



TAISHI

自然由来のサステイナブル大豆から、
安心、安全なものづくり

**Wonderful food products from natural
sustainable soybeans**

太子食品工業株式会社
代表取締役副社長 工藤裕平

Yuhei Kudoh
Executive Vice President, Taishi Food Inc.

企業概要

Corporate Profile



太子食品工業株式会社

Taishi Food Inc.

- 創業 1940年（昭和15年）10月
Founded in Oct 1940
- 資本金 7000万円
Capital 70 million yen
- 従業員数 650名
Employees 650 people
- 社是「和」
Motto "Harmony"



自然由来の美味しさへのこだわり

Commitment to naturally-derived deliciousness



Philosophy:

「おいしさのふるさととは自然です。」

"Nature brings forth deliciousness"



水

国立公園・国定公園の
清廉な伏流水を使用
Pure water from
national parks



大豆

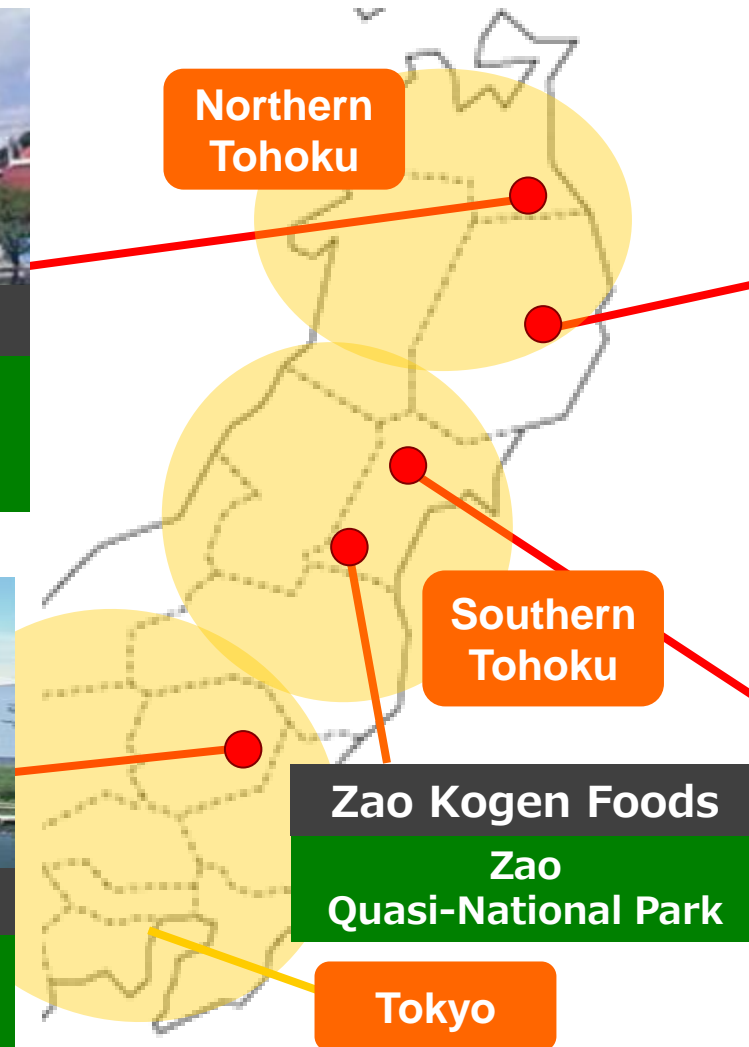
遺伝子組み換え
大豆不使用
Non-GMO
soybeans



にがり

乳化にがり
不使用
Pure unemulsified
bittern

所在地 Locations



非遺伝子組み換え大豆へのこだわり

Commitment to Non-GMO Soybeans

Business

Wednesday, August 20, 1997 (D) Page 15

firm cautious about biotech soybeans

secure company in
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consumers first in
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wspaper advertise-
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mented soybeans)

hi Foods Inc. was
to the nation's pro-
wers. An increasing
scope interested in
crops from over-
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l kinds of such pro-
ans, potatoes and
persists: Are gene-

growing concern
tety of crops that
ene-recombination
among European
nentalists.

voiced in Japan.
Yomiuri Shimbun
spondents said they

gene-spliced soybeans and the govern-
ment's approval of such imported produce.
Nevertheless, we feel that gene-recom-
bined produce does not fit our long-held
belief in producing goods that do not con-
tain additives, preservatives or other chem-
ical substances.

