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NEWS RELEASE



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November 7, 2023

ANA HOLDINGS INC.

Miyakoh Holdings Co., Ltd.

Yamato Transport Co., Ltd.

Okinawa Yamato Transport Co., Ltd.

Speedy Transport of Specialty Goods from Hokkaido and Okinawa to Miyazaki Prefecture: Grace Fair - Hokkaido & Okinawa to be Held on November 18

Building distribution networks between remote areas contributes to broader trade
areas for local goods for local consumption

ANA HOLDINGS INC. (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Koji Shibata, hereinafter "ANA Holdings"), Miyakoh Holdings Co., Ltd. (Head Office: Miyazaki City, Miyazaki Prefecture; Representative Director and President: Toshitaka Watanabe, hereinafter "Miyakoh Holdings"), Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter "Yamato Transport"), and Okinawa Yamato Transport Co., Ltd. (Headquarters: Itoman City, Okinawa; President: Shinichi Akamine; hereinafter "Okinawa Yamato") announce that the companies will hold the Grace Fair - Hokkaido & Okinawa trade fair for two days from November 18 to 19, 2023, at the Miyazaki Station Ami Road Side Plaza in Miyazaki City, Miyazaki Prefecture. In this third installment of the Grace Fair, specialty products from Hokkaido and Okinawa will be sold.

This initiative aims to expand the trade area of small producers and businesses in each region and to revitalize local economies. Specifically, it distributes specialty products, which are mainly locally produced for local consumption due to production volume and other reasons, to remote areas while maintaining their freshness by utilizing the networks of each company involved.

1. Background and Objectives

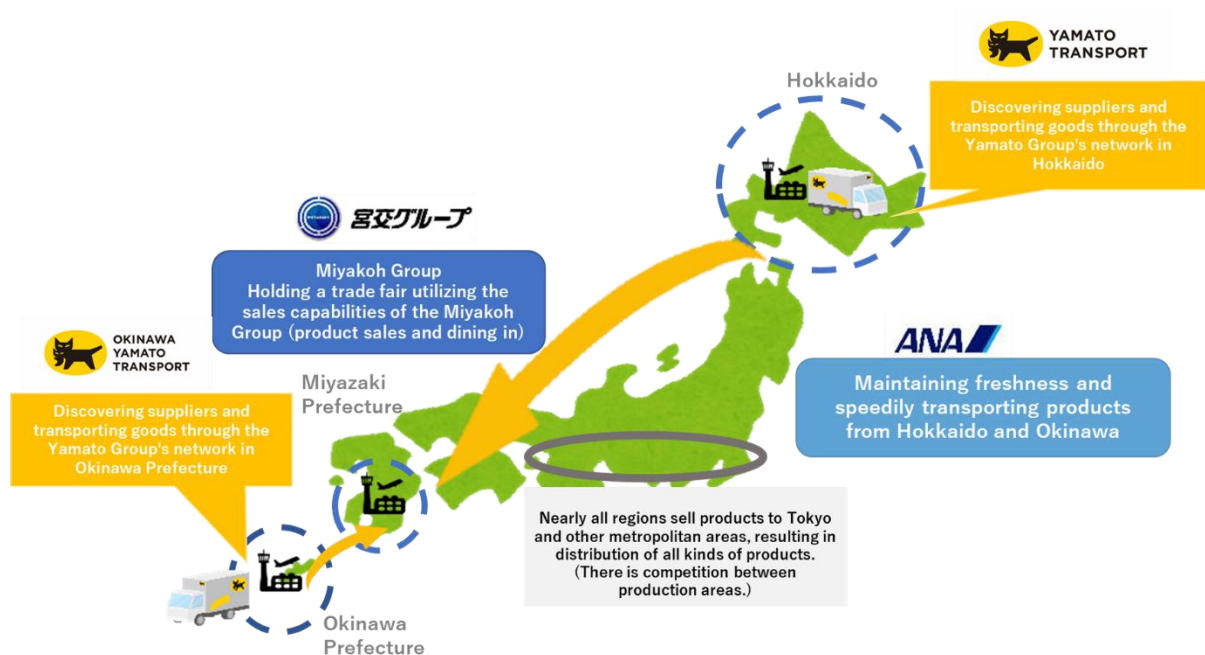
While there are many opportunities to easily purchase specialty products from various regions in large consumption areas such as the Tokyo metropolitan area, inter-regional distribution presents many challenges in terms of maintaining freshness and managing logistics costs. In particular,

there is concern that the recent rise in fuel prices and the expected truck driver shortage in 2024 will make it difficult to expand trade areas to remote areas, even for non-perishable products. To revitalize local economies through commercial distribution networks between remote areas, where collaboration opportunities had previously been few and far between, ANA Holdings, Miyakoh Holdings, and Yamato Transport launched this initiative in September 2022 utilizing the networks of each company.

