

With love
from **Uwajima City**,
Ehime Prefecture.

Taichi

Taichi

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We protect the rich seas and resources,
and raise the sea bream
with the utmost consideration for its health.



SUSTAINABLE
DEVELOPMENT GOALS



Certification Number
JFRCA10A6700081

In June 2021, Taichi Co., Ltd. received certification
for the Marine Eco-Label Japan (MEL),
an internationally recognized fisheries eco-label,
making it the first in Japan and Asia to be certified
in the aquaculture industry that protects
the rich seas and resources.



2025
健康経営優良法人
KENKO Investment for Health

To ensure that we provide the safe, secure,
and high-quality "Taichiro-kun" fish,
we first prioritize the health of the employees engaged in
aquaculture and strive to improve their vitality and
productivity.



We aim to establish aquaculture technology that captures the essence of the process.

There is no compromise whatsoever in the "Taichiro-kun" we raise.
We raise them without genetic modification, cherishing their natural lives as they are.
Even the final feed is carefully selected to be NON-GMO, despite the extra effort required.
We minimize the use of petroleum-derived additives.
This is not about 'efficiency' or "profit,"
but about challenging what should naturally be done, and it reflects our commitment.
Facing life head-on.
Honestly engaging with nature.
And being able to proudly say, "Please enjoy this true sea bream."
All of this is the passion we pour into our aquaculture.



PHILOSOPHY

Good connections develop into even better ones,
and associating with good people leads to good results.

Pursuit of sustainable aquaculture practices.

The sea bream my parents raised were incredibly beautiful and delicious. Once the shipments started, traders would come in and raise the price, asking to buy all of our fish. That strong impression has stayed with me, and I feel like I've been following in their footsteps ever since I took over the business.

Although it's no longer possible to do things exactly the way my parents did, given the changes in the aquaculture industry and the current emphasis on sustainability, I believe my mission now is to produce and raise the 'best' sea bream possible within today's constraints.

I live by the belief that 'there is no path to survival without technology,' and the past 30 years have been a constant struggle. But this struggle, too, seems to stem from my desire to surpass the sea bream my parents raised.

My parents tried to avoid putting additives, pesticides, or chemical fertilizers into their bodies. They would carefully check additive labels, and the vegetables they fed us were grown completely pesticide-free in their own garden. Perhaps influenced by this, I also try to avoid putting chemically-based or petroleum-derived substances into my body as much as possible. For the fish feed, I also avoid using petroleum-derived ingredients and am replacing them with natural alternatives.

Although this increases costs, I am researching and taking action to aim for ethical aquaculture. I can't help but feel the responsibility of producing and using resources. I hope that a time will come when this kind of thinking and action will be supported.

Refining and enhancing one's human qualities and accumulating hidden virtues form the foundation of everything.

My parents often talked about 'accumulating hidden virtues.' They would say that you should never speak about how much you donated here or there, or what you did for someone. If you boast about it, you invite envy and jealousy, and even good deeds can lose their value. Doing good quietly is called 'hidden virtue,' and even if no one else knows, the sun (the heavens) sees it. When these virtues accumulate, the gods will return good things to you.

I feel extremely fortunate in my work. Whenever I seek knowledge, I am introduced to new techniques, and whenever I face challenges, I meet people who help me find solutions. I believe all of this is thanks to the 'hidden virtues' my parents accumulated. Now, I want to accumulate 'hidden virtues' myself, so that the next generation may also be blessed with the same 'good fortune.'

'Fate seeks out wonderful opportunities' and 'many auspicious causes lead to favorable encounters.'
I believe that the connections I make and the good people I meet and spend time with are all thanks to this. In both business and life, I continue to follow in my parents' footsteps.

TOKUHIRO Taichiro
President and CEO of Taichi Co., Ltd.





All for the next generation.

PURPOSE

We aim to perfect the art of aquaculture and become the world's best.

After the war, his father Yoshihisa worked for a local fishing company, and was a fisherman called an “amiko” .

In 1952, he married the daughter of the fishing company (his mother Kiyomi), and made a living by making dried sardine fish (iriko).

In 1959, he went to Ainan Town to learn pearl culturing, and studied pearl cultivation. He switched from making dried sardines to pearl cultivation.