Safe or not, gene-manipulated crops
should be considered unnatural in that they
contain protein that would otherwise not be
there. As a result, gene-recombination
techniques differ, in essence, from other
forms of biotechnology, such as cloning
and production of bacteria-free crops.

**How did you arrive at the decision to
go ahead with the moratorium?**

Last September, a trading house told us
that most imported soybeans would soon
comprise mixtures of regular and gene-
spliced soybeans. The news took us by sur-
prise.

Honestly, we didn't know what gene-
manipulation techniques were all about,
except that the government had approved
the import and sale of them. There was
very little information available about
biotech produce. So we began a study of

we thought we could cover the extra cost
with a 30 percent to 40 percent increase in
our tofu prices. As it turned out, however,
we learned that production costs would
increase 50 percent. Therefore, we chose to
run a newspaper ad to explain why we
would not use gene-recombined soybeans
and try to convince consumers that this
decision would inevitably entail price increases.

How did consumers react to your ad?
Immediately after publishing the ad, we
received a large number of letters and tele-
phone calls from consumers who praised
our decision, hoping to see us extend the
one-year moratorium.

However, an even bigger reaction came
after the media began to focus on agricultural
crops produced using gene-recombination
techniques, raising questions about their
safety. This helped
increase consumer
awareness about gene-
manipulated crops and
encouraged them to
organize study meetings
in many places across

the nation.

Many consumers said to us, "I know
you're in trouble, so I'll support you."

What about other food manufacturers?
Our decision turned them off at first. They
criticized us for discrediting the government,
doing something meaningless—trying to do
the impossible. After reading an increasing
number of news reports on gene-recombina-
tion, however, other manufacturers began to

Shigeo Kudo President of Taishi Foods Inc.



Shigeo Kudo

Position: President
Born: June 5, 1951
Career:
1977 Enters Taishi Foods Inc.
1984 Named managing director.
1990 Becomes senior managing director.
1994 Appointed president.

our need to raise the prices of our products.

Also, for the sake of increasing con-
sumer options, we believe it is necessary
to allow customers to choose between tofu
products made with and without gene-
recombined soybeans.

**Your moratorium has been in place
for several months. What are the
chances that you will extend it?**

I only wish all our products could be
produced without gene-spliced soybeans. But
the question is whether we'll be able to off-
set large increases in our production costs
without raising the prices of our products. It
is the profit-loss balance that will count.

Whether we can extend our moratorium
beyond next year, I'm not sure.

It is important to note, however, that gene-
manipulated crops can be used to produce
not only tofu and natto. Cooking oil can also
be produced using them, for example. The
oil may be used to produce aburage (a thin
slice of deep-fried tofu). So it's impossible to
produce fried products without using oil pro-
duced from gene-recombined crops.

Gene-recombined crops

lies in splicing in the gene an enzyme that
neutralizes weed killers.

Gene-manipulated corn is resistant to
harmful insects because substances akin to
pesticides become part of the corn's gen-
etic structure. There are also genetically
altered tomatoes that can stay ripe longer
than ordinary varieties so they can be har-
vested at the peak of flavor.

Gene-recombined farm produce will no
doubt greatly enhance global food production.

Since last September, the government
has approved 15 kinds of gene-manipulat-
ed farm produce, announcing that they
have passed food safety standards.

Company profile

Name: Taishi Foods Inc.
Headquarters: Sannohemachi, Aomori
Prefecture
Capital: ¥70 million
Employees: 891
History:
1940 Founded as Kudo Shoten
1964 Reorganized as Taishi Foods Inc.
1972 Taishi Shoji established as a



- Taishi is the first company to officially announce not using GMO soybeans for all products.

