



## Company Overview

**SAKATA SEED CORPORATION**

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One thing has remained constant from our founding in 1913 until today: our “PASSION in Seed.” We do it to help improve life and culture around the world by breeding flowers and vegetables. Believing that “vegetables nourish the body and flowers nourish the soul,” Sakata Seed Corporation will continue to deliver seeds to everyone everywhere.

Company Motto

“Quality” “Reliability” “Service”

Management Philosophy

“We contribute to the betterment of life and culture of the people around the world and aim to become the world’s leading seed company, with values created through our innovative flower & vegetable varieties and through our services.”

“Mutual Prosperity”

“Mutual Interest”

“Mutual Harmony”

Corporate Group Slogan

PASSION in Seed

Compliance Management

As a part of the corporate governance, Sakata has a compliance system. Sakata also has the “Declaration of Compliance” made in accordance with the compliance principles that are shared among the management and employees of Sakata, in order to maintain the company’s social requirements.

Declaration of Compliance

1. Sakata shall be a company which makes a contribution to the global society through our products, seeds and seedlings.
2. Sakata shall do business while complying with laws and ethics.
3. Sakata shall put into practice, “Quality, Reliability and Service”.
4. Sakata shall be always open and informative.
5. Sakata shall offer a workplace where everyone can enjoy their job through their achievement, and shall create a transparent organization.

In addition, the president chairs the Compliance Committee decides important directions for compliance implementation. The company also has a Compliance Consultation Service Desk, which takes care of consultations and reporting by the employees.



Company Motto  
Management  
Philosophy



Message from Management

We will continue to improve the lives and cultures of people around the world through seeds and plants.

Since its beginnings in 1913, Sakata Seed Corporation has delivered flower and vegetable seeds all over the world as a seed company. As a research and development company, we strive to create new flower and vegetable varieties together with the message that “vegetables nourish the body and flowers nourish the soul.” We will continue to develop new flower and vegetable varieties with unprecedented value and superior features so that we can fill people’s lives with health and happiness.

Furthermore, the quality of a plant seed only becomes apparent several months after it has been planted. That is why it takes trust to make customers buy our products. Thus, we constantly pursue ever greater seed quality so that we can earn that trust. Agriculture is the mainstay of our lives, and there can be no agriculture without seeds and plants. To the seed business, continuing to produce and supply high-quality seeds in a stable manner is an important duty that also contributes to society.

Seeds sprout, put out flowers, bear fruit, and then the next generation begins from seeds again. The world of seeds and plants is the very continuation of life itself. Through all the value created from innovative flower and vegetable seeds and services, we will contribute to sustainable development and to an improvement in the lives and cultures of people worldwide.

Sakata Seed Corporation  
President

Hiroshi Sakata





# Our Journey of Building Sakata Seed Corporation together with PASSION in Seed

Sakata Seed Corporation is currently active globally, selling seeds in over 170 countries today. Our 110-year history, from our start as a company in Yokohama importing and exporting young plants, has been backed by a firm commitment to breeding technology and quality.

## From importing and exporting young plants to exporting flower and vegetable seeds

Founder Takeo Sakata established Sakata Noen to import and export young plants in Yokohama in 1913, when Japan was freshly out of the Meiji era. He launched his business after studying the young plants business in America, England and the Netherlands for about four years. When the business failed to turn a profit several years after establishment, however, he restarted it as a specialized company focused on exporting seeds. This seed export business, a first for Japan at the time, was successful, and orders gradually began to pour in. His desire to deliver high-quality seeds also led him to begin germination experiments at Japan's first private germination laboratory in 1921.



Takeo Sakata in his youth



First private germination laboratory



Headquarters around 1920 (then known as Sakata Shokai)

1913

1930~

1950~

1970~

1990~

2010~

## Developing the world's first F<sub>1</sub> All Double variety

After that, Takeo turned his attention to producing petunia seeds. Although double petunias were especially popular overseas, half of the sown seeds turned out to have single flowers. Takeo was convinced that he would have runaway success on his hands if he could develop a variety of petunia where all the sown seeds came out with double flowers. Based on the foundational theories of scientist Woo Jang-choon, a researcher who had studied double petunias, he successfully developed the world's first F<sub>1</sub> All Double Petunia in 1931. This great achievement was dubbed "Sakata Magic," and the company was flooded with orders from seed companies all over the world. The company's office building was constructed in Yokohama after World War II, and we began to breed excellent F<sub>1</sub> varieties.

