## GRA



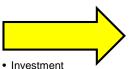
Target: GRA Inc.

Outline: Production and sales of strawberries, wines, strawberry cosmetics, and so on

Development and sales of strawberry-farming support package

**Authorized investment**: ¥350 million (maximum)





Management support



- Investment
- · Management support
- ICT support



- Lease support

## GRA Inc. \*



- Production and sales of strawberries, wines ,strawberry cosmetics, and so on
- Provide support for new farmers from technical guidance to sales
  - > Standardize and incorporate ICT into strawberry cultivation equipment
  - > Pursue high added value through brand control (MIGAKI-ICHIGO)

\*GRA Inc. consolidated GRA AgriPlatform on October 1, 2017.

- By integrating ICT with agricultural management, it is possible to lower the entry barriers and develop professional farmers
- Create an innovative business model in the agriculture sector by cultivating professional farmers by sharing the farming techniques and expertise of experienced professionals
- Contribute to the creation of innovative business growth by providing support to agriculture ventures that aim to formulate original business models
- Contribute to industrial revival in the Tohoku region