

Business Segment Overview

Healthy Foods and Soy Protein Business

The healthy foods business offers foods to help more people live healthy and happy lives. It generates new value in the middle ground between food and medicine with a focus on health.

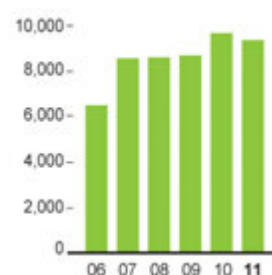
The soy protein business harnesses the delicious taste and health benefits of soy to offer new styles of food.

Product Lineup



Foods for preventing lifestyle-related diseases, foods for the elderly and those in nursing care, therapeutic foods, nutritional balance foods, functional ingredients, dressings and mayonnaise, soy protein, soy processed foods, others

Net Sales (Millions of yen)



Business Environment

Foods for Preventing Lifestyle-Related Diseases

Sales Trends

- Retail store sales were strong for *Fiber-Enriched Green Tea* and other foods for specified health uses (FOSHU).

Foods for the Elderly and for Those in Nursing Care

Sales Trends

- Sales rose for the *Toromi Up* and *Toromi Perfect* series of foods for people who have difficulty in swallowing, centered on large-quantity types.
- Sales increased for the *Procure* series of nutrient-fortified foods for the elderly.

Dressings and Mayonnaise

Sales Trends

- Sales volume and value rose steadily for products that meet market demands for improved health, such as *Resetta Dressing Sauce*, *Dressing Diet* and *Mayodore*. However, sales declined overall as a result of last year's rise in vegetable prices during the exceptionally hot summer, as well as the effects of the Great East Japan Earthquake.

Soy Protein

Sales Trends

Sales volume and value both rose year on year as a result of efforts to revise prices in line with costs amid the ongoing consumer tendency to favor lower-priced products, as well as the use of a business model that integrates production, sales and technological support.

| Business Results

As a result, net sales in the Healthy Foods and Soy Protein Business segment declined 3.2% from the previous fiscal year to ¥9,377 million, due mainly to a change in the sales model for mail-order products. The segment posted an operating loss for the period of ¥288 million, an improvement of ¥253 million from the previous fiscal year.