米国大豆生産者との取組み

Strong ties with U.S. farmers



TAISHI SOYBEAN STANDARD(2023)

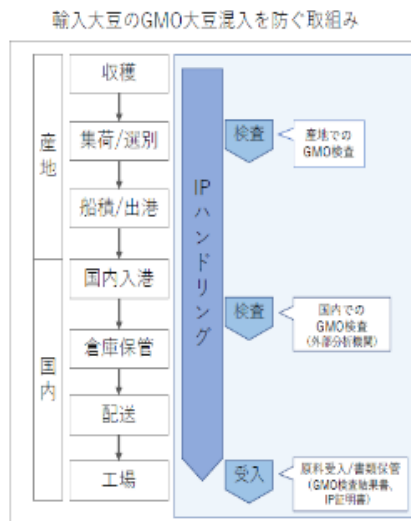
2023年4月より遺伝子組換え表示制度厳格化スタート

自然そのまま、が太子品質。



TAISHI
SOYBEAN
STANDARD
EU規則に準ずる

厳しい基準のIPハンドリングを確立
Identity Preservation
(IP) system



当社独自マーク



【コンセプト】
極力自然でシンプルなものづくりに
こだわる当社が、1997年日本初
「遺伝子組換え大豆不使用宣言」
以降、厳しい基準を保って大豆
をハンドリングして使用している
ことを表現。※JAPAN基準を超え
て新しいスタンダードをつくっていく。
(商標登録済)

パッケージ展開例



名称:もめん豆腐 原材料名:丸大豆(カナダ又はアメリカ又はその他) (遺伝子組換え混入を防ぐ分別) / 塩化マグネシウム(にがり) 内容量:380g 賞味期限:表

- 独自の管理・マークで差別化
Controlled by our own management standards and printed with a mark on the product.

原料調達ポリシー Soybean Purchasing Policy

品質第一
Quality

安定供給
Secure
Supply

トータル
コスト
Total Cost



サステナビリティ
Sustainability

 From now on,

サステイナブルな商品開発

Sustainable product development

タイシは、地球環境との共生をする為に、様々な取り組みをしてまいりました。
そしてこれからも持続可能な開発目標（SDGs）を念頭に、大豆食品は世界の食の
ベースになり得るために新たな展開をしています。