After about 10 years, the mortality of pearl oysters became a problem, and he began to think about starting fish farming.

When they started fish farming, they had a hard time deciding what kind of fish to raise, but eventually they decided to focus on sea bream, which the Japanese have loved since ancient times and use on special occasions.

In 1973, sea bream farming began in earnest.

My father, who wanted to surpass nature, consulted with his friends and helped each other out, accumulating know-how on sea bream farming.

Eventually, when the sea bream my father was farming started to be shipped, many traders and wholesalers came in and raised the price.

The highest price was 2,400 to 2,500 yen per kilogram, before long it became known as “Koike's sea bream” and was known as a luxury brand.

However, at the time, live bait was the norm.

We would feed sardines, mackerel, etc. whole, cut up, or minced.

As a result, the sea became polluted, and the fat from the fish that had been fed uselessly floated around, sticking to the rocks and concrete along the coast and making a terrible mess.

So we decided to switch to solid feed in an effort to prevent marine pollution.

This meant that the quality of the compound feed was now a factor that could make or break the results, and it also meant that technology could change fish.

I wanted to change the reputation that farmed fish are smelly and greasy with technology, so I went looking for people with the technology.

Many connections were made, and after 13 years, the farmed sea bream “Taichiro-kun” was born.

Thanks to everyone's support, we celebrated our 20th anniversary in 2023.

In this day and age, when we are faced with environmental pollution and the depletion of natural resources, we see our raison d'etre as perfecting the art of aquaculture and passing it on to the next generation.

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TAICHI WAY

- 1959 Tokuhiro Yoshihisa and his wife Kiyomi founded the company as a pearl farming business.
- 1973 The pearl oyster industry was hit hard by the pearl oyster deaths, and the company switched to the red sea bream farming business.
- 1988 Tokuhiro Fisheries was established, and Tokuhiro Taichiro became the company's representative director.
- 1990 We started developing feed.

Development Concept

1. It is made from the entrails of sea bream.
2. Eliminates the distinctive smell of farmed fish.
3. It even changes the quality of the fat.

- 2003 Sales of “Taichiro-kun” have started.

Voices from famous chefs

1. It doesn't smell.
2. The fat is smooth.
3. The fat is sweet.
4. It gives me ideas for cooking.
5. It keeps for a long time.
6. It can be aged.
6. There is no part to throw away.
7. You'll know the difference the moment you stick your hand in the belly of the sea bream.

- 2008 It became a hot topic as the world's most expensive farmed sea bream.
- 2015 Research and development of aquaculture began in the classrooms of a closed elementary school.
- 2018 The company name was changed to Taichi Co., Ltd. and the organization was changed.
- 2020 We have succeeded in completely closed land-based aquaculture.
- We carried out crowdfunding that contributes to the SDGs.
- The Ehime Bank, which modeled its business on TAICHI, was selected for the Ministry of the Environment's “ESG Regional Finance Promotion Project”.
- We made a declaration to contribute to the SDGs.
- 2021 We have obtained MEL certification.



The Marine Eco-Label Certification is a system for certifying fisheries and aquaculture that are carried out in an environmentally friendly way, such as by protecting marine resources and ecosystems. This system allows the logo of the Marine Eco-Label to be displayed on marine products produced by certified fisheries and aquaculture, as well as on products made using these certified marine products.

- 2022 Certified as a Health and Productivity Company 2022.
- 2023 20th anniversary of “Taichiro-kun”
- Selected by the Ministry of the Environment. as one of the “100 Best Videos on Environmental Education and ESD Practice”.
- 2024 At the FNS Local Horse Race Grand Prix, Marubun and “Taichiro-kun” were chosen as the best in Japan for their popular menu item “5th Generation Taimeshi”.
- 2025 Develop feed that does not use genetically modified grains.
- Achieved antibiotic-free aquaculture.

In harmony with the beautiful nature of Uwajima,
we aim for sustainable
and environmentally conscious aquaculture,
practicing ESG management.

ESG is a coined term made up of the initial letters of the words
“Environment” , “Society” and “Governance” .