The world's first F<sub>1</sub> All Double Petunia, known as "Victorious Mixed"1940 seed catalog featuring "Suteki Kanran," the world's first F<sub>1</sub> cabbage

## Expanding vegetable breeding and realizing rapid growth

The main driving force behind the company's recovery from the devastation of World War II was the breeding of flowers, mainly petunias for export, at the Chigasaki Breeding Station. In 1957 Takeo's research bore fruit and "Glitters," a red and white petunia variety with single blooms and multiple flowers, won the Bronze award in the All-America Selections (AAS), establishing Sakata Seed Corporation as a flower breeding company with an unshakable position. The company's vegetable department was in the early stages of growing F<sub>1</sub> varieties in the 1960s. It produced cabbages such as the "Kinkei 201" and "Kinshun" varieties which are still well-known today. The "Prince" melon it released in 1962 also gained great popularity because it was both delicious and affordable. It was so popular, in fact, that fake "Prince" seeds even appeared on the market.



"Kinkei 201" cabbage



"Prince" melon

## Strengthened R&D and expanded globally

In the 1970s, we focused on breeding superior F<sub>1</sub> varieties while beginning a full-scale expansion overseas. We opened the Kimitsu Research Station in Chiba Prefecture in 1971 and not only increased the item we bred but also began to develop disease-resistant varieties and conduct adaptability tests for vegetable cultivation. Furthermore, in 1977 we released the "Andes" melon, a popular net melon that pleased many customers. Having changed Japan's standards for melons, Sakata had conquered a large part of the domestic melon seed market by the beginning of the 1990s and earned such a solid reputation that the saying went: "If it's melons you want, go to Sakata." Meanwhile, we established a local subsidiary in the United States in 1977 as an overseas business office. Our seeds were accepted by the American market in a short time, and both the sales volume and market share of our F<sub>1</sub> broccoli were high.



Sakata Seed America, Inc.



"Andes" melon

## Further expansion overseas with high-quality seeds

Sakata Seed Corporation accelerated its overseas expansion in the 1990s. Starting with the founding of Sakata Seed Europe B.V. in 1990, we established local subsidiaries in Chile, Mexico, France, Thailand, China and every other part of the world. By 1997, we had established the locations needed for the global deployment of our businesses in North and South America, Europe, and the Asian region. We also opened the Kakegawa Research Center, Sakata Seed Corporation's largest vegetable and flower R&D station. It is also a base for pathology and biotechnology research. In 2003, our seed testing laboratory was accredited by the International Seed Testing Association (ISTA), a first in the history of private companies in Japan. The passion we pour into our high-quality are handed down from the era when Takeo Sakata established his germination laboratory.



Certificate by the ISTA accredited Seed Testing Dept.



Kakegawa Research Center

## The fruits of PASSION

It is Sakata Seed Corporation's responsibility to all of society to produce superior varieties and deliver happiness to society through those seeds. As a member of the agricultural and horticultural industry, we have contributed to the prosperity and sustainability of society and the environment through seeds. Going forward, we will continue to move forward with our stakeholders based on the spirit of our company motto "Quality" "Reliability" "Service" as a global R&D-based corporation that originated in Japan.



We also carry out activities to teach the next generation the joy and fun of planting seeds

## Aiming for sustainable coexistence

Sakata Seed Corporation celebrated its 100th anniversary in 2013. Major challenges such as responding to climate change and protecting genetic resources have arisen in the agricultural and horticultural industry, which are closely linked to nature, and we now have an even greater responsibility for protecting the environment and society. Therefore, in 2022, we added "Mutual Harmony" to our management philosophies of "Mutual Prosperity" and "Mutual Interest." Based on this, we have renewed our promise to work toward continuous coexistence among nature on Earth, the society surrounded by nature, and companies as an integral part of the society.



