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For General Release

Information Services International-Dentsu, Ltd.

Sales of Vegetables Grown in Aya Town, the Birthplace of Organic Agriculture, Assigned with Production Information Managed with Blockchain Technology

Sold at Hills marchais, held at ARK Hills on Saturday, March 25

ISID Open Innovation Lab (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) is collaborating with Aya town, Miyazaki Prefecture, the leader in organic agriculture initiatives in Japan, to conduct a demonstration experiment using blockchain technology to verify the quality of organic farm products starting in October 2016.

This initiative involves the sale of vegetables from shops assigned with production information on Saturday, March 25, at the “Hills marchais” morning market held at ARK Hills (Minato-ku, Tokyo).

The quality of all the vegetables sold on this day will be verified using blockchain technology. Each item will be wrapped in plastic film to maintain freshness and assigned an NFC tag with a QR code. Consumers can use their smartphones to learn what kind of soil the item was grown in and confirm the production process, such as when the item was planted, for each individual packaged unit.

Shop Overview

- Name: Hills marchais in ARK Hills (Organized by Mori Building Co., Ltd.)
- Opening hours: Saturday, March 25 10:00 am–2:00 pm
- Place: ARK Hills ARK Karajan Place <http://www.arkhills.com/>

* Rainy weather decisive action, stormy weather cancellation.

* Aya town vegetable tasting and cold-pressed juice will also be available



NFC tags with QR codes on each individually wrapped Aya town vegetable



Smartphone screenshots showing production process information

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