

## Aiming to grow high quality, export-grade apples with EM Super Cera Easy Farming

In 2001, the EM Sogonet Hirosaki Study Group was established with 8 members with Mr. Manabu Miura as president. The members felt that a crisis could fall on the Japanese apple industry under the current practices. Instead, they wished to practice a more eco-friendly approach using EM Technology.

They set up EM Sogonet Hirosaki Co., Ltd. to distribute their “EM Ringo” brand apples. As of 2007, the study group has increased to 50 members, and the total EM cultivated area has increased to 80ha. The apple produce being handled has gone up to about 1800 tons.

For EM Technology application, the group makes sure they supply good quality A-EM in large volumes to their members. They also use EM bokashi as fertilizer application and EM Super Cera for periodic foliar spraying, etc. As a result, they are able to grow high quality apples and effectively suppress pests.

Many customers have commented that their apples are firm, naturally delicious, and stay fresh for a long time. Their long-term goal is to be able to expand their market first nationwide and then overseas.



Upper left: The EM Sogonet Hirosaki Study Group members  
Lower left to right: EM bokashi making; It tanks for A-EM; the EM Ringo brand apples in the market

## Great harvest quality and good tree condition even with limited thinning. Prunes have good taste and long shelf life.

Prune plum fruit sold as raw prunes need to be completely mature when delivered. It could be a challenge deciding when the exact time to harvest them. To get the ideal taste, there is a need to have a balance between a faint sour and sweet taste.

Mr. Tomio Sakai of Suzaka City, Nagano Prefecture is a prune plum grower and he started using EM in 2004. In the first year of EM use, he observed that the soil was better than the previous year. In the second year, the trees bore a lot of fruits so much so that he had a hard time thinning them. He noticed that even those trees which were not thinned remained healthy and the fruits were in good condition when harvested. Pest attacks were also suppressed better than those grown under conventional methods.

Lastly, he also observed that there was a good balance between the sweetness and the sourness of prunes.



## Growing juicy ponkan and tankan with EM Super Cera Easy Farming

The Iwakawa and Tsuruta families of the Yakushima Organic Farm have been protecting their fruit orchard trees which are several decades old.

In the past, they have been cultivating their orchard using conventional methods. However, the wife of Mr. Noriaki Iwakawa is allergic to chemicals and so could not eat the family grown fruits. Because of this, their grandfather, Takeyoshi, decided to grow their fruit orchard without any use of chemicals. To achieve this, he decided to use EM Technology. From then on, the wife of Mr. Noriaki Iwakawa heartily eats their grown fruits and also actively helps out in the orchard. Similarly, Mr. Masakazu Tsuruta and his wife, both wishing to leave a safe and fertile fruit orchard to their children, have decided to shift to EM-based organic farming. Another group member, Mr. Nose who has moved from the big city to Yakushima, has bought a mikan orchard and started growing ponkan and tankan. Year after year, the taste of the fruits and the growth of the trees at Yakushima Organic Farm have improved. The harvest time year after year is something that they look forward to.



From left: Mr & Mrs Iwakawa, Mr & Mrs Nose, and Mr & Mrs Tsuruta