合理化

- ・脱炭素、省エネ、ロス削減
- ・包装形態、脱プラ、スマート工場

企業価値

- ・健康経営、取り組みの評価
- ・社員が働きやすい環境

商品政策

- ・持続可能な食生活
- ・大豆食品の美味らしさを世界へ



大豆の可能性と革命



スマート農業と六次産業



エコ容器・バイオマスインキ・紙包材



CO2削減・脱炭素化



食料廃棄物からの再利用率



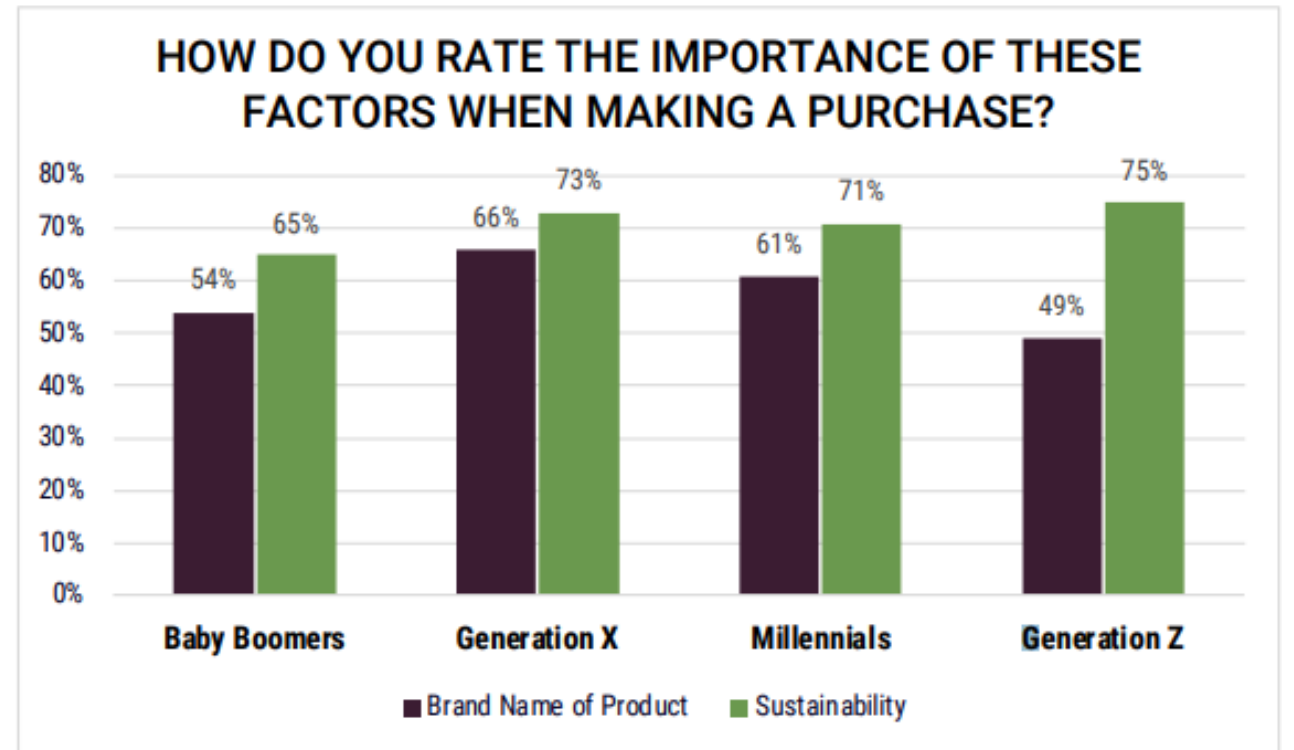
容器の再利用



プラの再利用



Z世代の75%が、買い物で「持続可能性」を重要視



First Insight, Inc., The Baker Retailing Center at the Wharton School of the University of Pennsylvania

2030年の消費中核層は「サステナビリティ」志向

新商品紹介

Our new products



タイシ

気分で選べる豆腐BAR

タンパク質10g

かつおだし 麻婆豆腐 ブラックペッパー

なめらか食感 豆腐バー

手軽に取れる! 1本でたんぱく質10g!



