



≡ CHATO

ESTABLISHED 1977

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MISSION & VISION

**Be the pioneer of delivering tea (CHA) to the world,
with the spirit of “Fueki-ryukou”.**

During the changing trend of times, we have treasured the philosophy "Fueki-ryukou", which means to keep the immutable, unchanging essence and at the same time, be fluid to change with the changing times.

We are focused to establish a vertically integrated supply chain of tea from the tea farm to the final product, managed by the global food safety standard.

PURPOSE

- **Spread the value and possibility of tea without border, to enrich the lives of people connected through tea**
- **To pass on the tradition of tea making to the next generation, by connecting tea to the people worldwide**

MISSION & VISION

不易流行の精神で世界へ茶(CHA)を届ける先駆者であり続ける

カクニ茶藤は1977年に静岡県静岡市で創業しました。

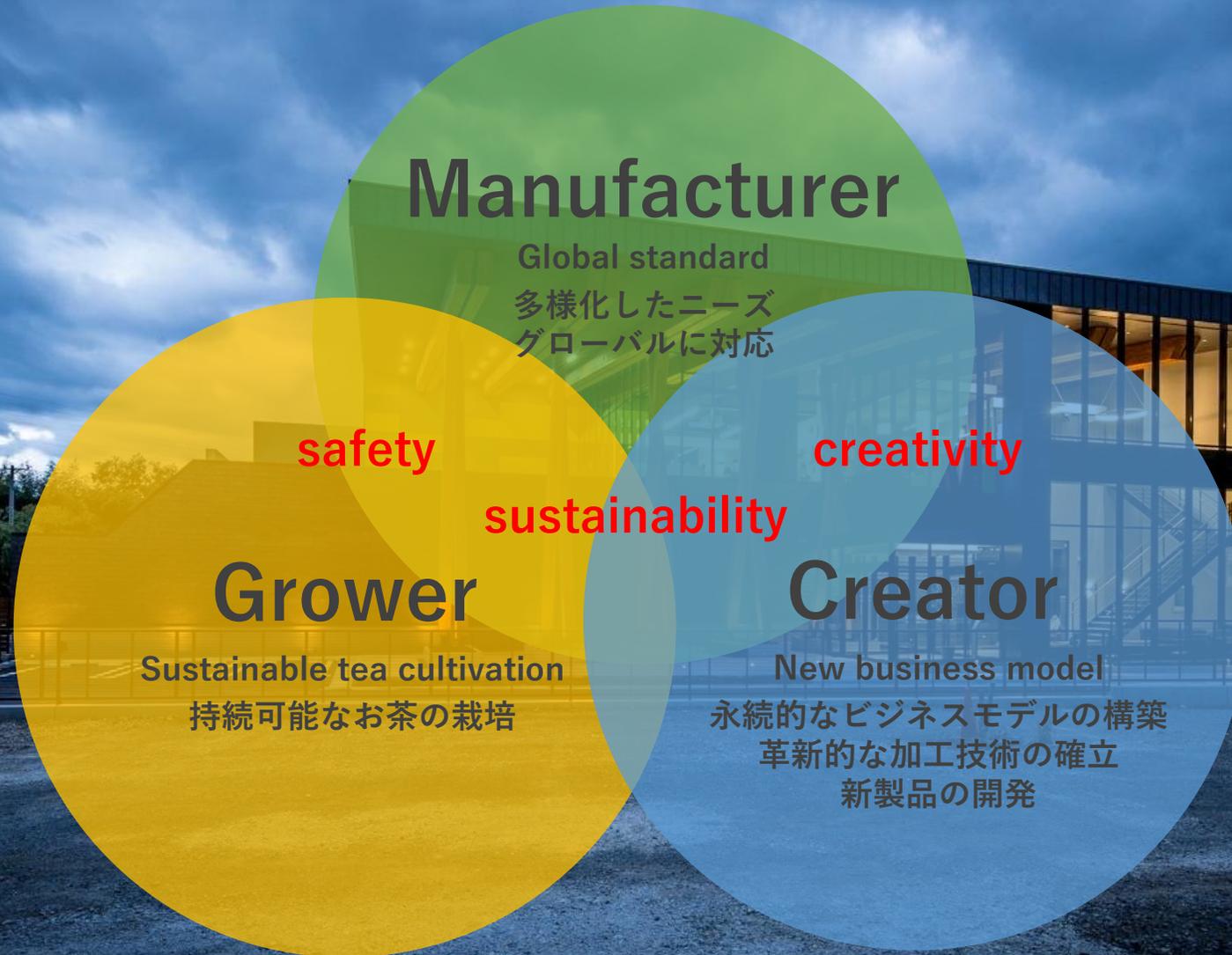
創業者のベンチャー精神を受け継ぎ、志と覚悟を持ち様々な課題や問題に挑戦者としてのプライドを持って、立ち向かっています。

