



# Nutrition & Agriculture

**Miki Yoshikawa**

Food Business Unit

**Kenichi Hori**

Nutrition & Agriculture Business Unit

## Business environment



**Population  
growth**




**Food shortages**



**Increase in  
middle income  
earners**



**Changes in  
eating habits**



**Aging society  
Better QOL**



**Better health  
through food**



## Business environment




Population  
growth

▼



Increase in  
middle income  
earners

▼



Aging society  
Better QOL

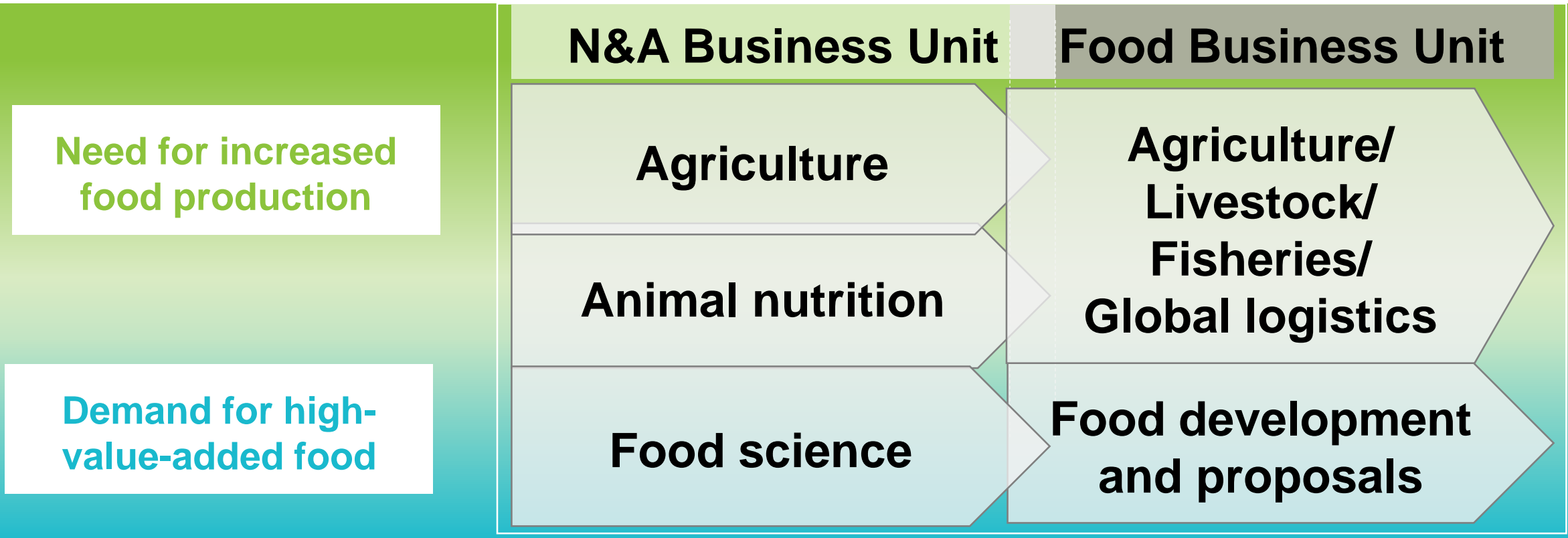
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Need for increased  
food production