The headquarters public space certified as the SEGES urban oasis



SunPatens bred using genetic resources based on the Convention on Biological Diversity



# Business Areas that Deliver Smiles to the World through Our Fortes

We believe that “vegetables nourish the body and flowers nourish the soul,” and to that end, we develop original SAKATA products that bring health and happiness to people around the world. We have built a global research system, and we respect the climate, environment, culture and characteristics of each region as we nurture varieties and develop agricultural and horticultural supplies for the global market.

## Flower Business

The flower business mainly researches, develops, produces, stocks and sells flower seeds, young plants and bulbs. The business also has many excellent human resources including breeders with first-class technical skills, and specialists in plant pathology research. It continues to create highly original seeds and young plants based on a global research system with a wealth of genetic resources accumulated over many years. We have responded to a variety of needs and issues such as stable supplies in the midst of abnormal weather and climate change, improved productivity, reduced labor, improved appearances and ease of use and bred highly distinctive seed varieties. The market for flowers is global, and flower varieties are shared across the world. We will continue to work hard to further improve our reputation in markets worldwide.

### Signature varieties

#### “Vincent’s” series (Sunflower)



The latest series bred by Sakata Seed Corporation, which developed the world's first pollen-free F<sub>1</sub> sunflower. It solves cultivation problems through features such as a high germination rate and growing easily through the seasons. It also solves users' problems by having upward facing blooms with round petals, and keeping rooms clean by not scattering pollen.

#### “Profusion” series (Zinnia)



Sakata Seed Corporation was the first in the world to commercialize this series as an interspecies hybrid of zinnia, and it is now popular with many people worldwide. It is robust and easy to grow, and it saves trouble because of its characteristic where the flowers bloom one after the other while covering the stalk.

#### “PF Double Snow” pollen-free Lisianthus

The first Lisianthus in the world to be both pollen-free and double-flowering. Because the flowers are longer-lasting and do not produce pollen, users are able to enjoy the flowers for a long time, growers are able to save labor and reduce shipping losses, and distributors are able to reduce sales losses.

\*The varieties and series presented here are only sold in Japan.



## Vegetable Business

The vegetable business mainly researches, develops, produces and sells vegetable seeds and young plants. The strength of the vegetable business is its ability to precisely meet diversifying needs rooted in the culture of each region through a research system closely linked to the local community. For example, we breed vegetable varieties that match the climate, tastes, food culture and other aspects of the region where the vegetables are produced and consumed. We will keep prioritizing taste, texture, appearance and originality as we continue to provide growers and consumers in markets around the world with vegetable varieties that make them happy. At the same time, we will strive to develop varieties that deliver greater productivity and more stable shipment of vegetables.

### Signature varieties

\*The varieties and series presented here are only sold in Japan.

#### “Ohayo” broccoli

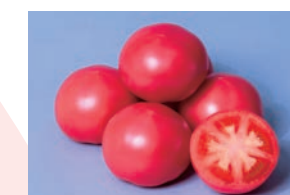
A high quality anthocyanin-free variety that yields dark green, high quality flower buds and can be picked in a severe cold cropping pattern without releasing anthocyanins that reduce quality. It solves growers' problems because the quality of the produce does not reduce in the market.

#### “Gold Rush” series (Sweet corn)



It is easy to cultivate, the skins of the grains are extremely soft, and it has a juicy, bouncy texture with a mellow fragrance and a fruity sweetness.

#### “Ousama Tomato” series (Tomato)



A series with firm flesh that allows the tomatoes to be harvested when fully red. This allows it to be delivered to consumers in a highly nutritious state, packed with umami, and preserving the balance of sweet and sour that represents the true tastiness of tomatoes.