茶の栽培から加工、販売に至る従来のサプライチェーンに新しい風を吹き入れ、永続的なビジネスモデルを構築するため、茶園から最終製品までを網羅したサプライチェーンのバーチカルインテグレーションに力を入れています。

PURPOSE

- ・ お茶の可能性をボーダーレスに広げ、茶を通じて繋がる全ての人の人生が豊かになる世界を目指します
- ・ 世界の消費者とお茶を繋ぐ架け橋となり、お茶作りを次世代へと繋ぎます

Grower / Manufacturer / Creator



Vertically Integrated Supply Chain

サプライチェーンの垂直統合

1 Tea Farm 栽培



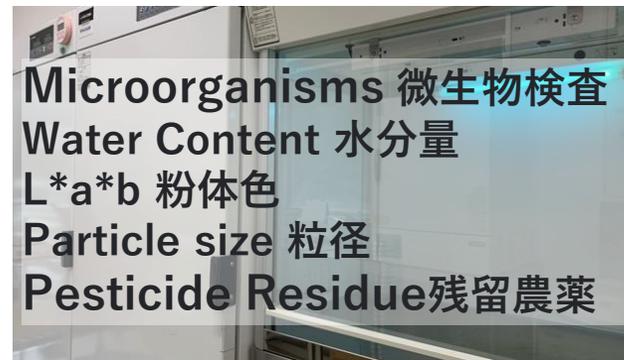
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2 Manufacture 製造



3 Analysis 検査



4 Export 輸出



Certification



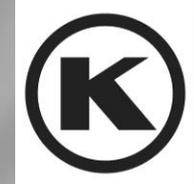
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Organic