Mitsui will address both

Demand for high-  
value-added food

## Business environment



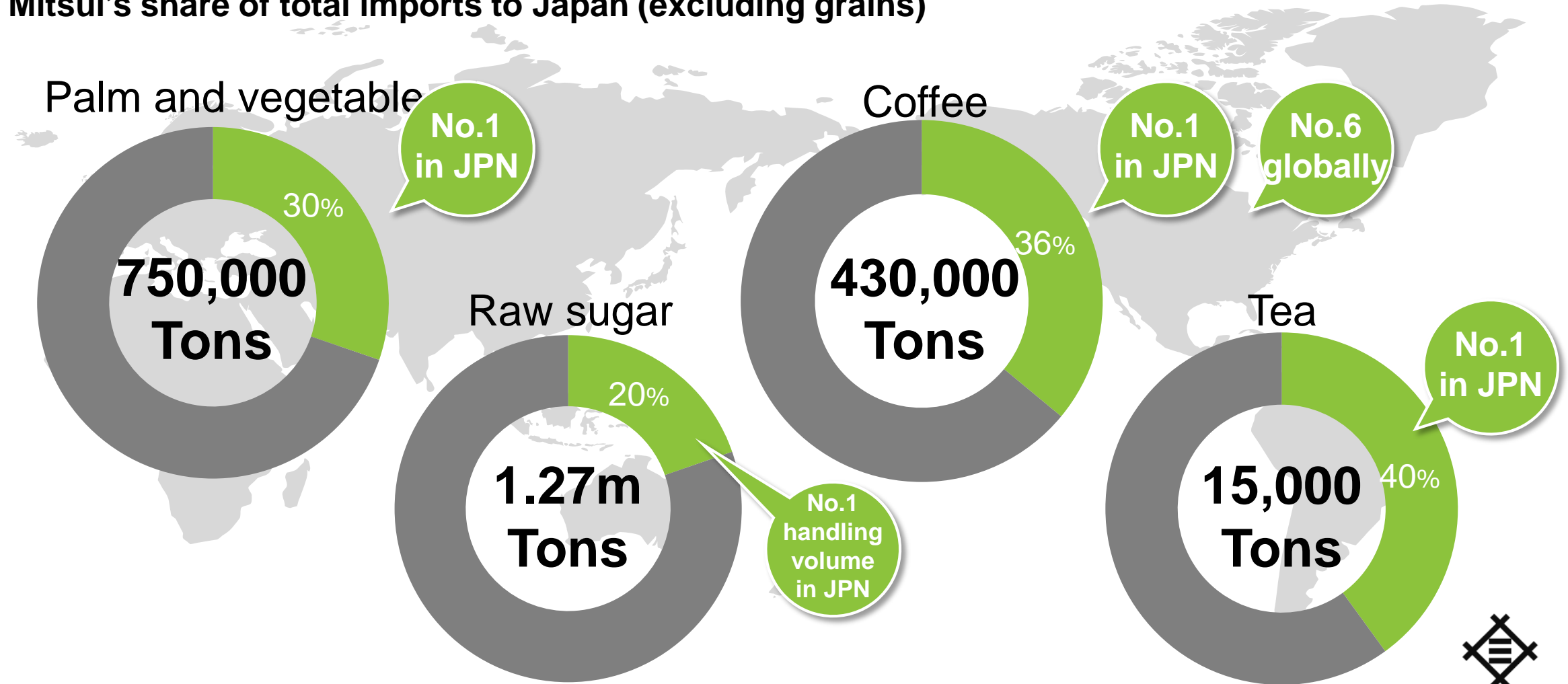
# Covers a broad profit zone



# Food Business