

Corporate Profile

Yotsuba Milk Products Co., Ltd.



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Delivering Hokkaido goodness directly to consumers



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Delivering Hokkaido goodness directly to consumers



Yotsuba Milk Products Co., Ltd. is a company established by dairy farmers in Hokkaido.

Every day, we provide consumers with milk and dairy products made using high-quality raw milk* in Hokkaido's magnificent natural environment. We are able to ensure the delivery of safe, high-quality milk* through our earnest dealings with dairy farmers and customers alike.

Our goal is to keep providing small pleasures to those who place importance on their own diet while valuing the health and happiness of their families.

To this end, we are committed to creating new value based on goodness.

Delivering Hokkaido goodness directly to consumers

We contribute to realizing daily lifestyles full of happiness by delivering goodness directly from Hokkaido to consumers.

* Raw milk: cow milk that has not undergone processes such as heating and pasteurization

* Milk: a general term covering milk as an ingredient, ordinary milk and dairy products



Working with dairy farmers then and now

We aim to deliver fresher milk and dairy products to consumers through our efforts – Yotsuba was born from the hands of dairy farmers with this goal in mind. It remains and will continue to be our driving force.



Milking scene in the mid 50's and 60's

The crystallization of dairy farmers' passion into the establishment of a company

Yotsuba was established in 1967. At that time, the production and sales of milk and dairy products were left to major dairy product companies, and their decisions on milk prices did not reflect the opinions of dairy farmers. In addition, major companies also controlled raw milk prices, and the position of dairy farmers was vulnerable. To deliver fresher milk and dairy products to consumers, it was necessary to stabilize dairy farm management and for dairy farmers to produce and sell their products independently. Against this background, eight agricultural cooperatives in Tokachi Subprefecture founded a dairy product company that has established factories in the Konsen, Kitami and Soya regions and has also founded a production base in the Tokyo Metropolitan Area, thereby laying the foundations for Yotsuba as we know it today.

For consumers seeking safety and high quality

Allowing people across the nation to enjoy milk and dairy products made from the raw milk produced by dairy farmers in Hokkaido has been Yotsuba's mission since its inception. For both milk and dairy products, we value natural status and deliver safe, high-quality goodness. This has been Yotsuba's pledge to dairy farmers and consumers ever since the company was established on the vast land of Hokkaido; it is a promise that will remain firm in years and decades to come.

We are committed to earnest dealings with dairy farmers and customers alike.





Cows – the source of your daily milk

Dairy farmers are fully aware of the difficulties and joys of dealing with living things. They say the greatest concern in their work is the health of milk cattle, as raw milk from healthy cows tastes great.



Dairy farming in Hokkaido – co-existence with nature

The average area of cultivated land per farm is 45 ha. in Tokachi – the home of Yotsuba. Milk cattle are raised freely in a no-stress environment on vast tracts of land. The cold climate, low humidity and good-quality soil help fine pasture grass to grow. This rich natural environment is to thank for the healthy cattle that produce Yotsuba milk.

The endless pursuit of genuine goodness

We released the nation's first whole milk in 1969, three years after the company's foundation. This was our first challenge in the pursuit of the ultimate goodness. In 2004, Premium Milk was first produced on completion of the Tokachi Main Factory's milk plant. This high-quality pure raw milk fully meets the quality standards of the Japan Milk Fair Trade Conference. In the manufacturing process, we use Extended Shelf Life (ESL) technology, which enables the extension of best-before dates through advanced hygiene control, thereby allowing the delivery of fresh milk over a large area.

*Extended Shelf Life (ESL) technology keeps products tasting better for longer based on thorough quality control in all steps of raw milk processing.



Stringent inspections in consideration for consumers

Our employees often say that although they feel tense when dealing with food and the high standards required, it is also what makes them proud of their work. We believe that the production of safe, secure products serves as a foundation for work that plays an important role in promoting people's health and happiness.