It was originally a term proposed by the United Nations to change
the investment decisions of investors and financial institutions.

At TAICHI we believe that “working on ESG is important for the long-term growth of a company” ,
and we are working on it quickly together with our employees, business partners and local community.

Environment



Renewable aquaculture

We will continue to strive to leave behind a rich natural environment and a proud aquaculture industry in Ehime, while never forgetting to be grateful to the sea and the fish.

Social



Safe and secure food supply and healthcare

We will work on providing food that satisfies and reassures our customers by being sincere, accurate, and polite in our work. By being particular about the quality of our feed, we will work on promoting health through food.

Creating a workplace that is rewarding to work in with good habits

We aim to be a company that always exceeds customer expectations by striving to improve vocational training and job satisfaction, and by creating a workplace environment where a diverse range of people can maximize their abilities.

Contributing to the sustainable growth of local communities

We take pride in being a local industry that supports the community, and we will continue to create sustainable growth and employment.

Governance

Management Philosophy

1. Let's make delicious happiness.
2. Let's bring good luck with good habits.
3. Cherish and nurture the bonds you share with your comrades.
4. Let's pass on the beautiful sea to the next generation.

2030 Management Vision

Establish aquaculture technology that will become the global standard.

2030 Brand Vision

We aim to create a cycle of the blessings of the sea and the mountains,
and to live in harmony with nature.

Mission

Creating a safe and reliable source of protein.

Five Rules

1. We will work with integrity, accuracy and care.
2. Let's create a tidy, clean, and organized workplace with good luck and improve our brain power.
3. We call out to the sea, to the fish, and to our friends with feelings of gratitude.
We praise them. We honor them.
4. Reporting, communication, consultation, and perseverance are the basics of work.
5. When you're asked to do something, it's a test. Let's exceed expectations.

Non-GMO

No genetically modified grains

Half of non-GMO feed is made up of grains. Most of these grains are genetically modified soybeans. Committed to farming that harnesses nature's inherent power, we have developed feed that does not use genetically modified grains. By avoiding unnatural practices and prioritizing harmony with nature, we aim to create farming that is honest and transparent for both those who consume our products and those who produce them.



No preservatives

Ethoxyquin (an antioxidant) used to prevent the oxidation of fish meal in feed has been subject to review in the EU and is not used in South Korea.

In our pursuit of true safety and security, we do not use ethoxyquin or any alternative antioxidants in our feed production. Although this requires extra effort, it is the result of our commitment to prioritize safety over efficiency and profit.

No synthetic coloring

To bring out the red color of sea bream, synthetic astaxanthin is typically added to feed. However, we prioritize nurturing the natural color and health of the fish rather than simply adding additives for aesthetic purposes. Instead, we use natural pigments derived from shrimp, Paracoccus bacteria, and marigolds.

By promoting natural growth, we aim to achieve both safe, high-quality seafood and sustainable aquaculture.

Achieved antibiotic-free aquaculture

Through environmentally conscious feeding designs and stress-reducing marine management, we enhance the fish's natural immunity and support healthy growth. This drug-free approach minimizes impacts on marine ecosystems and offers consumers a gentle choice free from unnecessary additives. We are committed to sustainable sea bream farming that aligns with nature's cycles, nurturing both the health of the ocean and people.

Taichiro-kun
is not
a genome-edited
fish.

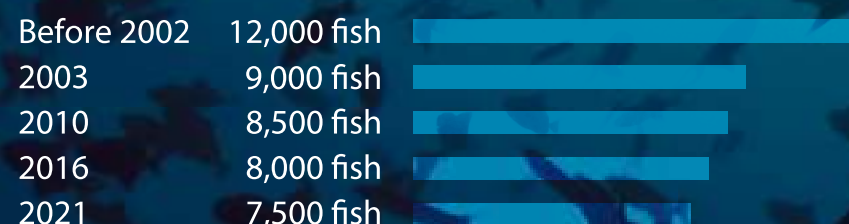
Happiness for people.
Happiness for sea bream.
Happiness for the environment.

Animal Welfare

Animal welfare is a way of thinking about livestock farming that aims to provide a healthy lifestyle for livestock, with as little stress as possible and their behavioral needs met, from birth to death, by putting ourselves in the shoes of these sensitive creatures. This concept originated in Europe, and in Japan it has been translated as “animal welfare” or “livestock welfare”.