Unit

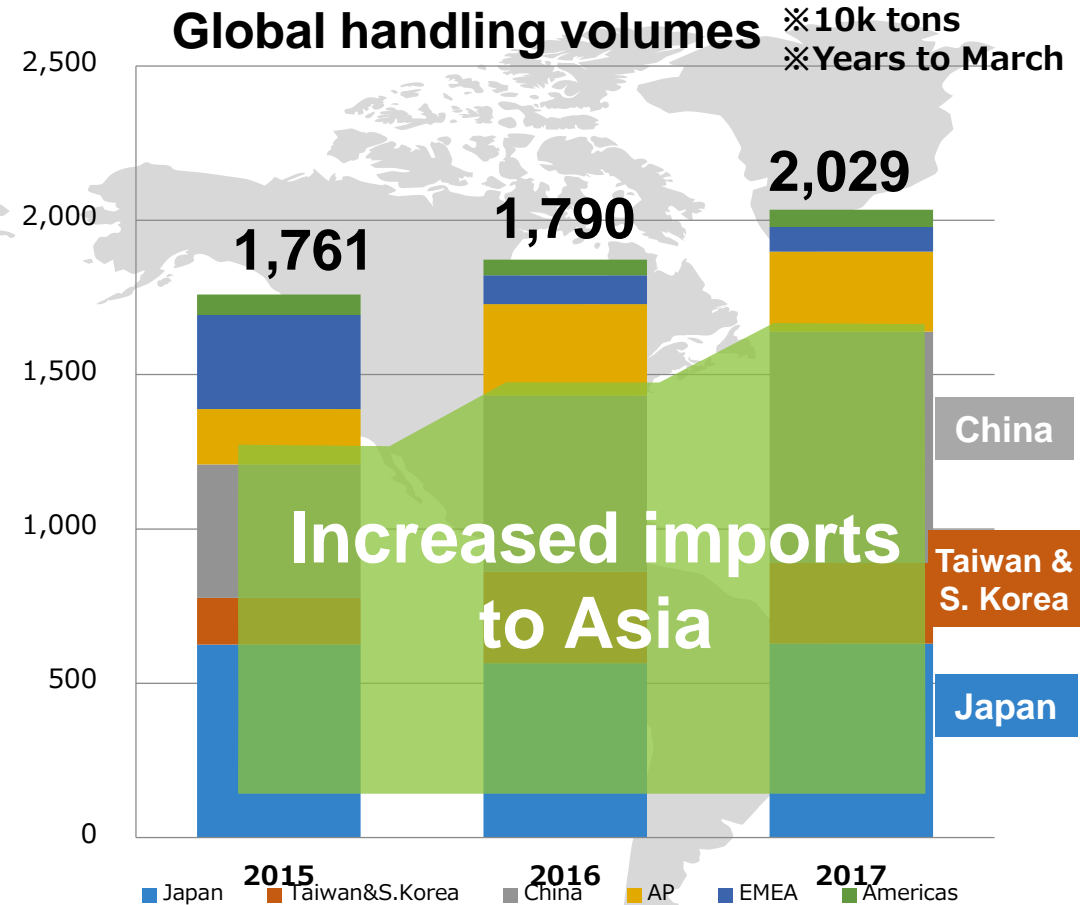
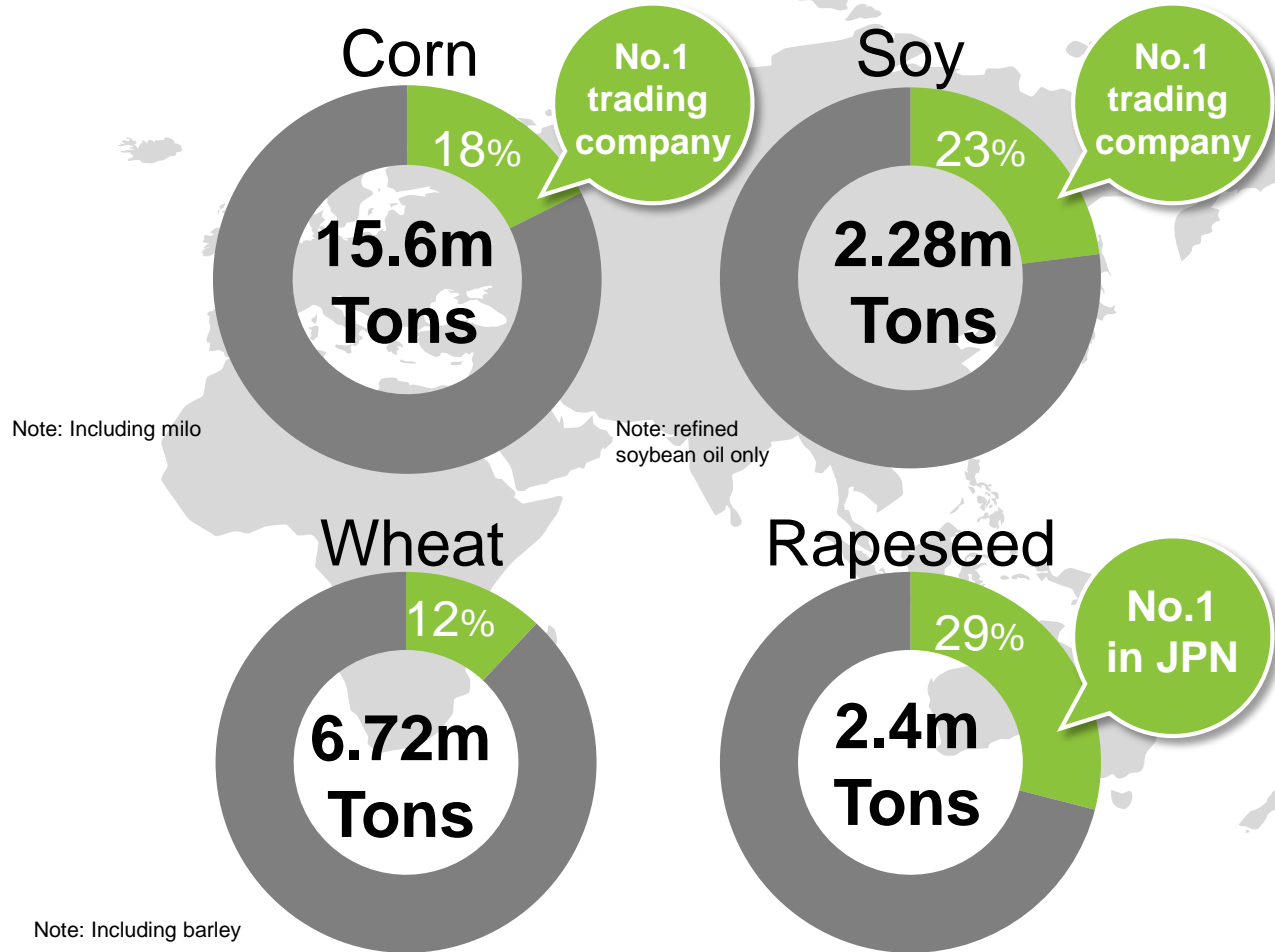
# Mitsui's strengths Expand our approach from Destination Japan to Destination Asia