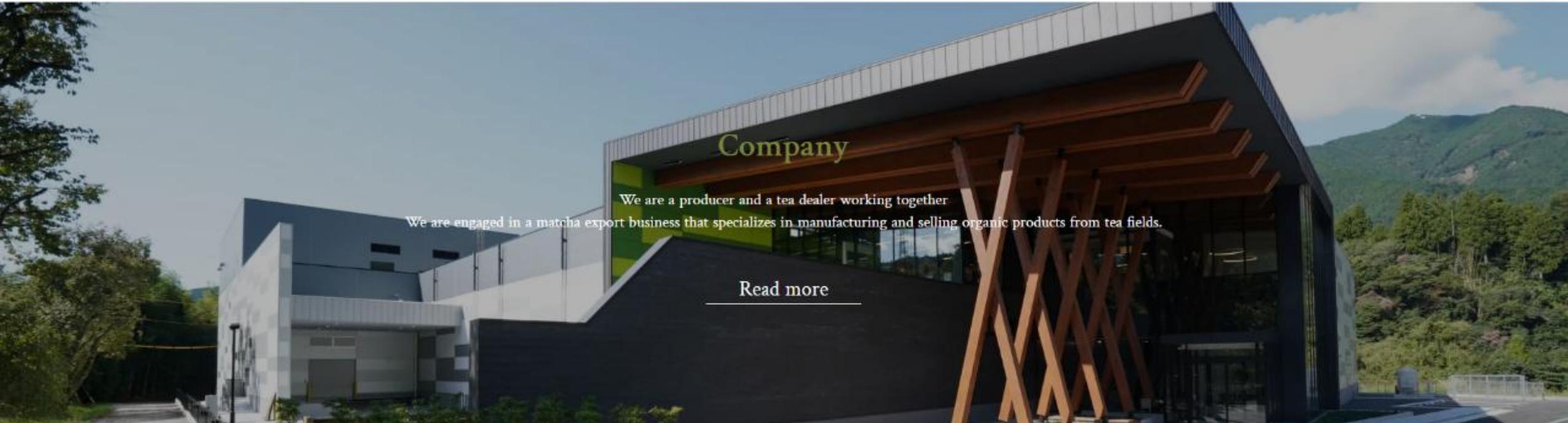
Halal



Kosher

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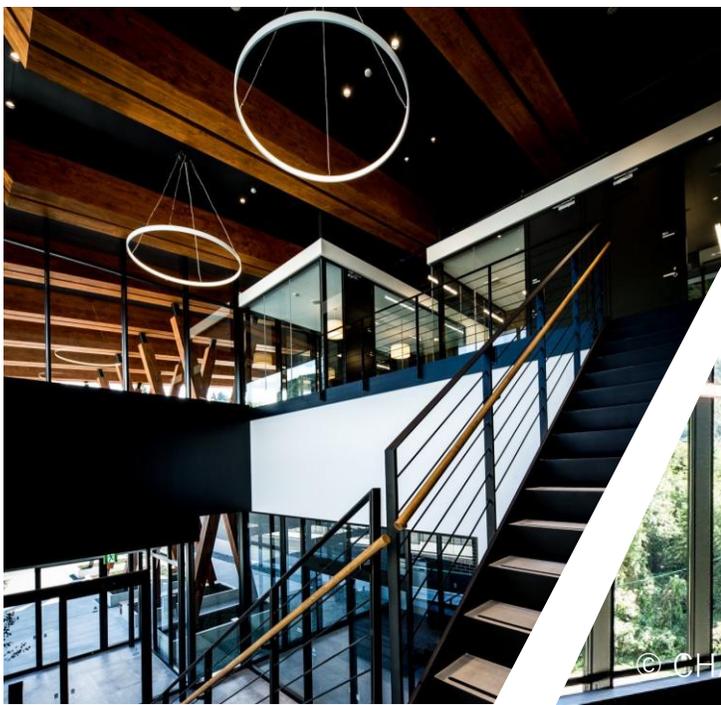
Shizuoka Organic Matcha Alliance