Introduction and operation of the HACCP system in processing

Yotsuba has secured approval under the Ministry of Health, Labour and Welfare's Comprehensive Sanitation Management and Production Process system, which incorporates the principles of HACCP (Hazard Analysis and Critical Control Points), for its sections producing milk, processed milk and other output. HACCP is a food sanitation management technique developed in the United States to ensure food safety. It helps to prevent the shipment of substandard products by predicting possible hazards in all manufacturing processes from the receipt of raw ingredients to production and shipment and identifying Critical Control Points (CCPs) to eliminate risks through continuous monitoring and data logging. The Comprehensive Sanitation Management and Production Process requires documentation and observation of comprehensive management guidelines. These include general prerequisites (such as facility / equipment maintenance and sanitation management as well as protection from insects, rats and other pests) and measures to ensure food safety based on the HACCP principles. Yotsuba provides in-house training and internal auditing to ensure that all such criteria are met.

Work beginning and ending with inspections

State-of-the-art technology is used for milk production, and the processes involved (ranging from the receipt of raw milk to cooling, pasteurization and packaging) are automated. Yotsuba's manufacturing is based on a strict sanitation management system under which inspections are extensively conducted. Yotsuba's safety and security are supported by this strict system and the high awareness of the company's employees.



Developing butter and cheese products together with dairy farmers

Yotsuba – a company of dairy farmers – works closely with farmers to develop products while maintaining its meticulous standards regarding raw milk.

For all goods we manufacture, we are fastidious in our approach to raw milk, which makes Yotsuba's dairy product development unique.



R&D to produce delicious, healthy dairy products

We at Yotsuba are committed to R&D with the aim of delivering delicious, healthy dairy products produced using Hokkaido raw milk to consumers with the Cheese R&D Center as a base for such R&D activities.

The Cheese R&D Center develops original Yotsuba cheese products

(including the Yotsuba Handmade Cheese Series – Blue & Camembert, Gouda and Original), which are sold online and well received, as well as further improving the quality of already-commercialized cheese products. We will continue to explore the potential of raw milk using fermentation technology and biotechnology.

Product development taking advantage of high-quality raw milk

Yotsuba dairy products, produced using fresh, nutritious raw milk, taste great and enjoy high popularity nationwide. Take butter, for example. We produce *Yotsuba Butter* for household consumption as well as a host of other products to meet the needs of commercial consumers.

In addition, as a Japanese natural cheese producer, we have unified the names of our major cheese products under the *Hokkaido Tokachi 100* brand. In particular, Camembert cheese is a source of great pride for us, having been developed to suit Japanese tastes using a unique manufacturing method and through technical collaboration with Isigny Sainte Mère, a leading cheese-producer in France – the homeland of Camembert.

We also develop products in line with our uncompromising commitment to the use of Hokkaido raw milk, including premium ice cream and cultured butter produced using the traditional churning method.



Yotsuba
Distribution

A nationwide milk distribution network to serve consumers

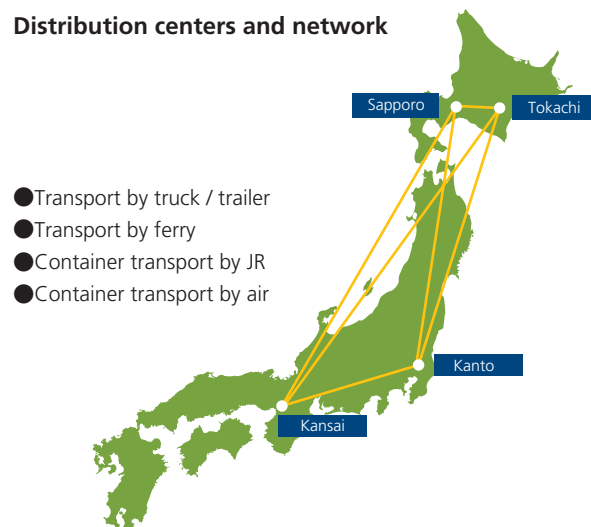
We have established our own independent distribution network to meet nationwide needs such as those for daily fresh milk from Hokkaido and safe food for children. The network covers a vast range of up to 2,000 km.