Mitsui's share of total imports to Japan (excluding grains)



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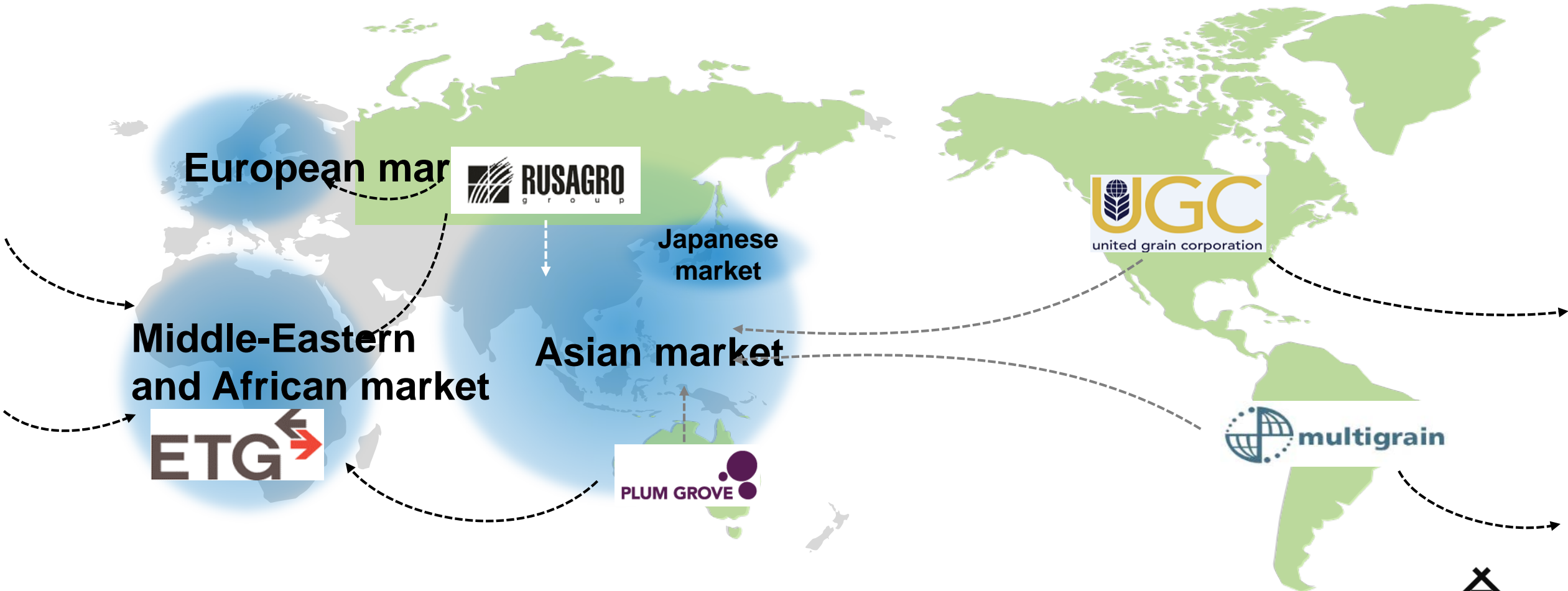
## Mitsui's share of total imports of grain types to Japan



Note: Including barley

## Growth strategy

Expand supply sources (origination) to Russia and expand markets (destination) to Africa and Indian Ocean rim









# Nutrition & Agriculture Business Unit






# Initiative 1 Agriculture


Agriculture

### Rock phosphate



 Prod. vol.: **3.9 mil MT/year**  
 (Refined Ore)  
 Exports: **#3 worldwide**

 (51%)
  (25%)
  (24%)

### Crop protection IP + sales

IP acquisition (own products)	Sales
 from DuPont <b>Latitude</b> from Monsanto	<b>MASI, SPU</b> <b>Certis, KST</b>



### Distribution

<b>Chemtrade</b> (Mitsui & Co. ownership: 100%)	  (Mitsui & Co. ownership: 100%)	  三井物産アグロビジネス株式会社 (Mitsui & Co. ownership: 100%)	  (Mitsui & Co. ownership: 29.4%)
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## Initiative 2 Animal nutrition

