

## **Session 2    Pitch 2**

### **How to make people aware of vegetable deficiencies - The duty and pride of Japanese vegetables products company -**

***Dr. SUZUKI Shigenori,  
Innovation Division  
KAGOME CO., LTD.***

KAGOME have made it a goal to establish the image of our brand in the year 2025 as that of a “strong company capable of sustainable growth, using food as a means to resolve social issues.” With our integrated value chain from agriculture to production, processing, and sales that makes KAGOME one of its kind in the world, we are working to help people live longer, healthy lives, promote agricultural development and regional revitalization, and address world food shortages.

We are now also presenting our vision of transformation from a “tomato company” into a “vegetable company.” KAGOME currently offers a variety of vegetable products, but the vegetable intake of Japanese is still insufficient. This is particularly why we develop the sensor (Vegecheck®) which can estimate vegetable intake easily and noninvasively. It makes people aware their vegetable deficiencies and encourages them to consume more vegetables through educational activities in various situations such as health checkups.