

kizu nouen

木津農園

Do you know "Sextiary industrialization"?

Sales of "Shiranui (不知火)", 90% of our customers of are regulars.

Subscription sales for regulars



2L(5kg) of Shiranui(不知火) for gifts

Aiming at running a high-profit farming by the direct production and sales of "Shiranui (不知火)."

- Sextiary industrialization stimulates multilateralization of farming. Producers(primary sector) work positively to the areas of secondary sector(processing) and tertiary sector (delivery and sales), which makes 1+2+3=6. Consumers can get a fresh, safe product with low cost.
- We are developing jelly made from fully riped Shiranui that no other place you can buy. Its traceability is clear and reassuring because producer make and sell.
- We research on the china market and the management, building a business model cooperating China and Japan.



Enthusiastic regulars come and harvest by their own. It's a size of 5L(400g~450g) in hand.

Sold out in 2 weeks, supported from regulars.

- Because its special cultivation to be riped while keeping a tree fruitful, the balance of acidity and sweetness is good and has a rich taste. ※you can peel it easily like a mandarin orange.
- It is best for a gift because it has a big size of 2L ~ 5L that are not sold in discount stores.
- Because of direct sales and no trading margin, it's at a low price comparing with specialty stores, department stores, and EC. ※The price on 2L(5kg) is 3200 yen, which is commonly about 5000 yen.



a signage of a Shiranui(不知火) stand

For people who want to learn the know-how on management of subscription sales in 400 regulars.

- A number of regulars increases every year by managing the business with a point of a consumer's view.
- One-third is booked before the start of sales.
- Please come visit Shikoku and let me guide you our field site if you get interested in our business model of getting regulars, limiting sales of subscription.

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Please contact us via phone, fax or email.

Not only selling a product,
but also making it with a point
of a consumer's view.

