

Japanese Strawberry Project in Jordan



General
Reconstruction
Association

2020.10.13
GRA Shu Watanabe

GRA Mission



GRAは、10年100社10,000人の雇用機会を創出します。

**Create Job opportunities in local communities
And
Contribute to sustainable prosperity**

11 MAR 2011, we lost 4% of all population and almost all farming area too in Yamamoto by the big Tsunami.



98% of all Strawberry farms were destroyed by the tsunami



**The area which suffered the damage of tsunami
(From the coastline to a maximum of 4 km)**

**60 percent or more of all the houses are destroyed
completely or partially**





**One of the most advanced Plant
Factory in Japan**

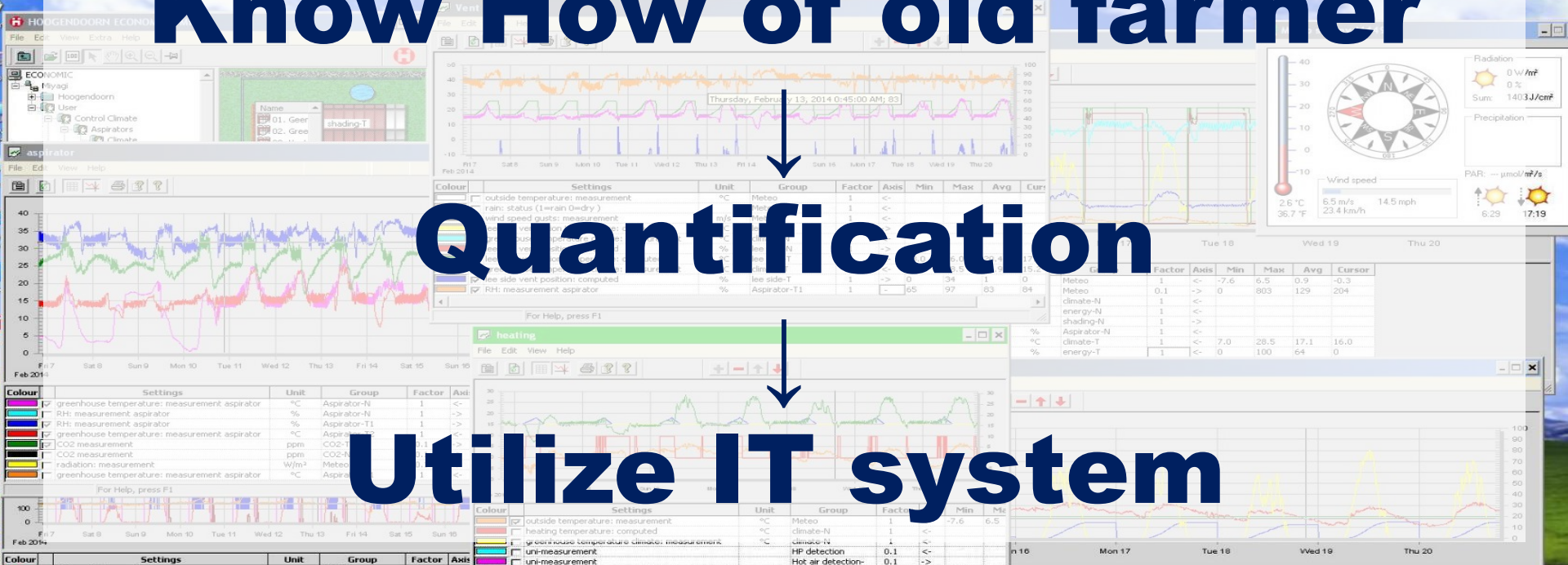
Jun2012



Know How of old farmer

Quantification

Utilize IT system





Utilizing ICT System to franchisee

- With concept of open innovation, GRA supports productions with the latest cultivation system for franchisee, which is based on GRA's cultivating techniques.
- All the production data has been accumulated at the system and the techniques have been continuously improved.





**Created “MIGAKI ICHIGO”brand
1 for 10USD
Dec16th2012**

Fresh Strawberry Products



Platinum (1 pc.)



Platinum (6 pcs.)



Platinum (12 pcs.)



