

August 2, 2023

Immediate Release

– Promoting Smart and Sustainable Dairy Farming –
**Meiji Holdings Invests in Farmnote Holdings, A Startup for DX
in Dairy Farming**

Meiji Holdings Co., Ltd. (CEO, President and Representative Director: Kazuo Kawamura) announces we have invested in Farmnote Holdings, Inc. (CEO: Shinya Kobayashi), a startup company, aiming to resolve issues facing the dairy farming industry and improve its productivity.

The Product Solutions Business of the Farmnote Group provides a variety of products and services for the dairy farming industry, including cloud-based herd management systems, wearable devices for cows, and cow genetic testing services. The business promotes productivity improvements and smart solutions for dairy farms.

The group's Integration Business validates the high productivity of these technologies. The business also operates its own pasture that serves as a testing and validation site for various initiatives related to sustainable dairy farming.

The Farmnote Group strives to “contributing to the enrichment of a sustainable Earth through technical innovation,” and the advanced technology applies towards this mission addresses the issues facing the dairy farming industry today, including reducing environment load and labor-saving solutions, a lack of successors, and animal welfare.

The Meiji Group Sustainability 2026 Vision outlines three main themes – Healthier Lives, Caring for the Earth, and Thriving Communities. The Vision also outlines the common theme of engaging in Sustainable Sourcing. We apply our advanced knowledge and expertise towards promoting sustainable dairy farming, including support activities for dairy farmers and initiatives to reduce greenhouse gases (GHG).



Moving forward, we will combine the digital technology of the Farmnote Group with Meiji Group expertise and assets to reduce GHG emissions, including from exhaled methane and manure processing from dairy cows. We will also engage in initiatives other than GHG emissions such as animal welfare. To strengthen the knowledge and expertise we apply towards achieving sustainable dairy farming, we will utilize the pasture operated by the Farmnote Group as a testing and validation site for materials and products we are developing.

The Meiji Group will continue to aggressively seek collaborations with companies possessing new expertise and technology to pursue solutions for social issues and to create health value unique to Meiji.

Company overview

Company name: Farmnote Holdings, Inc.
 Address: 1-3-14 Koehigashimachi, Obihiro-shi, Hokkaido
 Representative: Shinya Kobayashi, CEO
 Established: December 22, 2016
 Business domains: Related to digital transformation in dairy farming:
 - Sales of products and solutions
 - Dairy farm management (milk, Wagyu calf production)
 Subsidiary company: Farmnote Inc., Farmnote Dairy Platform Inc., etc.
 URL: <https://farmnote.jp/en/>

Product/Service Lineup for Productivity Improvement

Farmnote Cloud
Cloud Based Herd Management System

Farmnote Color
Real-Time Detection System for Body Condition in Dairy/Beef Cattle (signs of heat, low activity)

Productivity Improvement by DX

Farmnote Gene
Genetic Analysis (To Supply) Bovine Embryos of High Genotypic Cattle

Productivity Improvement by Breeding Management

Farmnote Compass
(To Provide) Management Analysis Reports for Dairy Farmers

Business Analysis Consulting

Operations / Operation Supports for Our Own Dairy Farm

Nakashibetsu dairy farm

Raw Milk Production 1,400 t
 Total Number of Cattle 150

Highly Productive and Highly Reproducible Dairy Farm Operations

Reference

- Meiji Group GHG reduction goals (compared to 2019)

The Meiji Group aims to achieve carbon neutrality by 2050.

Scope 1, Scope 2 (in-house emissions): 50% reduction by 2030, net zero by 2050

Scope 3 (Indirect emissions outside the company such as production, sourcing and transport of raw materials, and transportation and disposal of products): 30% reduction by 2030, net zero by 2050

<https://www.meiji.com/global/sustainability/caring-for-the-earth/climate-change.html>

- Make Sustainable Dairy Industry

The Meiji group promotes action in the following three areas:

- Support for dairy farmers
- Contribution to local communities
- Reduction of environmental impact

<https://www.meiji.com/global/sustainability/dairy/>

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