Under our corporate philosophy “To bring true health by improvement of dietary habits”, we have conducted the production and sales of nutritional supplement “GENMAIKOSO (brown rice enzyme)” since 1971.

“GENMAIKOSO”, our leading product, is a nutritional supplement which is produced by mixing brown rice, germ and epidermis, blending calcium into it, fermenting it and finally adding soybeans. We acquired Japan’s first “JHFA certification mark” from the Japan Health Food & Nutrition Food Association (JHNFA) in the Vegetable Fermented Food category in 1988.

Our production plant acquired ISO 9001 certification in 2000 to bring safe & quality products to our customers. We have collected evidence since 1998 by collaborative research with Kyushu University, Gifu University, Toyama University, and Nagoya University, etc.

We conduct awareness campaigns to improve dietary habits as well as sales activity. We will continue to convey the need to improve dietary habits through dietary education seminars held at elementary and junior high schools around the country and the operation of a nature farm, a shop, a restaurant, a cooking school with organic food which is certified Organic JAS.

**Major Product Lines**: Fermented brown rice “GENMAIKOSO”, soybean protein made in Hokkaido “GENKI DAIZU 21”

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**Corporate Overview**

Address: 1−1, Kita 12−jo Nishi 1−chome, Kita−ku, Sapporo, Hokkaido 0010012 Japan
Company Representative: Teruaki Iwasaki, president
Phone: +81−11−736−2345  FAX: +81−11−736−2347
URL: http://www.genmaikoso.co.jp/
Foundation: October, 1972
Capital: 100,000,000 Yen
Employees: 82
Category of Business: Production and sales of foods

**Business Overview**: Production and sales of “GENMAIKOSO” and “HI·GENKI”
Operation of an “Organic foods restaurant”, an “Organic food shop” and an “Organic foods cooking school” in Tokyo Ecoro Building
Operation of JAS certified farm “Toyako Nature Farm” and health practical hall “Toya Health Hall”

Contact: Osamu Komai, operation manager
E-mail: komai@genmaikoso.co.jp