Taichi was quick to adopt the concept of “aquaculture welfare” in the fishing industry, and has gradually reduced the number of fish kept in the fish tanks, and has been raising them with the care and attention of a parent.

Taichiro-kun” has been raised in an environment where it can swim around more freely, with the number of fish kept in the fish tanks reduced by about 38% compared to before 2002.



Feeding by saying “Thank you” and “I love you”

We use beautiful words to communicate with the sea bream and build a rapport with them.
We check the health of the fish with our eyes and practice aquaculture welfare.



Automatic feeding using ultrasonic detection

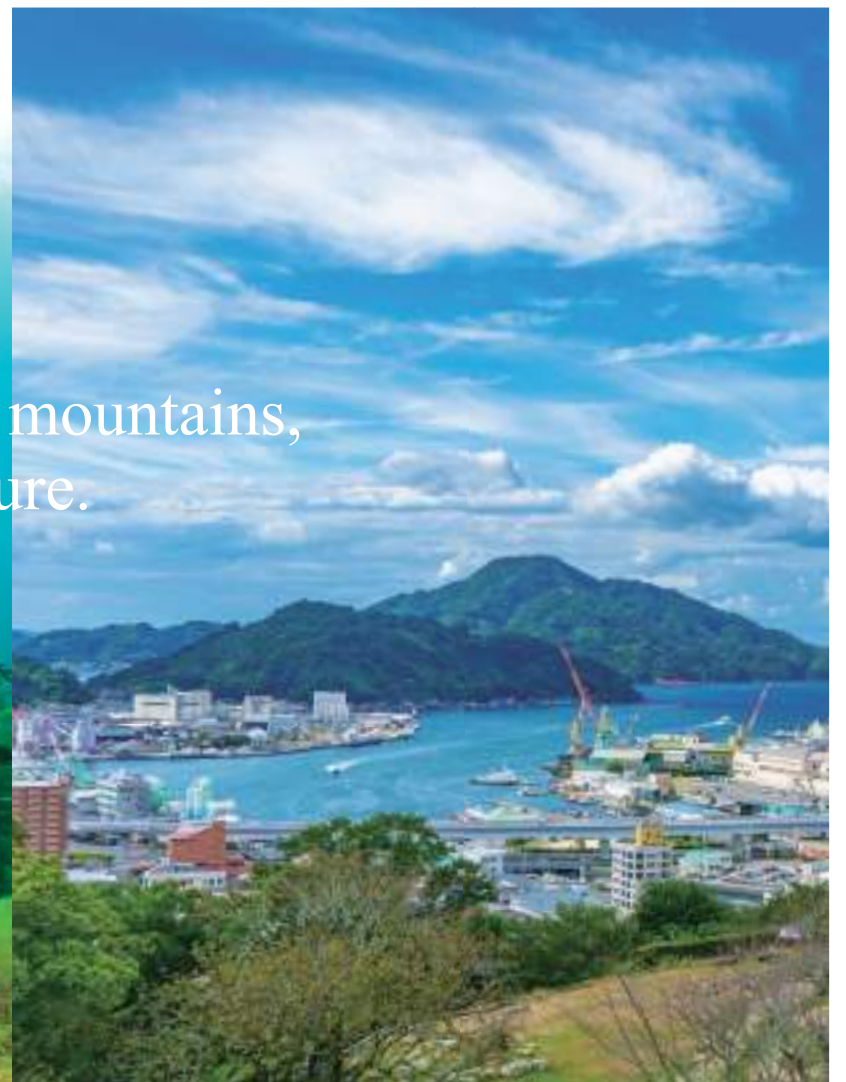
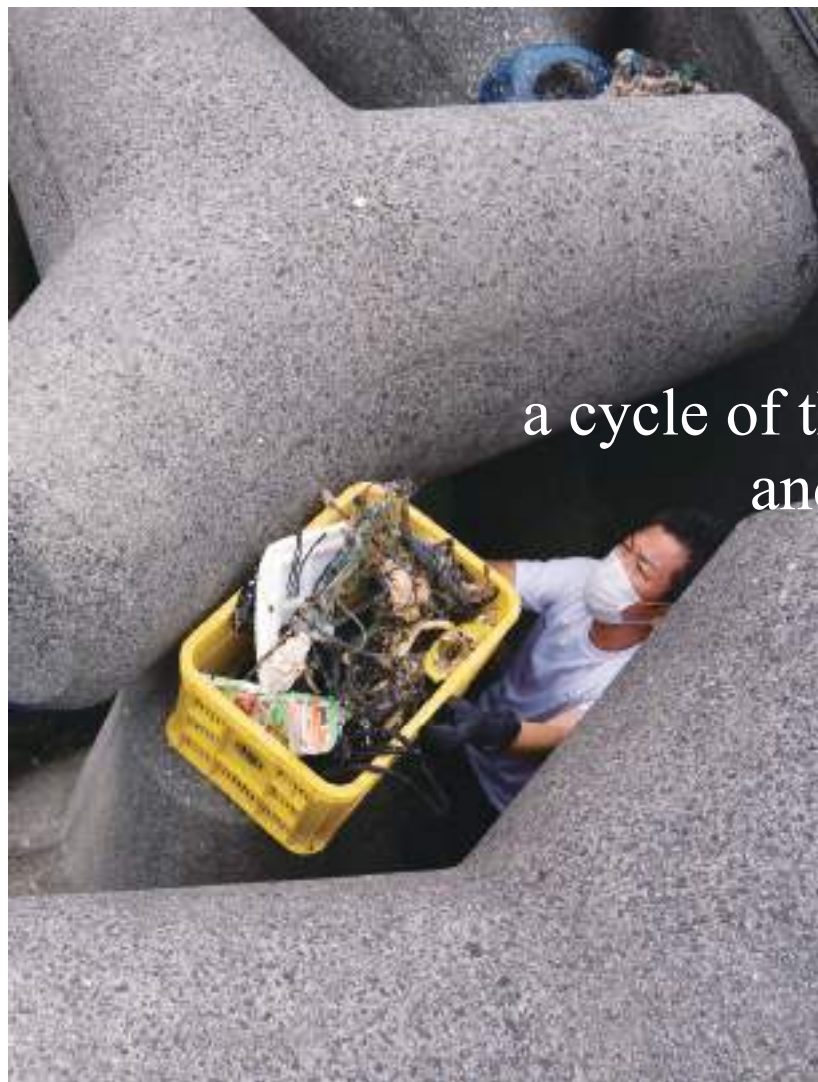
We are using digital technology to combat pollution caused by unnecessary feeding, to reform working practices, and to combat the aging of society.
By using digital and analog technology to improve the quality of work and life, we will create a profession that the next generation can be proud of and a beautiful environment.