## Solutions Business

The solutions business mainly deals in the research, development, manufacture and sale of agricultural and horticultural supplies related to the cultivation and shipping of flowers and vegetables. We contribute to resolving issues in the field by researching and developing materials equipped with functions that only our company, with its knowledge of practical plant cultivation, can notice and propose. For example, the “Arsprout” environmental control system is highly rated because it saves labor at the point of production, while the “Sakata Mamoru” series of high-performance liquid fertilizers have gained a positive reputation as a measure against abnormal weather. Going forward, in addition to continuing to develop environmentally-friendly products, the bio-stimulant materials that have gained much attention recently, and to researching products that support organic farming, we will actively apply information technology in order to provide products that even more people can use with peace of mind.

### Signature products

\*The products presented here are only sold in Japan.

#### Sakata Mamoru series of high-performance liquid fertilizers “ALA-FeSTA”



Through a combination of ALA and di-valent iron, it encourages chlorophyll production and boosts and maintains photosynthesis abilities. Plants can therefore be expected to grow even in low sunlight and low temperature conditions.

#### “Arsprout” environmental control system

As part of our smart farming business initiatives, we are pursuing environmental control systems and supporting labor saving at points of production. The crops, varieties, greenhouse specifications and equipment to operate can be minutely selected to match the greenhouse. This makes the environmental control system available at a lower cost.





# A Seed's Journey to the Customer

It is no surprise that Sakata's seeds germinate and grow – in fact, it's simply a must! We put in the utmost effort with all sincerity to make that natural expectation a reality. It's all for the sake of a stable supply of high-quality seeds to customers. And all of our processes are Sakata quality.

Innovation



## 1 R&D



### We spend almost 10 years on breeding varieties

We constantly breed outstanding variety as a research and development corporation. It is said that it takes 10 years of breeding to create one new variety. Despite that, Sakata Seed Corporation manages to release new varieties every year. We have been able to create many highly original varieties because of the wealth of genetic resources we have accumulated through our over 100-year history. Another strength is our network that stretches around the entire globe. We have research stations not only in Japan but around the world in places such as the USA, France, India and Brazil. Having locations in various regions allows us to breed varieties suitable for the lifestyles, culture, climate and natural features of that land.



A process where each and every flower is cross pollinated by hand



Breeding that utilizes the breeder's experience and expertise

## 2 Production Management



### The right crop for the right land: a stable supply of high-quality seeds

Seed varieties bred through R&D undergo cultivation experiments (trials) before commercialization. Through the cooperation of growers we have contracted around the world, we trial the new varieties in the farms (fields) and greenhouses where they will actually be cultivated. Through this process, we verify whether the seeds meet a variety of standards and decide whether they can be commercialized or not. The varieties we decide to commercialize are grown through the cooperation of contract seed producers and companies in various regions around the world. We do this because producing seeds in an environment close to their place of origin is the way to produce high-quality seeds. Moreover, we are able to reduce risks such as weather disasters and disease by dispersing the seed production areas, thus stabilizing the output supplied. Building this seed production system is what allows Sakata Seed Corporation to deliver a stable supply of high-quality seeds.



Cultivating seeds in dedicated seed collection fields



Collecting the seeds with their pods

## 3 Quality Control



### Solid quality that builds trust

Seeds produced around the world are collected at Sakata Seed Corporation for testing, treatment, and processing to ensure that seed quality meets or exceeds applicable criteria. Among other things, we check if there are any impurities mixed with the seeds, how many of them germinate, whether there has been any crossing with other varieties or mixing with different varieties and whether they have been contaminated by any pathogens. Our testing technology and quality management are highly acclaimed, and we were the first private seed company in Japan to have our germination test laboratory certified as an ISTA-accredited laboratory. Additionally, to make it easier for customers to use our products, seeds also undergo treatment to improve the uniformity of germination and pellet processing to make it easier to sow fine seeds. This is how seeds become a packaged product that is shipped to countries all around the world.



