

# VegeLoop

*Direct linkage between farmer and consumer  
for sustainable food environment*

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# OUTLINE

1. Vision
2. Current vs. Proposed system (VegeLoop®)
3. Mission
4. Concept of VegeLoop®
5. Application of VegeLoop®
6. Future Perspective

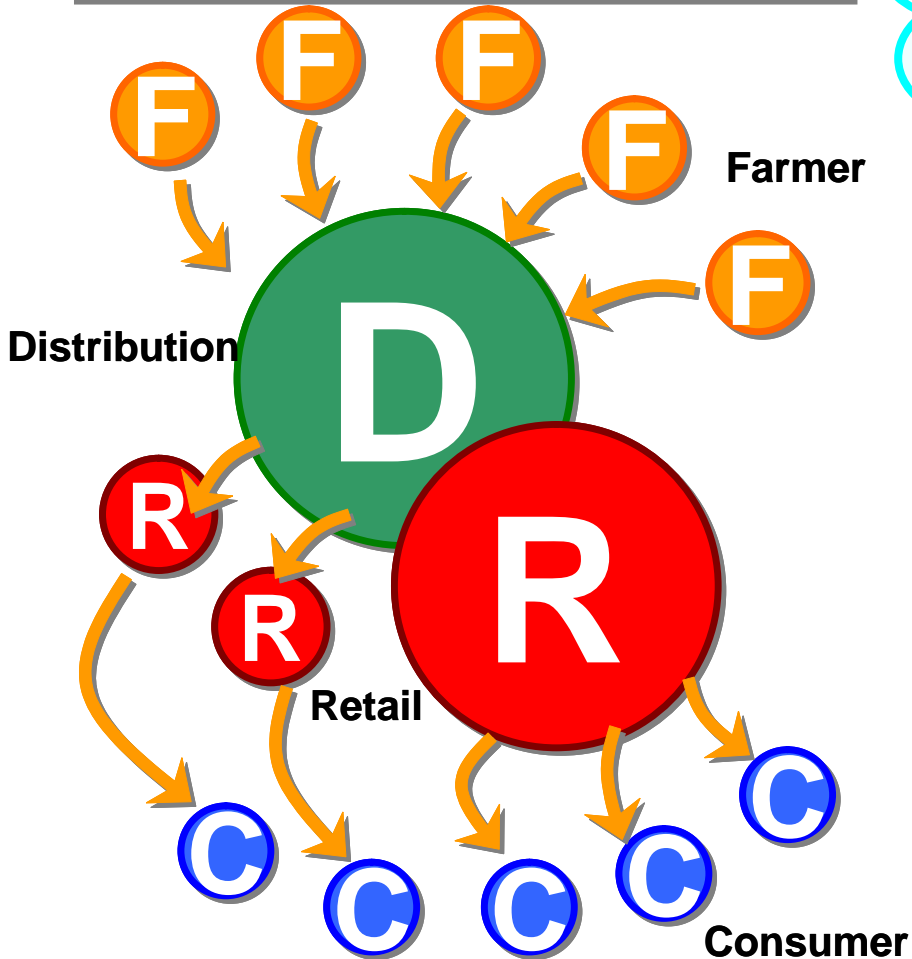
# VISION

*Create  
Tasty, Safe and Sustainable  
Food Environment*

# Current vs Proposed System

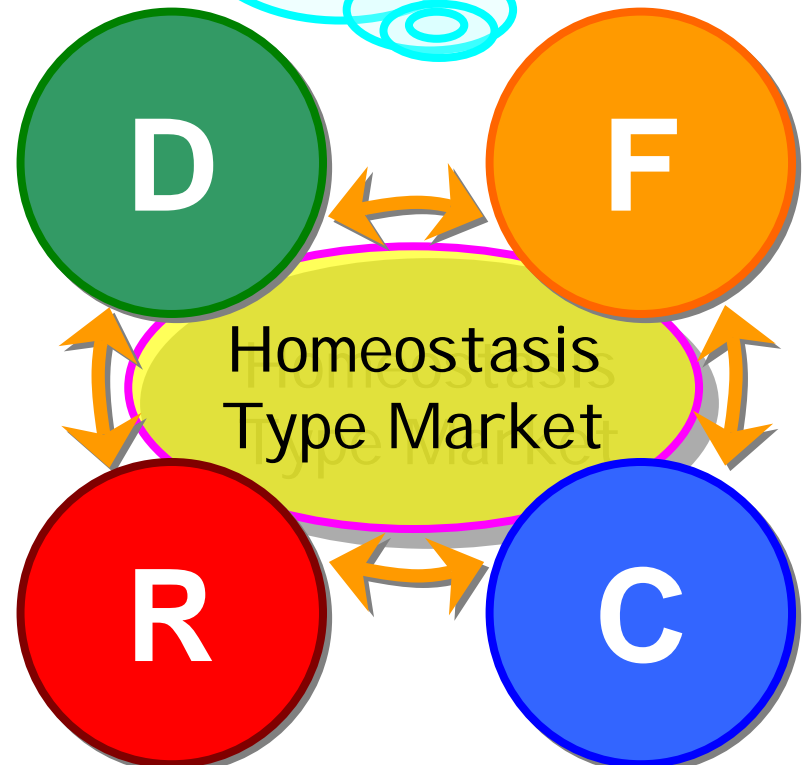
~ Current ~  
Distribution & Retail  
oriented market

Passive & Fixed System



~ **VegeLoop<sup>®</sup>** ~

Interactive  
Learning System



# MISSION

*Create New Vegetable Market “VegeLoop®”  
and enable  
Direct Linkage between Farmer & Consumer*



✓ Fresh and Tasty Veggie for Consumer



✓ Higher Income for Farmer

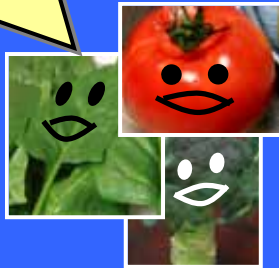


**SUSTAINABLE FOOD ENVIRONMENT**

# Two Aspects of Vegetable Value ?



Please eat me  
ASAP !



Freshness  
(Juicy, Sweet)

*Quick Delivery*  
( < 8h )