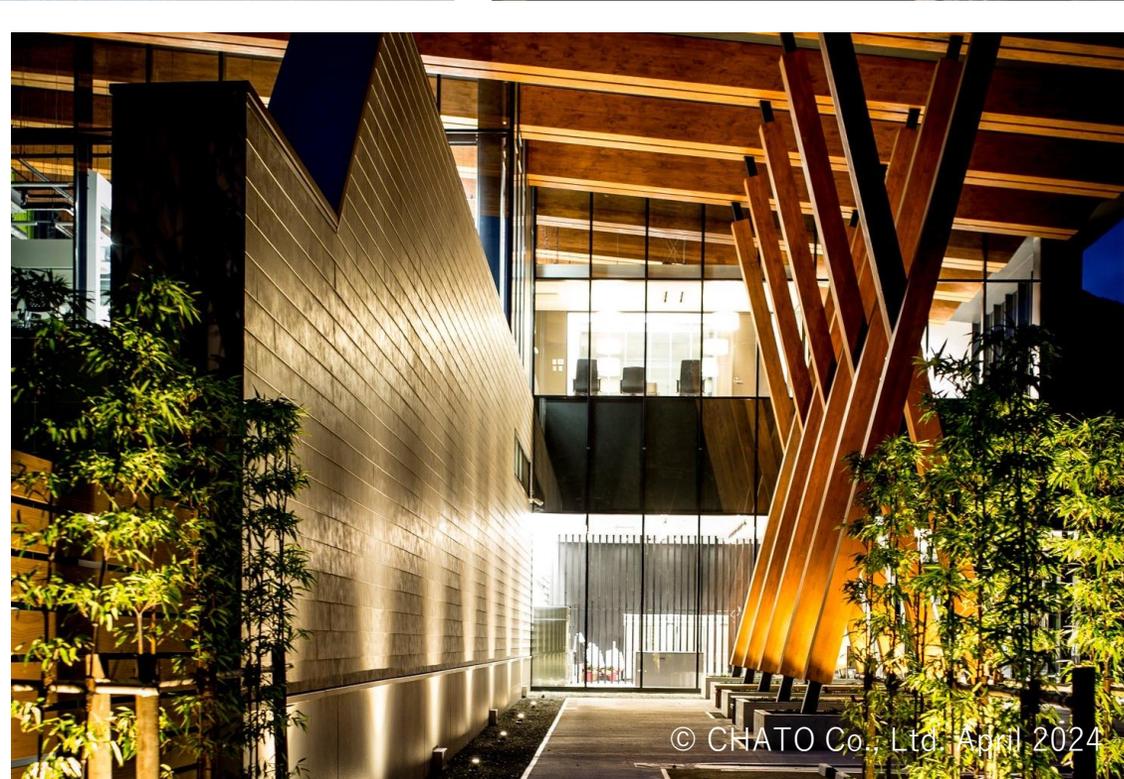


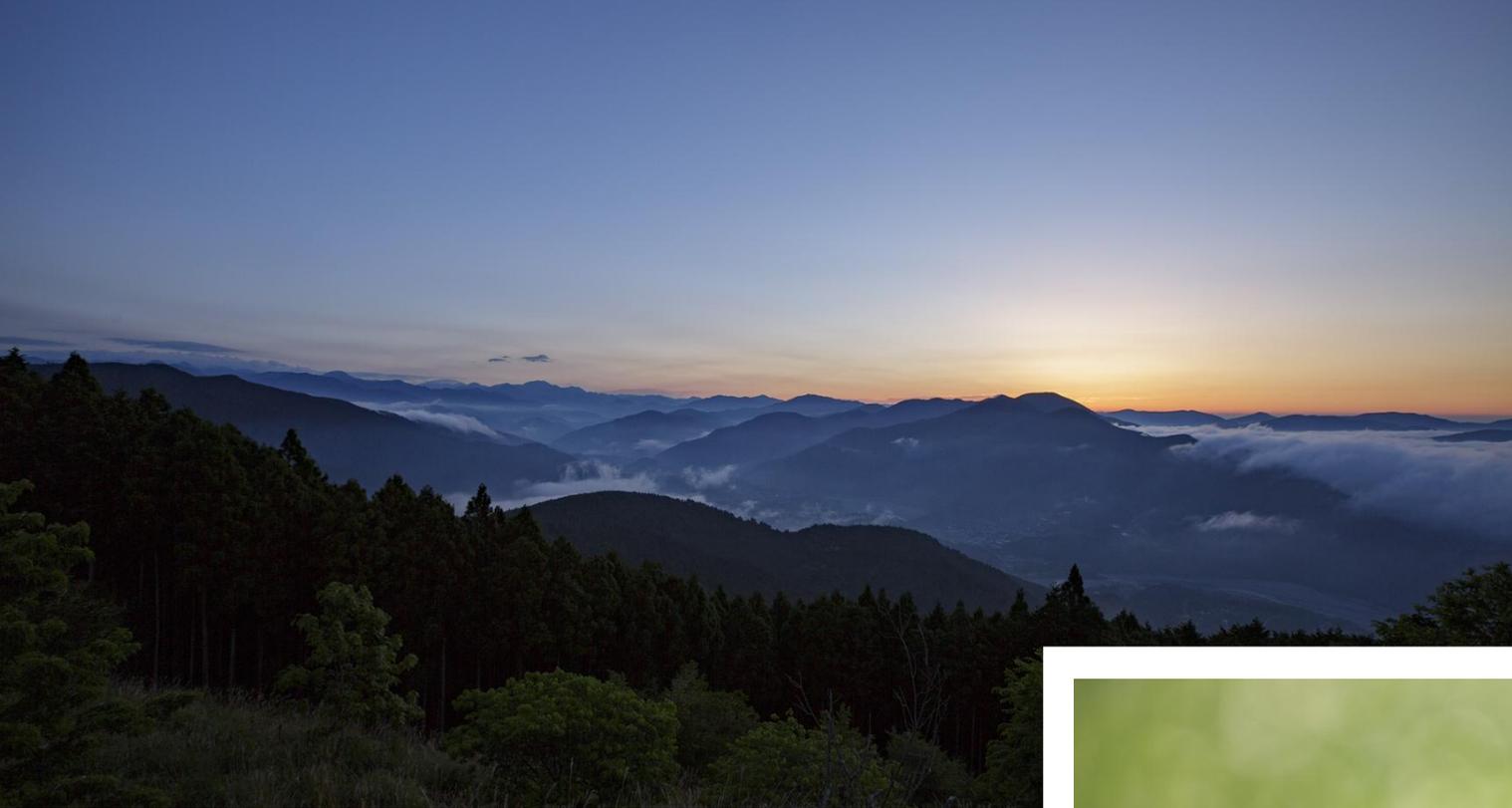
- Established in 2018, by collaboration of tea farmers and tea companies
茶商と農家が共同出資し、2018年に設立
- SOMA purchases everything the farmer produces, and process them to matcha
参画農家の茶を全量買い取りし、SOMAで茶を抹茶に加工、茶商により国内外への販売
- Number of farmers: 10 groups, area:8,000a, annual production 450 tons
参画農家：10組織、面積：8,000a、年間製造数量：450トン



