



Company Profile of SUGIMOTO Co., Ltd.

Established: 1955 by Masami Sugimoto (Grandfather of current owners).

Incorporated: 1970

Address: 458-28, Mitai, Takachiho, Nishiusuki, Miyazaki 882-1101 JAPAN

Tel: +81-982-72-3456 (Japanese) +81- 90-2714-7654 (English). Email: tony@sugimoto.co

Products: 100% naturally grown, Dried Shiitake Mushroom (whole & cut Koshin, Donko, Hana Donko)

Customer Base: wholesale and retail: Japanese Consumers' Co-operative Union (COOP brand); Japan, US & EU Amazon; Hong Kong, Taiwan, Israel, and India

Awards & Certification: Organic, Kosher, Superior Taste Award from ITQI Brussels.

No. of Employee: 30 + over 600 local cultivators & their partners

Annual Production: 60+ Metric Tons

Executive Management.

President: Tatsunori "Tony" Sugimoto

Bio: The third generation of the SUGIMOTO's to take charge of the company. Taking over the company from his father in 2000, Tony has maintained and strengthened a 1,000-year-old Japanese agriculture tradition by increasing sales in Japan and now globally using modern digital marketing techniques. His initiatives include using Amazon in multiple global regions and pushing the benefits of an environmental and local community sustainable grown Shiitake. He personally writes and tests all Sugimoto Shiitake recipes, including building their video cooking site in English and Chinese. Moreover, Tony communicates daily with their customers using Facebook and Instagram.

He initially built up his social media skills by supporting a three-year volunteer program to support Kumamoto earthquake victims. Last October, Tony gave a presentation introducing Japanese natural log cultivation of Shiitake at the "8th Asian-Australasian Conference on Precision Agriculture."

Facebook <https://fb.com/JapaneseShiitake/>

Instagram https://www.instagram.com/Shiitake_Japan/



Senior Managing Director: Kazuhide "Kazu" Sugimoto

Bio: Brother to Tony and is in charge of day-to-day operations, sales, and community collaboration. Apart from his day-to-day factory management, Kazu is actively involved in the local community. Kazu started providing tree logs to grow Shiitake for local growers aiming to the sustainable use of forests. He collaborates closely with disabled workers working at Welfare Facilities to provide work and support. Kazu initiated and currently implementing the Organic Certification process for their growers. These activities have been recognized and receive strong support from the Japanese government (METI and MAFF). In 2019, SUGIMOTO Shiitake was selected as "The Driving Company for the Regional Future" by METI.