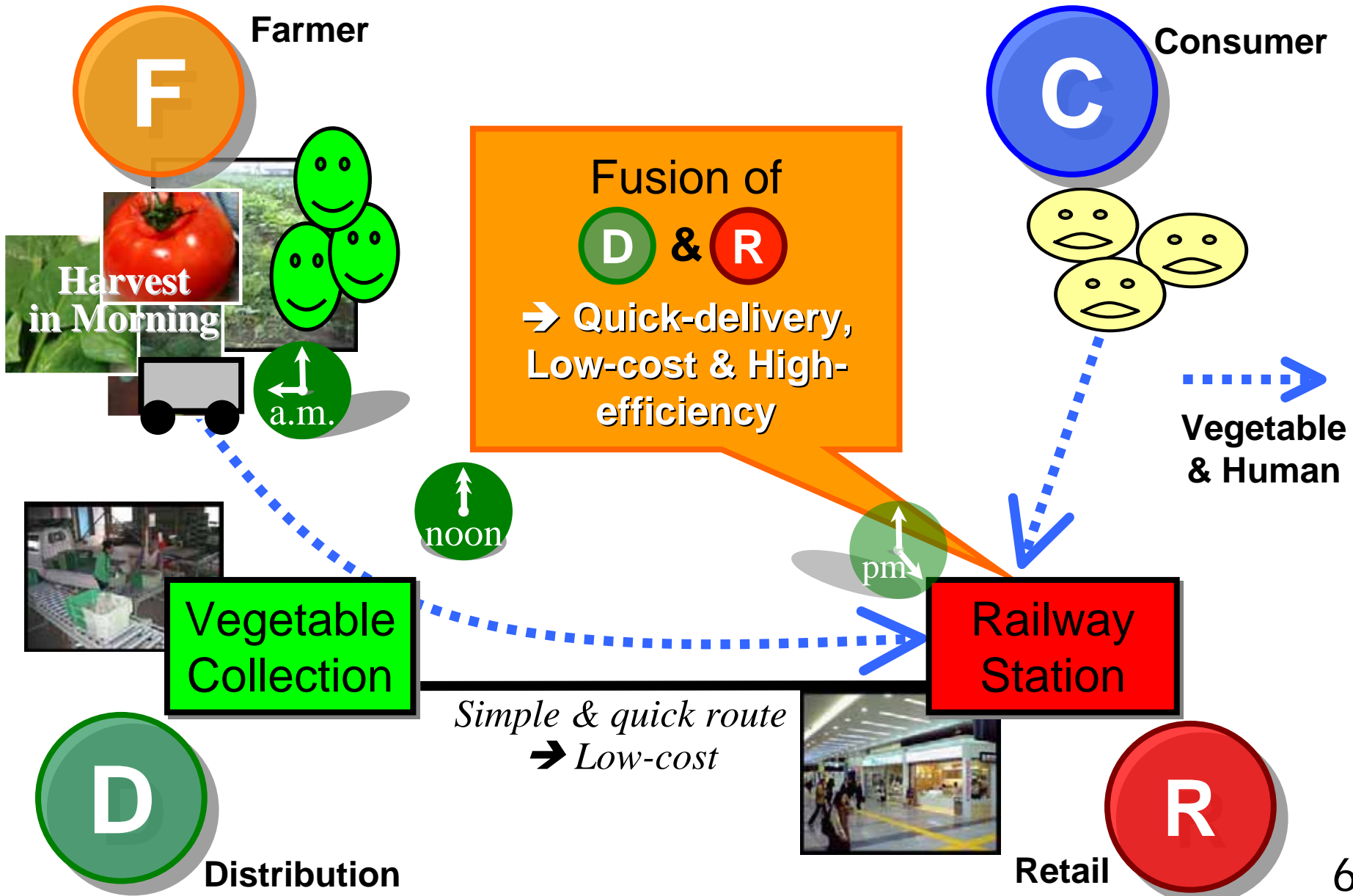
Want delicious  
vegee !