A reliable network for transport from Hokkaido to the rest of the country

To deliver Yotsuba's great products while they are fresh, our nationwide distribution network uses trucks, ferries, trains and airplanes. In cooperation with group-related companies, many transportation types and routes are combined to ensure fast and above all safe delivery under a variety of weather conditions all year round.

Distribution centers and network



Thorough temperature control

Yotsuba milk is carefully and continuously temperature-checked en route to its destination regardless of the means of transport. Temperature control is paramount in this regard, and supports the company's delivery of safe and reliable products to consumers.



The choice of culinary professionals nationwide

Yotsuba dairy products for commercial use (such as powdered milk, butter, cream and cheese) produced from Hokkaido premium raw milk are the preferred choice of businesses demanding safe, high-quality ingredients. Yotsuba's outstanding Hokkaido products are turned into a variety of other items for consumption, including confectionery, bread and beverages, and contribute to enrich Japanese cuisine.



Further enhancing our good relationships with consumers and producers

Milk and dairy products are now part and parcel of the Japanese diet. We at Yotsuba are fully aware that, rather than simply manufacturing products for sale, we also play an important role in food culture. We therefore value discourse with dairy farmers and consumers alike.



Sapporo Paseo Branch



New Chitose Airport Branch



Tokyo Skytree Town Soramachi Branch

Collaboration with joint purchase groups

Yotsuba Milk's joint purchase movement began in 1972 when food safety issues gained nationwide attention in Japan. The movement originated with the first tasting and market launch of Hokkaido milk—Yotsuba 3.4 Milk—in Tokyo at an event that earned the approval of joint purchase groups. Since then, ongoing efforts have been made to bring together Hokkaido and Japan's main island of Honshu, rural and urban areas, and dairy farmers and consumers via the medium of milk. Yotsuba initially delivered only Ultra-high-temperature (UHT) milk, which was followed by high-temperature short-time (HTST) milk (with its fresh flavor preserved thanks to a low pasteurization temperature) and then non-GMO milk (from cattle raised on non-genetically modified organism feed). Since 2014, Yotsuba has delivered non-homogenized milk produced by designated farmers. Only fresh milk output from grazing livestock farms certified by the Japan Grassland Agriculture and Forage Seed Association is used to make this product.

Efforts to publicize the appeal of dairy farming and milk

The Tokachi Main Factory runs the Oishisa Massugu Kan exhibition facility featuring display panels with information on dairy farming and the dairy industry. The facility also highlights milk production methods by providing visitors with opportunities to observe actual processes and to view related images and dioramas. At the *Milk & Parfait Yotsuba White Cosy* coffee shops in JR Sapporo Station, New Chitose Airport and Tokyo Skytree Town Soramachi, dishes and desserts made with focus on Yotsuba milk and dairy products give customers full enjoyment of Yotsuba's outstanding line-up.



Yotsuba – aiming to protect nature in co-existence with it

The success of dairy farming in Hokkaido is entirely thanks to the prefecture's magnificent natural environment. Yotsuba – a company established by dairy farmers – promotes environmental activities based on a strong awareness of the importance of protecting and co-existing with nature.



ISO 14001 certification for all our Hokkaido factories

Yotsuba runs a company-wide environmental conservation promotion system, and encourages environmentally friendly corporate activities based on the Yotsuba Milk Product Environmental Charter.

We have obtained ISO 14001 certification – an international standard for environmental management systems – for our Tokachi Main, Konsen, Okhotsk Kitami and Soya factories.

Efforts to protect the environment in conjunction with local communities

As our Soya Factory stands adjacent to the splendid Beniya Natural Flower Garden, we consider its premises to be part of the garden. We contribute to environmental conservation and symbiosis based on fauna and flora through the environmental management system (EMS) and other green initiatives.

At the Tokachi Main Factory and the Konsen Factory (both surrounded by residential districts and riverside areas), we volunteer to help with environmental conservation activities in local communities every year and strive to keep the environment clean and make it more beautiful through efforts such as litter collection.

At the Yotsuba Forest in Tomakomai City, we clear woodland undergrowth regularly in order to enable appropriate forest management and encourage rapid seedling development.