### Livestock and fisheries feed additives

**NOVUS**<sup>®</sup> (A U.S. company; Mitsui & Co. ownership: **80 %**)  
INTERNATIONAL, INC.

• Market share: **30%** / Sales targets: 90 countries

#### Product groups

**alimet**<sup>®</sup> (Methionine)

**Acidomix** (Eubiotics)

**MINTREX**<sup>®</sup> (Mineral)

**CIBENZA** (Enzyme)

Feed additives

Formula feed

Livestock farmers

Fish farming companies

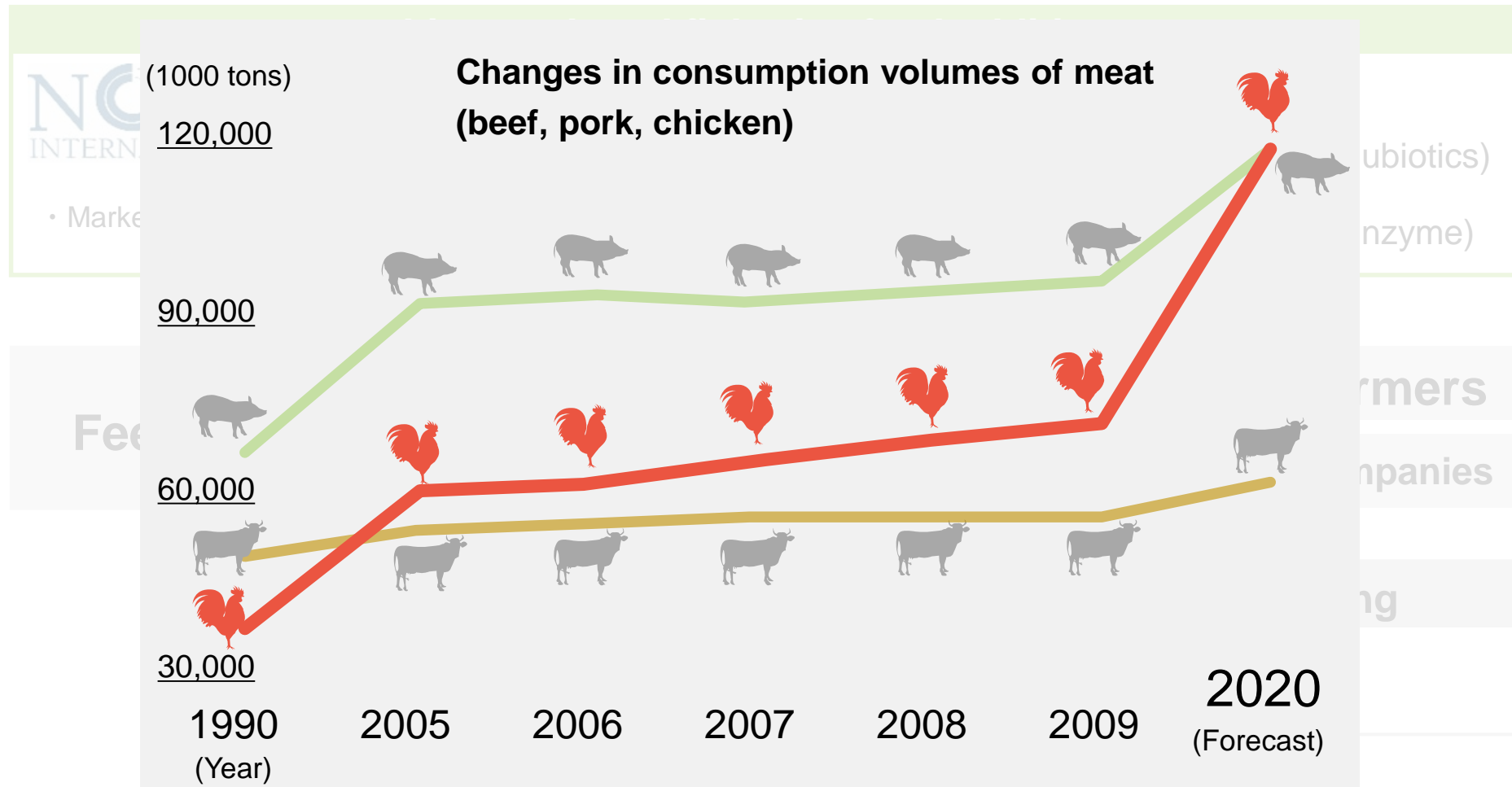
Aqua feed



Fish farming



## Initiative 2 Animal nutrition







### Initiative 3 Food science

Taste

Smell

Quality

Health



San-ei Suicrochemical



B Food Science



SODA

Soda Aromatic