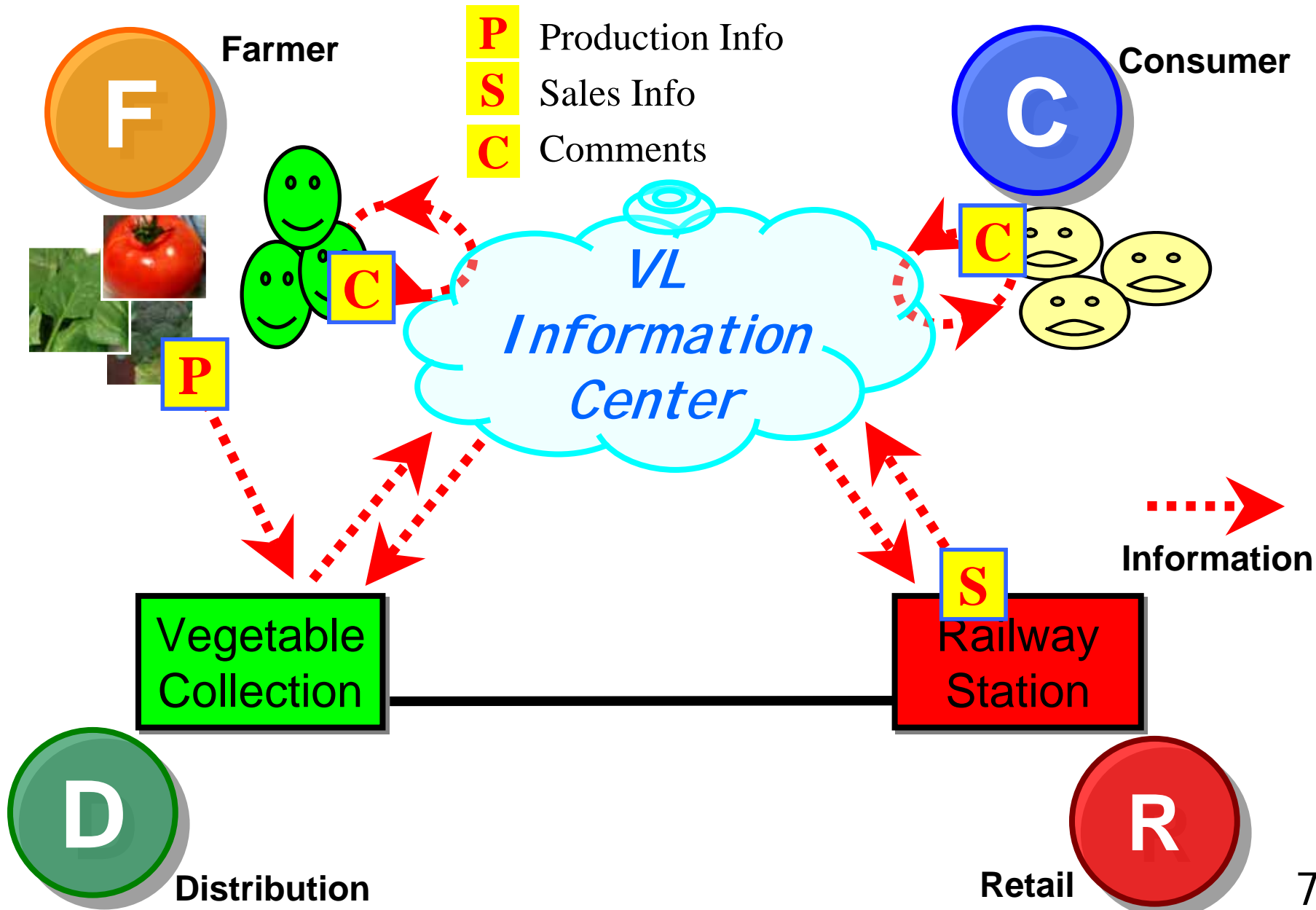
Deliciousness  
(Preference,  
Brand, Safety)

*Information  
Sharing*

# VegeLoop® ~Vegetable flow~



# VegeLoop® ~ Information flow ~



# VegeLoop® ~ Integration of Vegee & Info ~

Concurrency  
Fresh Vegee & Info !  
→ Enhance Vegee Value  
More money → Higher Income !

Quasi-direct linkage  
through information center  
→ quick and precise feed-back  
All stakeholders will  
spontaneously create  
new value through vegee !

Whole New Networked Market !



Farmer



Consumer



Distribution



Retail



Information

## Incremental Value Creation for Stakeholders

**Farmer:**

**Higher Income  
Knowledge Succession**

**Consumer:**

**Fresh & Tasty Vegee  
→ Healthy Diet  