Promotion of fulfilling and humane work

TAICHI has created employment regulations and submitted them to the Labor Standards Bureau.
We work 7 hours a day, 42 hours a week, in accordance with the Work Style Reform.
We put our philosophy into practice and face the aquaculture way of life every day.





Beach cleanup



We believe that the richness of the sea begins with the forests, so we support the Ehime Prefecture Forest Fund and engage in forest maintenance activities. In 2020, we added the philosophy of “Passing on beautiful seas to future generations” and began conducting beach cleanups with our employees and local residents. We also practice “no littering or burning of cigarettes or trash” among all employees on a daily basis, taking social issues as our own responsibility.

Algae bed creation



Since 2013, we have been developing seaweed bed creation projects and marine forest creation projects, which have resulted in the creation of a sea where coral can thrive. Each year, participation in seaweed bed creation events has increased, and we are nurturing the next generation of children who will take on the responsibility of caring for the sea. While raising “Taiichiro-kun,” we aim to create a sustainable aquaculture industry where the environment, community, and people all thrive in a virtuous cycle.

Synthetic Detergent-Free



We do not use synthetic detergents in any of our daily operations in order to protect the marine environment. The chemicals contained in synthetic detergents can flow into the ocean through wastewater, posing a risk of harming delicate ecosystems such as marine life and seaweed beds. That is why we continue to make efforts to minimize our environmental impact by choosing natural detergents and methods.

