable contract farming method with EM Super Cera Easy Farming

JA Aichi Economic Federation and the EM Tasty Rice brand enter their second year of contract farming agreement. EM Tasty Rice brand rice is being grown using the EM Super Cera Easy Farming Method. JA Aichi Economic Federation also continues the use of the EM Super Cera Easy Farming Method as part of its "Lively Aichi - Special Farming Program".

JA Aichi Economic Federation has made a special rice label for all the packed EM Tasty Rice. The label shows its special certification, the nutritional components in the rice, and the amounts and analysis of the agricultural chemicals and fertilizers used. The long-term goal of their certification and labeling is to set the standard for growing food which are not only safe but could also provide a peace of mind to the consumers.

The key players in this project are JA Aichi Economic Federation, JA Aichi Toyota, Nakakou Inc., and EM Sogonet Inc. They clearly defined their production and marketing duties and responsibilities. Their brown rice "Genmai 99" is also selling widely.



Basic EM application
 EM Super Cera Ferment C: 5kg per 1000m²
 EM Bokashi Pellet: 150kg per 1000m²
 Spraying of A-EM 200ml per 1,000m²



玄米99

特別栽培玄米
 JAあいち経済連認証
 農林省新ガイドラインによる表示

化学合成農薬
 当地比5割減(使用回数)

化学肥料
 当地比5割減(窒素成分)
 (内容別記)

JAあいち

栄養成分(100g中)	
エネルギー	347 kcal
タンパク質	6.9 g
脂質	2.7 g
糖質	72.3 g
食物繊維	2.7 g

農林水産省ガイドラインによる表示
 特別栽培玄米
 化学合成農薬: 当地比5割減(使用回数)
 化学肥料: 当地比5割減(窒素成分)

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化学合成農薬の使用状況		
使用薬剤名	用途	使用回数
ヒドロキシシキソール	殺菌	1回
イフロニル	殺虫	1回
ピラジンスルホニル	殺菌	1回
フェントチミド	殺菌	1回
ベンゾビシクロン	殺菌	1回
シハホフブチル	殺菌	1回

化学肥料の使用状況		
使用薬剤名	用途	使用回数
硫安	元肥	窒素3.2kg/10a

Genmai 99 Label