Striving to reduce CO₂ for the future

To reduce CO₂ emissions, we have installed waste-heat recovery equipment to allow the reuse of exhaust gas heat from boilers at the Tokachi Main, Konsen, Okhotsk Kitami and Tokyo factories.

LNG (liquefied natural gas) is also used as a manufacturing heat source at the Tokachi Main Factory.

We have also conducted other carefully planned activities, such as improving product delivery efficiency based on a review of delivery systems and switching over to ecologically friendly company cars.



Returning clean water to nature

At our factories, including the Tokachi Main Factory, organic matter and suspended substances contained in effluent are removed through biological treatment, and clean water is released into a river.

Biological treatment is a technique for decomposing organic matter in wastewater using microorganisms.

We will carry on our wastewater purification efforts to ensure that animals and plants in watersides areas continue to thrive.

Introduction – Yotsuba Products



Milk

Producer-designated Yotsuba Milk
Yotsuba Premium Milk
Yotsuba Hokkaido Konsen Milk
Yotsuba Hokkaido Tokachi Karoyaka Shibori Milk
Yotsuba Premium Low-fat Milk, etc.

Butter

Yotsuba Butter
Yotsuba Traditional Butter
Yotsuba Cultured Butter
Yotsuba Hokkaido Cultured Butter
Yotsuba Butter for Bread
Yotsuba Cultured Butter for Bread, etc.

Cheese

Yotsuba Hokkaido Tokachi 100 Camembert Cheese
Yotsuba Hokkaido Tokachi 100 Cheese Fondue
Yotsuba Hokkaido Tokachi 100 Three Kinds of Cheese
Yotsuba Hokkaido Tokachi 100 Gouda
Yotsuba Hokkaido Tokachi 100 Cheddar
Yotsuba Hokkaido Tokachi 100 Cream Cheese
Yotsuba Hokkaido Tokachi 100 Smooth Cheese Spread
Yotsuba Hokkaido Tokachi 100 Smoked Cheese, etc.

Other

Yotsuba Pure Fresh Cream
Yotsuba Tokachi Vanilla Ice Cream
Yotsuba Hokkaido Tokachi Plain Yogurt Seinyu 100
Yotsuba Skim Milk Powder, etc.

Dairy products for commercial use

We provide a wide variety of products to meet customer needs, including powdered milk, butter, cream, evaporated milk and cheese.



Company Profile



Established	January 1967
Head office	Shindori 20-chome 3, Otofuke, Kato-gun, Hokkaido (registered address) Hokuno Bldg., Kita 4-jo Nishi 1-chome, Chuo-ku, Sapporo, Hokkaido (actual place of business)
Description of main business	Production and sales of milk and dairy products
Main banks	Hokkaido Credit Federation of Agricultural Cooperatives
Business year	April 1 to March 31
Capital	¥3.1 billion
Representative	Ichiro Horibe, President
Turnover	¥95.0 billion yen (FY 2013)
Raw milk purchased	680,000 t (FY 2013)
No. of employees	796 (as of March 31, 2014)

Corporate History

- 1966 Decision taken at the Conference of the Heads of Agricultural Cooperatives in Tokachi to build a factory
- 1967 Established as Hokkaido Kyodo Milk Products Co., Ltd.
Tokachi Factory (now the Tokachi Main Factory) completed
Butter and powdered skimmed milk manufacture initiated
- 1969 Milk factory completed; sales of Yotsuba 3.4 Milk commenced
- 1970 Tokachi Factory's second processing plant completed
- 1972 Sales of milk products expanded outside Hokkaido
Name changed to Hokkaido Nokyo Milk Products Co., Ltd.
- 1973 Konsen Factory completed
- 1974 Kitami Factory (now the Okhotsk Kitami Factory) completed
- 1976 Konsen Factory's milk plant completed
Tokachi Sales Office (now the Doto Sales Office) established
- 1978 Tokachi Factory's milk plant completed
- 1981 Osaka Distribution Center (now the Osaka Branch Office) established
- 1982 Tokyo Distribution Center (now the Tokyo Branch Office) established
Tokachi Factory's Cheddar cheese plant completed
- 1983 Head Office relocated to Sapporo
- 1984 Soya Factory completed
- 1986 Name changed to Yotsuba Milk Products Co., Ltd.
- 1987 Asahikawa Sales Office (now the Dohoku Sales Office) established
- 1988 Yotsuba Research Center (now the R&D Center) completed
- 1992 Tokyo Factory completed
Tokachi Factory's Camembert cheese plant completed
- 1998 HACCP certification obtained (milk section)
- 1999 HACCP certification obtained (processed milk, milk drinks, cream and skim milk section)
- 2001 ISO 14001 certification obtained (Tokachi Main, Konsen, Okhotsk Kitami and Soya factories)
- 2004 Tokachi Main Factory's new milk plant completed
- 2006 HACCP certification obtained (skim milk section)
- 2007 Okhotsk Kitami Factory's dairy product processing facilities completed
- 2010 Cheese R&D Center established
- 2011 Tokachi Main Factory's butter/liquid-product manufacturing facilities completed
- 2013 Tokachi Main Factory's milk powder product manufacturing facilities completed