INTRODUCTION of UWAJIMA

The sea bream of Uwajima,
which has been loved for 1000 years.

The Uwakai Sea, which stretches along the western side of Ehime Prefecture, is rich in nutrients and minerals because the Kuroshio Current flows in from the Pacific Ocean. The Kuroshio Current constantly purifies the sea, and the currents flow into the complex topography of the deep inlets, creating a rich environment for fish.

The seafood from Ehime, which has been nurtured in such a bountiful sea, is full of fat and has been renowned for its deliciousness since the Heian period.

We want to make the most of the nature of Uwajima and pass it on to the next generation as a place for sensible aquaculture.



SOUL FOOD

Pirates loved this rice dish
that doesn't require cooking.

Tai-meshi is a local specialty that the people of Uwajima are very proud of. While tai-meshi is usually made by cooking rice with sea bream, Uwajima's tai-meshi is a luxurious and hearty dish of raw sea bream sashimi mixed in a special sauce and poured over hot rice, like a bowl of rice with raw egg on top.

There are various theories about the origin of this dish, but it is said to have been invented by the followers of Fujiwara no Sumitomo (893-941), who rose to fame in the middle of the Heian period. Fujiwara no Sumitomo was a government official who was sent to Iyo to crack down on pirates at the behest of the Imperial Court, but he eventually became the boss of a pirate gang and led a rebellion. It is said that the origin of taimeshi is that the pirates led by Fujiwara no Sumitomo ate rice with sashimi, which had been soaked in soy sauce, in the bowls that still had some sake left in them at the end of a drinking party.

The odorless Taiichiro-kun was used to highlight the flavor of taimeshi, and he led the “#Let's Eat Tai” project in Uwajima City in 2020.

HISTORY

A lifestyle of half-farming, half-fishing that began with the Uwajima clan.

On December 28th, 1614, Date Hidemune was granted 100,000 koku of rice by Tokugawa Hidetada, and on March 18th, 1615, he entered the Itajima-marukushi Castle (Uwajima Castle), and the Uwajima domain was officially established. Hidemune was the eldest son of Date Masamune, the feudal lord of the Sendai domain, who was known as “the one-eyed dragon” in the Warring States period. Hidemune was initially Masamune's heir apparent, but as the hegemony of the nation shifted from the Toyotomi family to the Tokugawa family, and also because Masamune and his legal wife Aihime had a son, Tadamune, Hidemune's position became problematic. For this reason, Masamune petitioned the Tokugawa family to ensure that Hidemune would be well provided for, and when Masamune and Hidemune both fought on the Tokugawa side in the winter campaign of Osaka, the shogunate rewarded Masamune for his military service and Hidemune for his loyalty by giving him the Uwajima domain.

The Uwakai Sea was one of the best fishing grounds, so the Uwajima clan encouraged the development of new fishing villages along the coast. However, because the land was surrounded by mountains on three sides and the sea on the other, the only way to obtain food was to clear land in the mountains, and the people worked hard to cultivate terraced fields by hand, going up and down the steep slopes.

We will continue to work towards achieving our brand vision of “creating a cycle of blessings from the sea and the mountains and aiming for coexistence with nature” for the next 1000 years, inheriting the history and culture cultivated by our predecessors in this blessed geographical location.

CULTURE

Red wards off evil spirits and the kanji for “fish” and “circle” in the word “tai” represent harmony.

Since ancient times, red has been said to ward off evil spirits, and it was common to offer or eat red food on “keno” (dirty days). Of course, as well as sea bream, prawns and red rice are also red foods, and it is said that they are often served at celebratory occasions as a result of this.

In addition, the large, magnificent head of the sea bream, its broad build and large fins, and the fact that it is full of auspicious things to look at, make it a popular good-luck charm among the Japanese.

In addition, the kanji for “tai” is written with the fish radical and the character for “surroundings”, and it also means “fish” and “harmony with surroundings”.

The bones of the “tai of tai” are also said to be a lucky charm from the Edo period, and it is said that just carrying them in your wallet as a good luck charm will improve your financial luck.

We will continue to pass on the good old Japanese culture through aquaculture.