タイシ

2万人の食のプロが選びました

2023年5月度「パパッと使える小さな油あげ」

油揚げカテゴリー日本初受賞
ジャパン・フード・セレクション
グランプリ受賞

JAPAN FOOD SELECTION

2023年5月
グランプリ受賞

パパッと使える 小さな油あげ

冷凍保存 できます

80g 要冷蔵 油抜き不要

薬剤不使用・きねこ製法

専用イラスト

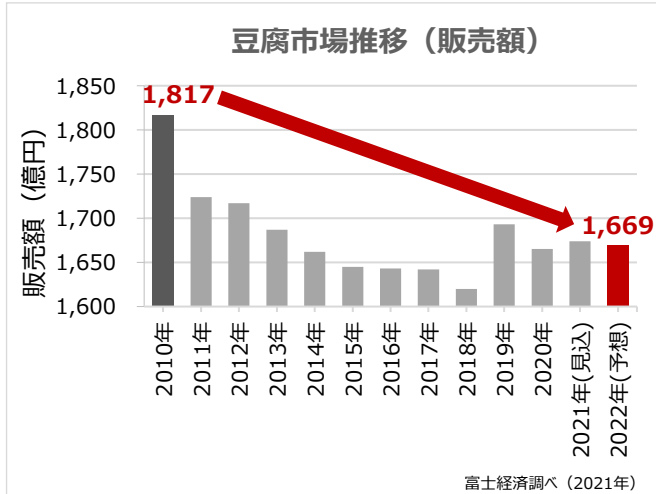
料理に便利なミニミニサイズ

チャック付

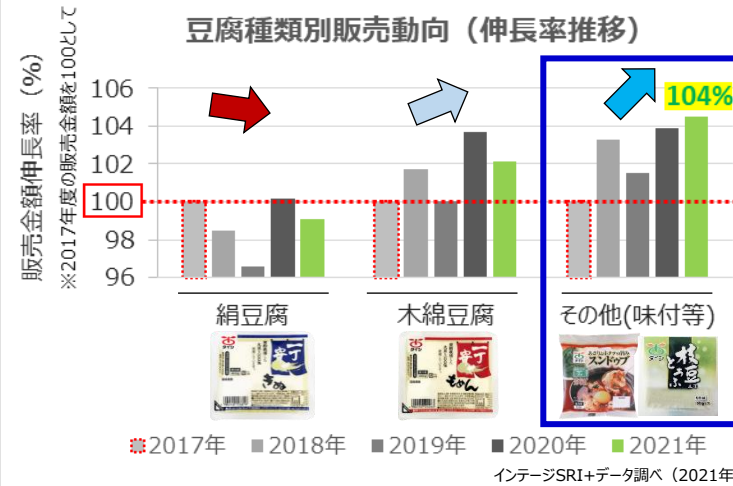
豆腐バー Tofu Bar

縮小傾向にある豆腐市場の中でも“簡便・即食化”商品は伸長中！

豆腐市場は縮小傾向



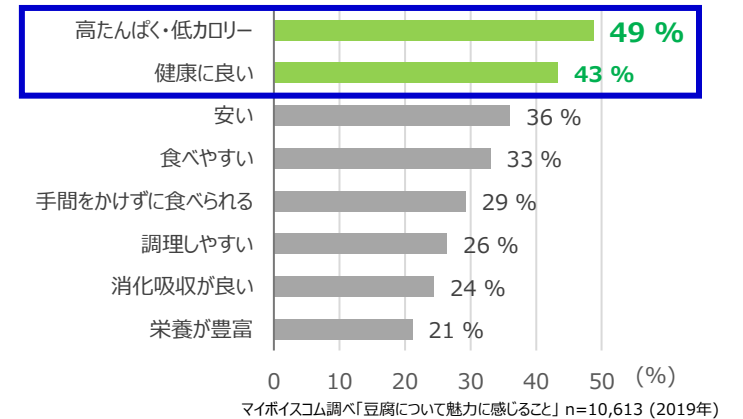
コロナにより内食需要が伸び、豆腐市場でも「即食簡便」「利便性」ニーズは加速・顕在化



豆腐は健康ニーズにマッチしている食材！

健康に対する意識は高く、約5人に1人が普段から「たんぱく質」を気にして摂取している

豆腐について魅力を感じる事 (複数回答)



「健康」に対する消費者意識は高く、「たんぱく質」市場も年々拡大中。
「たんぱく質が豊富で低カロリー・健康に良い」という
ポジティブな印象を持たれている豆腐をもっと手軽に食べていただきたい！

豆腐バー Tofu Bar

品揃え：豆腐の味と相性の良い和洋中 3種類の味をラインアップ



Katsuo
Traditional Japanese
Seasonings.

かつおだし



**Black
Pepper**

ブラックペッパー



**Mapo
Doufu**

麻婆豆腐

Tofu, a traditional Japanese food, is now readily available.

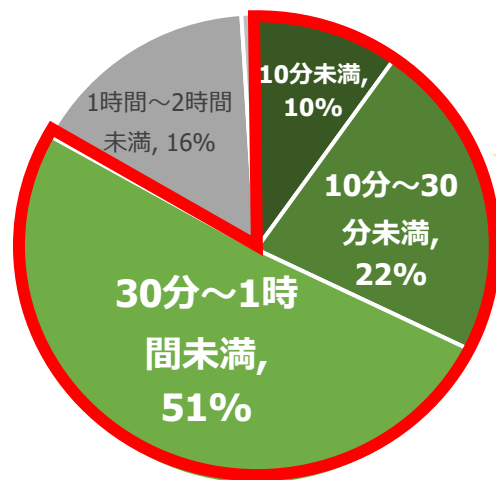
- **Tofu Bar** is a plant-based food that demonstrates the full potential of soybean.
- Easy to eat with one hand, and that provides vegetable protein.