Gold (450g)



Silver (270g)



Regular (270g)



For shortcake use

Processed Products



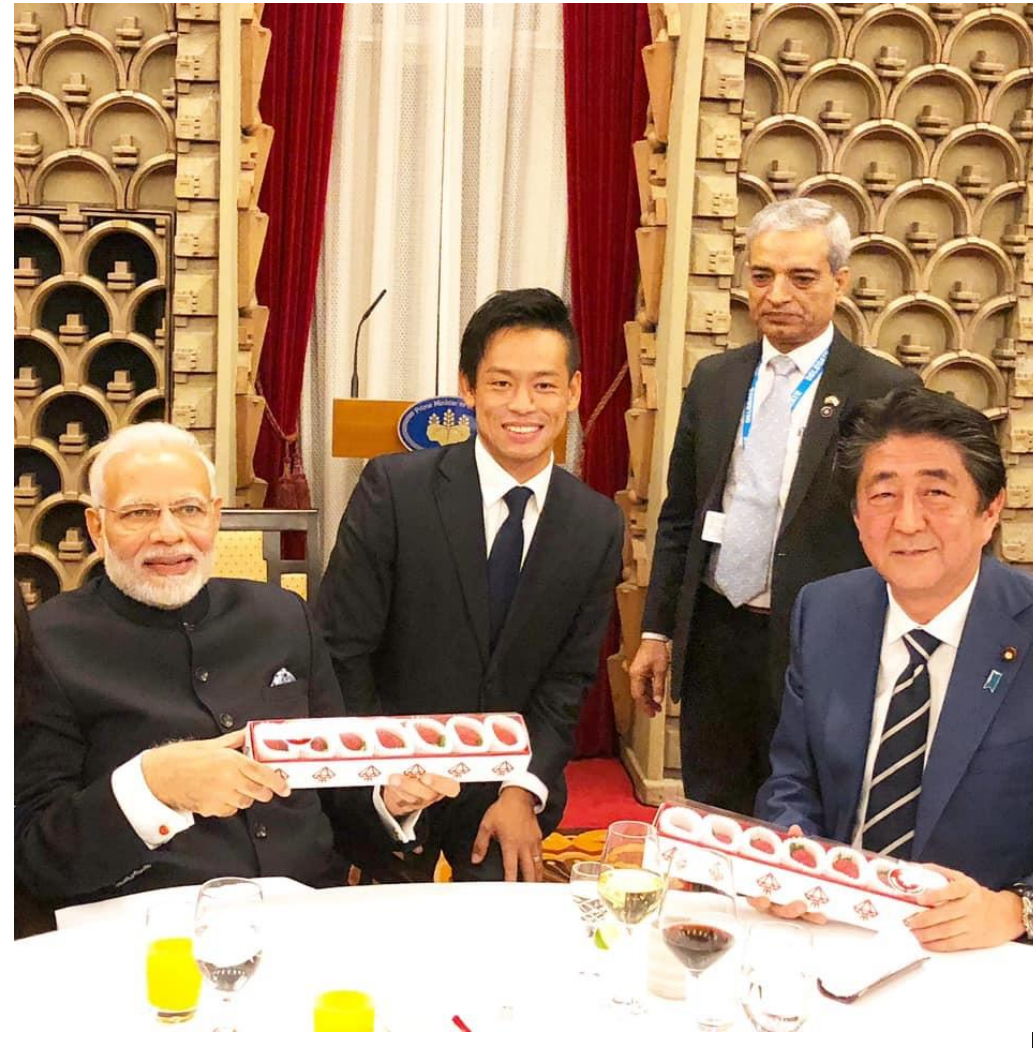


GOOD DESIGN AWARD

PM with MIGAKI

← India and Japanese PM with
GRA CEO 2018

↓ Japanese PM visit GRA Farm



ICHIGO-WORLD (Strawberry Picking)



広くてきれいなイチゴ農場



完熟ジューシー、磨き抜かれたイチゴ



練乳かけ放題、チョコレートファウンテン
などサービスもいっぱい



Significance of the activity in Jordan

Concerned Development Issues

- Job creation and gap correction
- Effective use of agricultural water

Products and Technologies of GRA

- Value added cultivation Know how and system
- High quality strawberry production

Expected Impact

- Local production and construction of hydroponics equipment and business of high added agricultural products production and sales using a green house

Expected Impact

- Effective use of agricultural water
- Business revenue increase due to high added agricultural products production and sales
- Economic development in rural areas of Jordan and narrowing the gap by creating jobs for Syria's refugees, women and other socially vulnerable

Production and Market







Thank you



Overview of GRA

- Company name: GRA Inc.
- Address: Sakuratsutsumi-48, Yamadera, Yamamoto-cho, Watari-gun, Miyagi-ken
- Representative: Hiroki Iwasa
- Business incepted: July 2011
- Incorporated: January 2012
- Capital and capital surplus: 100,000,000 yen
- Businesses: Production, marketing and export of agricultural products; development, marketing and export of processed products; research and development of agricultural technologies; regional brand development; support for new farmers; development of overseas production
- Affiliated company: IINE Co. Ltd. (100% subsidiary; café business)
- Shareholders: Management members of GRA, INCJ, NEC, JA Mitsui Leasing and NEC Capital Solutions



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