Tokachi Factory upon completion of construction

Administrative and Sales Branch Offices

Head Office	Hokuno Bldg. 12F, Kita 4-jo Nishi 1-chome, Chuo-ku, Sapporo, Hokkaido Tel: 011-222-1311
R&D Center	Wattsu 465-1, Kitahiroshima, Hokkaido Tel: 011-377-5561
Cheese R&D Center	Shindori 20-chome 3, Otofuke, Kato-gun, Hokkaido Tel: 0155-45-4001
Tokachi Main Factory	Shindori 20-chome 3, Otofuke, Kato-gun, Hokkaido Tel: 0155-42-2121
Konsen Factory	Otanoshike 127, Kushiro, Hokkaido Tel: 0154-57-4191
Okhotsk Kitami Factory	Motonishi 141, Shokotsu-cho, Mombetsu, Hokkaido Tel: 0158-24-5931
Soya Factory	Chifuku 2-chome 4, Hamatonbetsu, Esashi-gun, Hokkaido Tel: 01634-2-2332
Tokyo Factory	Yakoshinmei 1-chome 6-1, Sakae, Inba-gun, Chiba Tel: 0476-95-7768
Tokyo Branch Office	Sumitomo Seimei Kodenma-cho Bldg. 4F, Nihonbashi Kodenma-cho 11-9, Chuo-ku, Tokyo Tel: 03-5640-4280
Osaka Branch Office	Nakatsu Daiichi Rich Bldg. 5F, Nakatsu 1-chome 11-11, Kita-ku, Osaka Tel: 06-6376-2661
Hokkaido Branch Office	Naebo-cho 11-chome 3-36, Higashi-ku, Sapporo, Hokkaido Tel: 011-350-1428
Doto Sales Office	Shindori 20-chome 3, Otofuke, Kato-gun, Hokkaido Tel: 0155-42-2100
Dohoku Sales Office	Nagayama-kita 2-jo 10-chome 1-6, Asahikawa, Hokkaido Tel: 0166-40-4280

Tokachi Main Factory

Start of operation: October 1967

Main products: milk, partially skimmed milk, low-fat milk, processed milk, milk drinks, yogurt, skim milk powder, evaporated milk, butter, cream, natural cheese (e.g., Cheddar, Gouda, Camembert), whey powder, ice cream

Konsen Factory

Start of operation: September 1973

Main products: milk, skim milk powder, cream, evaporated milk

Okhotsk Kitami Factory

Start of operation: July 1974

Main products: skim milk powder, butter, cream, evaporated milk

Soya Factory

Start of operation: April 1984

Main products: whole milk powder, natural cheese (Gouda)

Tokyo Factory

Start of operation: March 1992

Main product: cream



Yotsuba group companies

Yotsuba Logistics Co.,Ltd. (Otofuke, Kato-gun, Hokkaido)

Kumiai Milk Products Co.,Ltd. (Asahikawa, Hokkaido)

Yotsuba Techno Service Co.,Ltd. (Otofuke, Kato-gun, Hokkaido)

Tomin Auto Transport Co.,Ltd. (Kazo, Saitama)