In the first phase of this initiative, rare specialty products were sold from Hokkaido, which are not widely distributed in Miyazaki Prefecture. These products were carefully selected by Yamato Transport sales drivers, leading to increased awareness and the development of sales channels for small businesses. The second phase was a feasibility examination of a distribution network connecting Okinawa Prefecture with other regional areas (Hokkaido and Miyazaki Prefecture) in contrast to the usual distribution focus on the Tokyo metropolitan area due to geographical conditions.

In this third phase, the Grace Fair augments Hokkaido products to include specialty products from Okinawa Prefecture for the first time. Furthermore, by selecting products from businesses that work to solve social issues such as food loss and lack of successors, the initiative contributes to the realization of a sustainable society.

Initiative illustration



2. Overview of Product Exhibition

(1) Grace Fair - Hokkaido & Okinawa

Period: November 18 to November 19, 2023

Time: 11:00 a.m. to 5:00 p.m.

Venue: Miyazaki Station Ami Road Side Plaza

Address: 2-2, Hiroshima, Miyazaki City, Miyazaki Prefecture 880-0806, Japan

Number of products handled: 19 products from Hokkaido, 18 products from Okinawa



(2) Main products

■From Hokkaido

1) "Ringo no Hoppe Straight" (apple juice)

Manufacturer/Seller: JA Yoichi

URL: <https://ja-yoichi.or.jp/products/apple>

Yoichi Town is located at the base of the Shakotan Peninsula, 50 km west of Sapporo, and is known for its apples. Generally, apples harvested from fall to winter are susceptible to quality deterioration, including sunburn and poor or delayed coloring due to high temperatures during the summer season. However, apples produced in Yoichi Town are hard and firm due to the favorable climate there, and the large temperature difference between day and night in fall allows for good coloring and high sugar content.

In order to support the stable cultivation of Yoichi-grown apples, JA Yoichi (the local agricultural co-op) has also been utilizing Yoichi-grown off-spec apples for processing since the late 1975's, thereby contributing to food loss reduction.

Ringo no Hoppe Straight, a new product in this year's trade fair, is a 100% straight fruit juice made from 5-6 whole apples that did not meet the standards for regular shipment.



■ From Okinawa

(2) "OH, GIVE ME LOVE: 100% Ogimi Shekwasha (flat lemon) Juice" 360ml

Seller: FOOD REBORN Co., Ltd.

URL: <https://food-reborn.co.jp/>

Shekwasha (flat lemon) is a specialty citrus grown on Okinawa and has an annual production of 3,600 tons, more than half of which is produced in Ogimi Village in northern Okinawa. In recent years, however, consumption has been sluggish and many problems have arisen, such as the aging of farmers and the increase in abandoned farmland due to a lack of successors to take over the family farm.

Food Reborn is working to solve these problems of shekwasha farmers by improving the citrus's value and rediscovering and communicating the charm of Ogimi Village and the much-loved Okinawa by developing products, holding sales events, and holding volunteer harvesting events at farms where the aging population makes harvesting difficult.

OH, GIVE ME LOVE: 100% Ogimi Shekwasha Juice is made from shekwasha produced in Ogimi Village and picked just before ripening, with the skin squeezed at the juice plant in the field. This unadulterated juice is additive-free and highly nutritious.



3. Future Developments

The involved companies will continue to promote initiatives for local development and regional revitalization by utilizing the resources of each company. In addition to building inter-regional logistics networks, the companies also provide new value by appealing to the attractiveness of each region and contribute to business creation through trade area expansion.

Contact

General inquiries:

Domestic Customer Sales Department 2, ANA Cargo Inc. TEL: +81-50-3756-8780

Customer Information Center, Miyakoh Holdings Co., Ltd.

TEL: +81-985-32-0718

Call Center, Yamato Transport Co., Ltd. TEL: 0120-01-9625 (Japan) / TEL: 03-6757-1061
(English)

Okinawa Yamato Transport Co., Ltd.

TEL: +81-98-840-3580 (switchboard)

Press inquiries:

Public Relations & Corporate Brand Promotion Department, ANA HOLDINGS INC.

TEL: +81-3-6735-1111

Corporate Planning Department, Miyakoh Holdings Co., Ltd. TEL: +81-985-32-5790

Corporate Communications, Yamato Transport Co., Ltd. TEL: +81-3-3541-3411

Marketing Strategy Section, Okinawa Yamato Transport Co., Ltd. TEL: +81-98-970-2655

Reference

Hokkaido Grace Fair, Featuring Specialty Products from Hokkaido Shipped Directly to Miyazaki Prefecture, to be Held at Amu Plaza Miyazaki from September 30, 2022 (September 13, 2022)

URL: https://www.yamato-hd.co.jp/news/2022/newsrelease_20220913_1.html

Speedy Transport of Specialty Goods from Hokkaido and Miyazaki Prefecture to Okinawa: Grace Fair Phase 2 to be Held on March 3 (February 21, 2023)

URL: https://www.yamato-hd.co.jp/news/2022/newsrelease_20230221_1.html