

Toward a Broader, Deeper and Renewed Cooperative Relationship.

Against a backdrop of increased demand due to the advancement and diversification of Japanese lifestyles, dairy and livestock farming in this country has achieved consistent development to become a core sector of Japanese agriculture. However, the sector now faces a major turning point, with the impacts of increasing internationalization, constantly changing political and economic climates, and rapidly advancing technological innovation in recent times.

In response to this changing environment, our aim is for Hokkaido agriculture to stand independently amid expanding internationalization, and to play an important role as a principal industry that creates a vigorous regional society, and as a base of food production of this country, both in name and in substance. To do so, we intend to achieve cost reduction through the advantage of economy of scale, one of Hokkaido agriculture's key strengths, to expand high-productivity agriculture looking toward the future, and in unison with our members and affiliated association members, to redouble our efforts to provide a stable supply of safe and high quality agricultural and livestock products.

Chikuren, together with our members, will concentrate our knowledge and ingenuity in systematic business promotion that encompasses the entire process from production to consumption, as we aim to maintain quality and stability of prices, and resolutely strive to establish a responsible supply system that directly connects production areas to consumers, for the long-term stable supply of dairy and livestock products that meet consumer needs.



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