パパッと使える小さな油揚げ Fried tofu in small increments



■夕食にかける調理時間（働き世代）

※夕食作りの平均時間は？（2018年、LEE）



The younger generation in Japan is more focused on **time performance**.

- ・調理時間1時間未満は**8割**
 - ・夕食時、みそ汁を飲む人は**83%***
- ※出典：みそ汁とだしについてのアンケート（2019年、リビングくらしHOW研究所）

時短が進むなかでみそ汁は手作りでおいしいものを手軽に作りたい

チャック付で袋からそのまま出して使える

袋からそのまま出せるのでまな板、包丁いらす！

NO need to cut.



煮込んでも崩れない



煮崩れせず、食感を維持！

In good shape.

今後の展開 In near future...

New Products



簡便・即食、時短アイテム

Convenient, ready-to-eat, short-cut meals

2030年

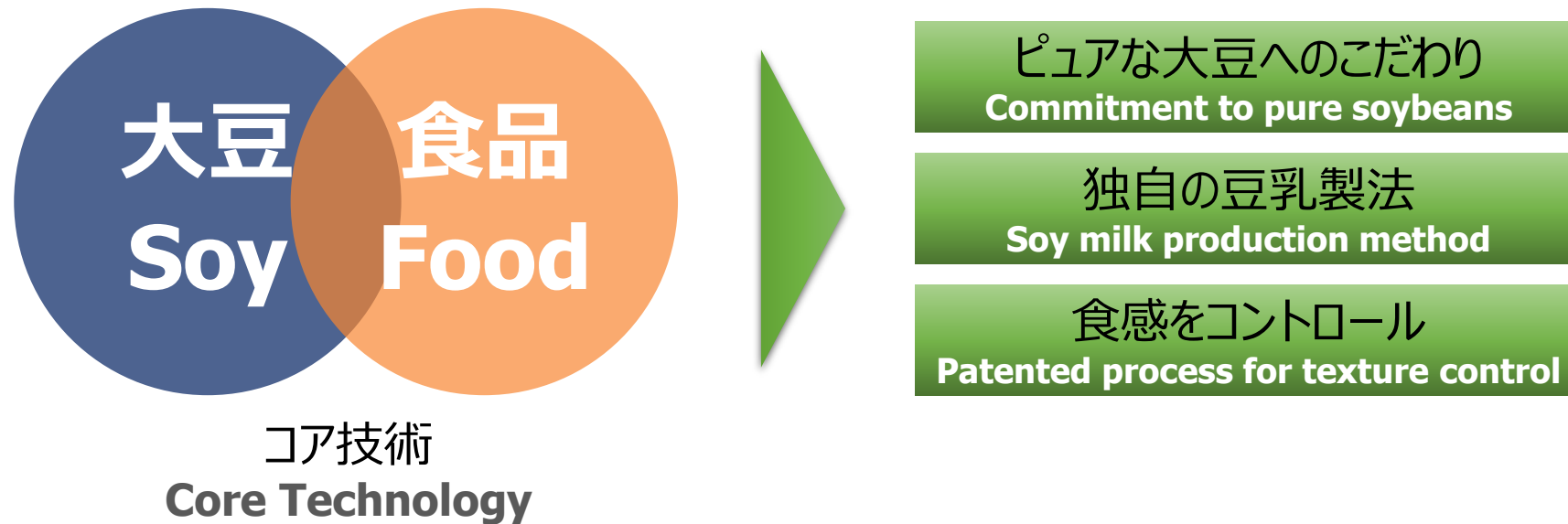
サステナビリティ・ネイティブな世代に、
サステナブル大豆の価値を伝え、
2030年のマーケットで訴求する。

Will be the market champions in 2030 by
communicating the value of sustainable
soybeans to the "sustainability native"
Generation Z.

- “Soy Food and Sustainable Future”
「大豆が拓く持続可能な未来」へ

太子食品のプラントベースフード戦略

Plant-Based Food Strategy



✓ 添加物を出来るだけ使わない、自然由来の健康な大豆由来の新しい食品を創造する。

Creating new, healthy soy-based foods of natural origin, using as few additives as possible.



TAISHI

ご清聴ありがとうございました。

Thank you for your attention.