Physical purity test being conducted visually



Germination test using the filter paper method

## 4 Sales



### Delivering seeds to customers through various channels

Sakata Seed Corporation's seeds are only distributed to markets after passing through the rigorous standards of each process outlined. After shipping, the seeds pass through a variety of channels to reach customers. Some are sold wholesale at seeds and plants stores, Japanese agricultural cooperatives, gardening shops, and hardware stores, while others are sold through the mail order service we manage directly. We were also the first in the gardening industry to establish a Customer Relations Office where customers can consult us with questions and concerns about cultivation methods and other issues after buying our products. We also propose solutions such as agricultural and horticultural supplies along with the seeds and seedlings. We pursue products and services that delight the people that pick them up, such as by suggesting flower arrangement methods, vegetable recipes, and ways to use and enjoy seed varieties by making the most of their special characteristics.



Proposing a new variety to a growers



"Sakata no Tane online shop" e-commerce site (available only in Japan)

"Katei Engei," our mail order catalog (available only in Japan)

Improving life and culture of people around the world

# Spreading Sakata Seed Corporation around the world

The founder’s vision was to contribute to improving people’s life around the world through offering high-quality products and services. We have upheld this vision up to this day and expanded our business globally. We offer flower and vegetable seeds and plants that contribute to problem-solving in the agriculture and gardening industry and to its sustainable development in various regions while understanding and respecting the culture, values, and tastes of each region. These are the main offices, subsidiaries and major research stations of the SAKATA Group.

Regions where our products are sold  
As of January 2024

Research stations  
As of January 2024

Consolidated subsidiaries  
As of January 2024

More than  
**170** countries  
**19** locations  
**36** subsidiaries

## Europe/Middle East/Africa

- Subsidiaries
- Sakata Vegetables Europe S.A.S.
  - Sakata Ornamentals Europe A/S
  - Sakata Holland B.V.
  - Sakata UK Ltd.
  - Sakata Seed Iberica S.L.U.
  - Sakata Tarım Ürünleri ve Tohumculuk San. ve Tic. Ltd. Şti.
  - Sakata Seed Southern Africa (Pty) Ltd.
- Research stations
- Uchaud Research Center
  - Odense Research Station
  - Sakata UK Ltd.
  - Almeria Research Station
- Offices
- Sakata Russian Representative Office
  - Sakata Middle East Regional Office
  - Israeli Branch Office

- Offices
- Hokkaido Branch
  - Tohoku Branch
  - Kanto Branch
  - Higashikanto Branch
  - Chubu Branch
  - Kansai Branch
  - Kyushu Branch
  - Yaita Logistics Center

## Asia/Oceania

- Headquarters
- Sakata Seed Corporation
- Subsidiaries
- Yamagata Celltop Co., Ltd.
  - Hida Celltop Co., Ltd.
  - Fukuoka Celltop Co., Ltd.
  - Sakata Logistics Co., Ltd.
  - Sakata Techno Service Co., Ltd.
  - Sakata Green Service Co., Ltd.
  - Brolead Co., Ltd.
  - Sakata Korea Co., Ltd.
  - Sakata Seed (Suzhou) Co., Ltd.
  - Sakata Huacai Horticultural (Jiaxing) Co., Ltd.
  - Sakata Vietnam Co., Ltd.
  - Sakata Siam Seed Co., Ltd.
  - Sakata Seed India Pvt. Ltd.
- Research stations
- Hokkaido Research Station
  - Kimitsu Research Station
  - Misato Research Station
  - Kakegawa Research Center
  - Brolead Co., Ltd.
  - Yoju Research Station
  - Khonkaen Research Station
  - Bengaluru Research Station

## North and Central America

- Subsidiaries
- Sakata Seed America, Inc.
  - Grupo Sakata Seed de Mexico, S.A. de C.V.
  - Sakata Seed de Guatemala, S.A.
- Research stations
- Woodland Innovation Center
  - Salinas Research Station
  - Florida Research Station
  - Mount Vernon Research Station
  - Culiacan Innovation Center

## South America

- Subsidiaries
- Sakata Seed Sudamerica LTDA.
  - Sakata Seed Chile S.A.
  - Sakata Seed Argentina S.A.
- Research stations
- Bragança Paulista Research Station

Business Management System

