

# News Release



## **JA Tsugaru Hirosaki apples and JA Mikkabi mandarins come to Tokyo at exclusive Fruit Marché pop-up store**

January 18, 2017

- **BASF and leading agricultural cooperatives bring orchard-fresh fruit to Roppongi Hills on February 9**
- **Unique collaboration showcases best of seasonal fruit**

Tokyo, Japan – January 18, 2017 – Tokyo consumers will once again have the opportunity to taste seasonal fruit straight from the orchard at Fruit Marché, a pop-up store created by BASF, Tsugaru Hirosaki Agricultural Cooperative Association (JA Tsugaru Hirosaki) and Mikkabi-cho Agricultural Cooperative Association (JA Mikkabi) at Roppongi Hills on February 9, 2017. This is the second pop-up store to be co-hosted by BASF and agricultural cooperatives, following the Aomori Apple Marché held in February last year.

At the Fruit Marché, JA Tsugaru Hirosaki's Sun Fuji and Orin apples will be on sale, alongside mandarins from JA Mikkabi. JA Tsugaru Hirosaki has one of the highest apple production volumes in Aomori Prefecture, which is Japan's number one apple-growing region, whereas Shizuoka Prefecture yields the highest volume of standard citrus unshiu mandarins in Japan, including the Mikkabi mikan<sup>1</sup>. Delicious seasonal fruit from each producing region will be brought to Roppongi Hills for people living in the heart of Tokyo and tourists from home and abroad.

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<sup>1</sup> Ministry of Agriculture, Forestry and Fisheries: "Statistic of Agriculture, Forestry and Fisheries – 2015 yields, harvests, and shipment volumes per 10a of fruit tree area by prefecture"

"Farming is the biggest job on earth and we want to support farmers and raise awareness about their work. At the Fruit Marché, BASF will bring growers and consumers together at Roppongi Hills," said Hiroshi Okumura, Vice Director, Marketing, Crop Protection, BASF Japan. "We hope that the event gives many people the chance to enjoy delicious apples and mandarins, and that it proves to be a valuable event for both producers and consumers."

See attachment for Fruit Marché details.

### **About BASF's Crop Protection division**

With sales of more than €5.8 billion in 2015, BASF's Crop Protection division provides innovative solutions for agriculture, turf and ornamental plants, pest control and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations and services optimizes efficient production of high quality food and protects against post-harvest loss, damage to buildings and the transmission of disease. By delivering new technologies and know-how, BASF Crop Protection supports the effort of growers and pest management professionals to make a better life for themselves and society. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on our [social media channels](#).

### **About BASF in Japan**

BASF started doing business in Japan in 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), Totsuka (coatings), and Yokkaichi (thermoplastic polyurethanes and polymer dispersions). Admixture plants for the Construction Chemicals division are also located nationwide. BASF maintains a strong research and development presence in Japan including the BASF Asia Composite Center, established in the Yokohama Innovation Center (engineering plastics), and the Research and Development Laboratory and Application Technology Center for Battery Materials in Amagasaki. As of the end of 2015, BASF employed 1,209 employees in Japan, and achieved sales of about €1.5 billion to customers in Japan. For further information, please visit: [www.basf.com/jp](http://www.basf.com/jp).

## **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

Attachment

Fruit Marché

Official event name: JA Tsugaru Hirosaki X BASF X JA Mikkabi  
Fruit Marché  
– Farming, the biggest job on earth –

Date/time: 11:00 – 18:30, Thursday, February 9, 2017

Venue: O-YANE PLAZA in Roppongi Hills (Hill Side 2F)

Highlights: Sales of Aomori apples and Shizuoka mandarins