→ Broom of Life**

**Distribution & Retail:  
New Sales Channel**

## Whole New Value Creation

**~ future image ~**

**C&F :**

**Ultimate Quasi-private Farm**

**Social :**

**Change the Food-lifestyle through  
New Customer of Vegee**

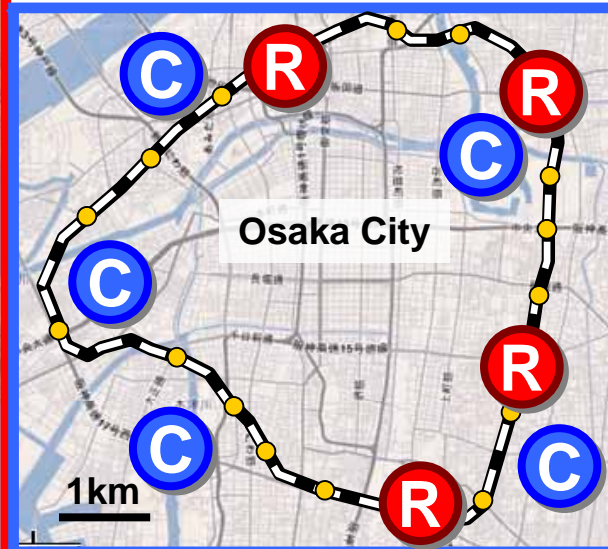
**Social :**

**Key Component  
of Urban Design & Development**

# Application of VegeLoop®

- Location:** Osaka city (Population; 2.5 million)
- Farm:** Farms near Osaka (Deliveries to Osaka)
- Vegetable:** Harvested in the morning, delivered to Osaka
- Transportation:** Truck & Train
- Retail shop:** Railway Station in Osaka (...heavy traffic of people)
- Target customer:** Salary man
- Opening hours:** 5pm~10pm