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Contract growers

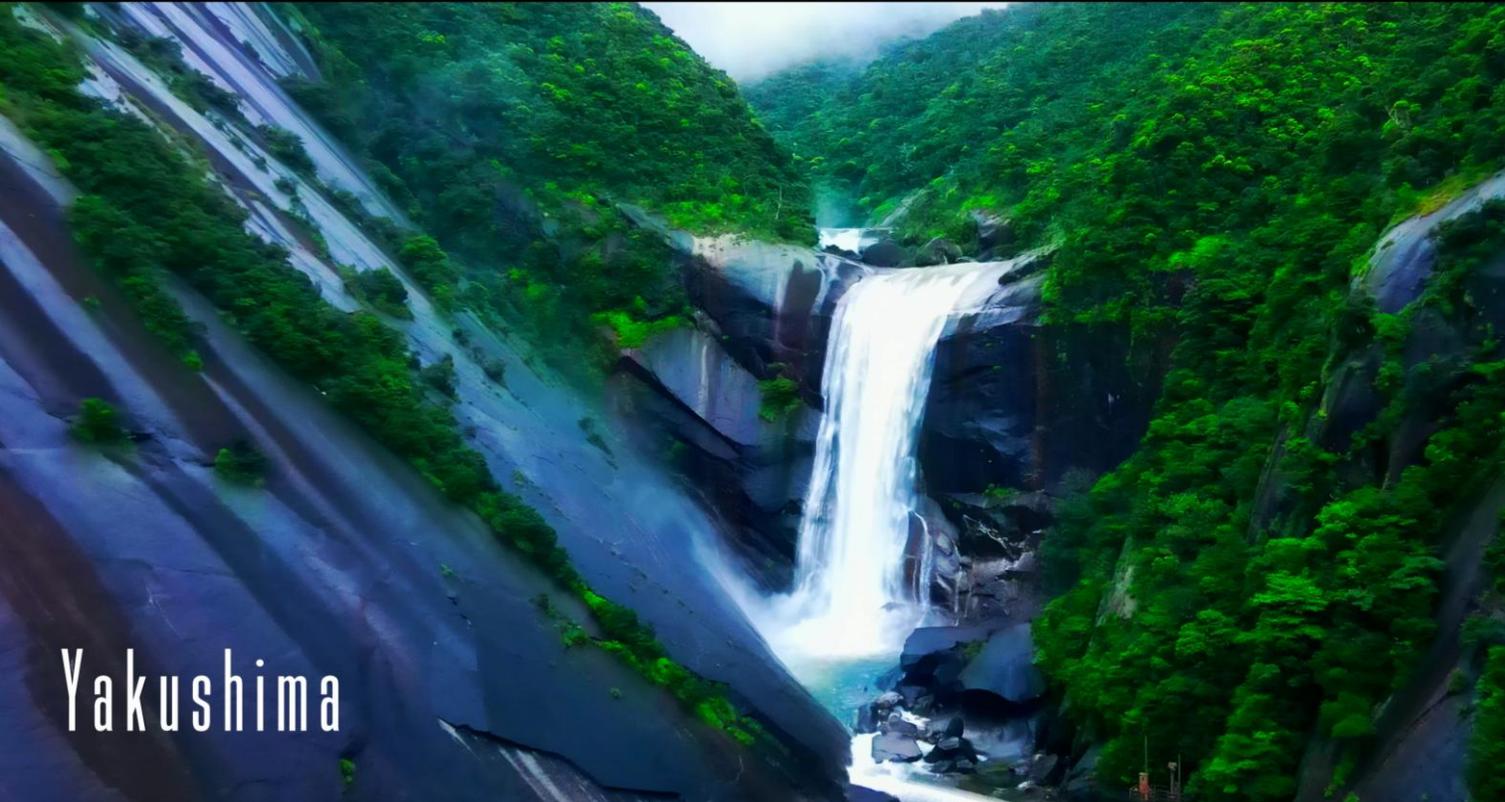


Okabe, Shizuoka
Mr.Kobayashi

Shintomi, Miyazaki

Mr. Morimoto





Yakushima



Mr. Fujiwara



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Tea shows the way of life

Tea reflects the passion and philosophy of the tea makers.

Please listen to our partner farmer's voice, and enjoy seeing the beautiful environment tea is being grown.



Kentaro Morimoto

Morimoto san's tea farm is full of nature. Various insects and birds are found in the farm, including glowing fireflies in early summer. His motto is to have "fun", and his playful spirit is reflected in his product development such as Japanese sweets using organic green tea.



Masayoshi Houmotsu

Houmotsu san is producing organic Guri tea, which is very special and unique type of organic tea. His symbol icon is cabbage butterfly, which shows his family's strong ties and passion to pursue their ambition to making safe and clean tea.



Takaya Onitsuka

Onitsuka san's tea is grown in fertile soil in Kagoshima, where moderate wind from the Kuroshio current blows. His love for tea nurtures tea growth. He has won many awards for his high tea making skills.

Organic Tea Value Chain Project 有機茶バリューチェーン事業

2022年 Honyama area 270a
本山地区

2023年 Fuji area 1,436a
富士地区

GFP Flagship Project (MAFF)
「GFPフラッグシップ輸出産地形成プロジェクト」

Large scale organic conversion and
FUJI branding

大規模な有機転換 & FUJIブランド構築





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