

Regional Branding Through the Release of Storks into the Wild



Situation

Toyooka City has been working on this branding project since 2003, as it is at the core of the city’s environmentally-creative farming, which supports the release of storks. To further promote this method of farming, it is essential to establish an "environmental economic strategy" that will make a virtuous economic cycle that profitably sells and expands. Since FY2012, we have been promoting the building of a sustainable system, the "Stork Natural Rice Branding Promotion Project," to distribute, both domestically and internationally, the rice cultivated through stork-friendly farming, leading to the products being recognised in the market.

Actions

As the core of Toyooka City’s Environmentally-creative Farming Strategy, we aim to promote the “Stork Natural Rice” brand as well as sustainable farming recognised by the market economy.

◇ Stork Natural Rice Branding Promotion Project

1 Domestic Sales

(1) Sales promotion to existing business partners (mass merchandisers)

The product features of Stork Natural Rice (production background) are accurately communicated to consumers, creating fans who are not concerned about the market price.

(2) Development of new products

In order to meet diverse consumer needs along with the changing times, we have improved the brand’s varieties, weight, packaging, etc. We have now moved to the next stage, which is expanding the consumer base to include consumers who have never purchased Stork Natural Rice.

2 Export to foreign countries

Toyooka City will work very closely with business owners to develop new market routes by sharing information about the market needs, trade systems and situations of the target countries.

Areas of Distribution

(1) North America and retail stores.

Participate in meetings at exhibitions held by trading companies, and offer the products to local eateries

(2) Asia

Aim to expand the number of fans through sales fairs at existing trading stores.

(3) Other countries can be created.

Continuously gather information and take action if there is a possibility that a sustainable export model