Osaka station



# Application of VegeLoop®

Location: Osaka city (Population; 2.5)

Farm: Farms near Osaka (Deliver)

Vegetable: Harvested in the morning,

Transportation: Truck & Train

Retail shop: Railway Station in Osaka  
(...heavy traffic of people)

Target customer: Salary man

Opening hours: 5pm~10pm

Osaka station

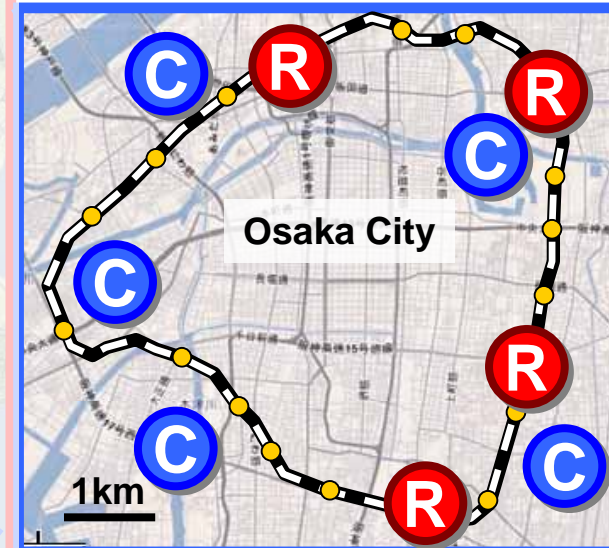


Japanese “Salary Men”

✓ Tap into potential customer

✓ Change the food-lifestyle

→ CREATION of NEW VALUE

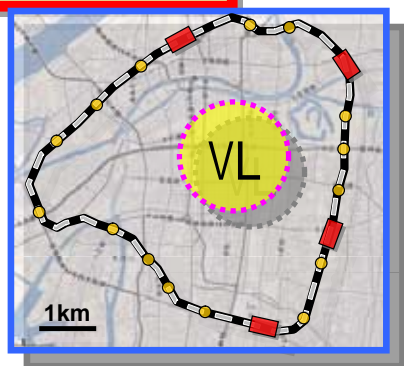


50km

田辺市 Tanabe  
新宮市 Shinou

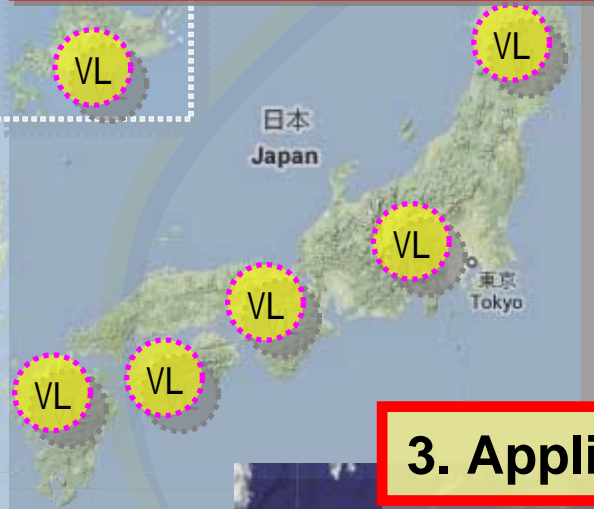
# Future Perspective

1. VL in Osaka Loop Line  
(Validation of VL)



4. VL (VegeLoop®) evolve to  
Ultimate VL (Value Loop)

2. Application in Japan



3. Application worldwide

