

Next-Generation Varieties —

Towards Agricultural Adaptation in the Climate-Change Era

CULTA Inc.
Founder & CEO Shuhei Noaki





We are an agtech startup company in Japan aiming to make agriculture a sustainable industry.

Company Name	CULTA Inc.
CEO	Shuheï Noaki
Location	#303, Nokodai Tama Koganei Venture Port, 2-24-16, Nakacho, Koganei City, Tokyo, 184-0012, Japan
Investors	Archetype Ventures, Real Tech Fund, SMBC Venture Capital, etc...
Mission	Cultivating Future Agriculture: Right Crops, Right Place, Nurturing Delight for Consumers and Producers



Speaker's Profile

Shuheï Noaki

Shuheï conducted research in the field of digital agriculture at the University of Tokyo, focusing on the application of image analysis technology in agriculture, and earned a master's degree. During his studies, he gained practical experience with agricultural startups in Thailand, the Tokyo Metropolitan Central Wholesale Market, and on a strawberry farm.

He holds a master's degree from the Graduate School of Agricultural and Life Sciences at the University of Tokyo.



Extensive Media Coverage on Agricultural Adaptation to Climate Change



NHK program in 2024

Media

日本経済新聞

NHK

Forbes JAPAN

TBS

BSテレ東

PRESIDENT Online

NIKKEI GX | Green Transformation

ニュースイッチ NEWSWITCH



Climate Change

A Rapidly Changing Business Environment

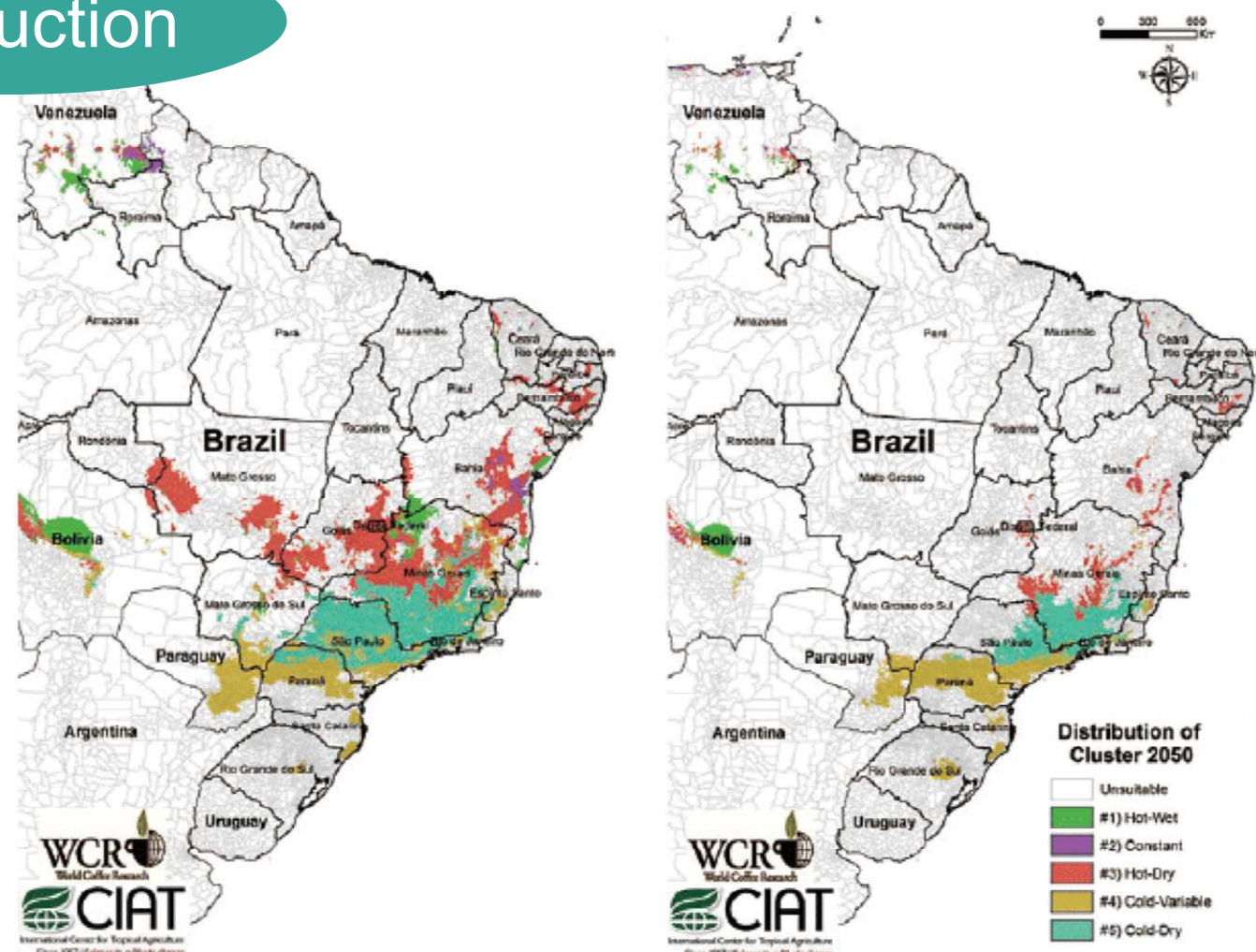


Climate change is slashing yields and doubling prices for high-value crops. The demand for “New Varieties” is getting stronger than ever.

Ex. There's a prediction that the coffee production area will **decrease by 50% by 2050**.

The prices of high-value crops(coffee, cacao, oranges) have **already doubled under the impact of climate change**.

Production



Source: Key Coffee

Consumption

異常気象が嗜好作物の価格高騰につながっている



Source: The Nikkei

Voices of Struggle from Strawberry Farmers Across Japan

Delayed blooming and harvesting



“ The yield in November has decreased to one-fourth of its usual level.

Declining quality



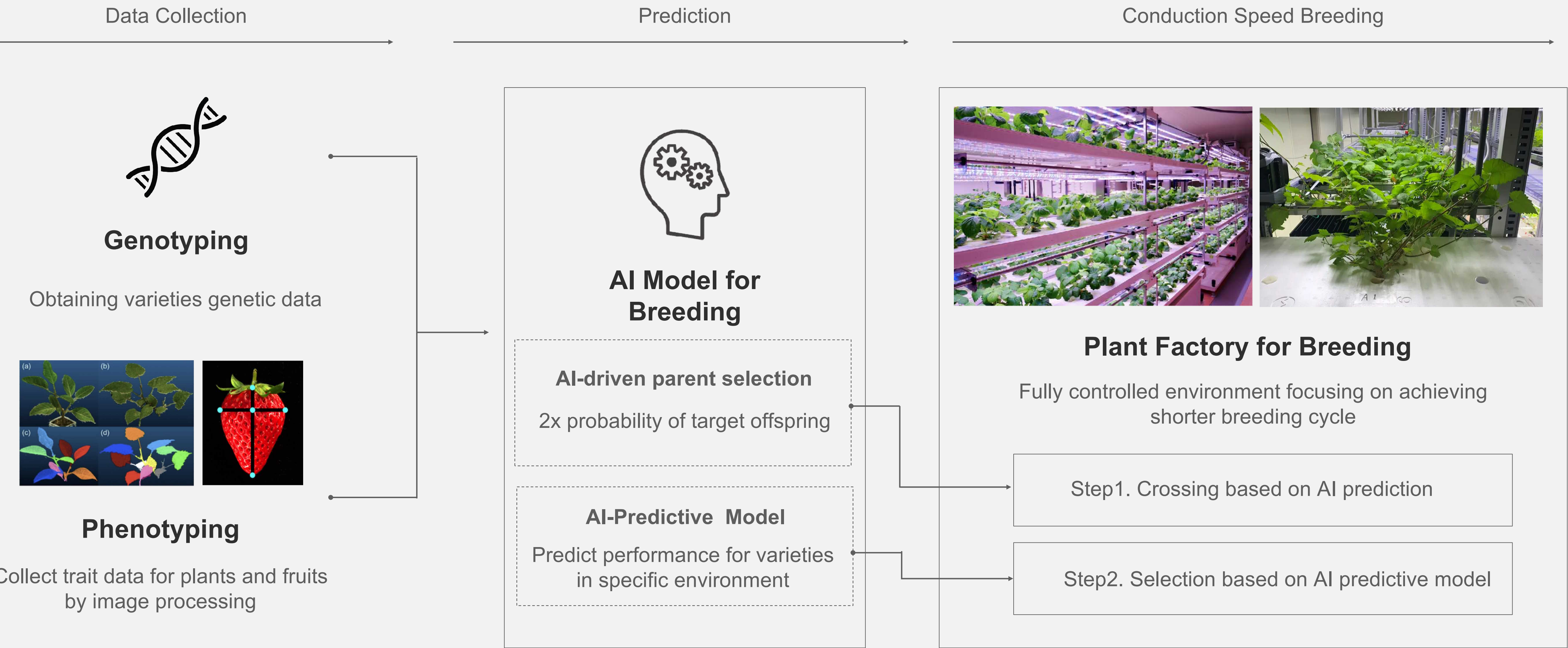
“ It's too hot in May, and we can't ship anymore.

Frequent disease outbreaks

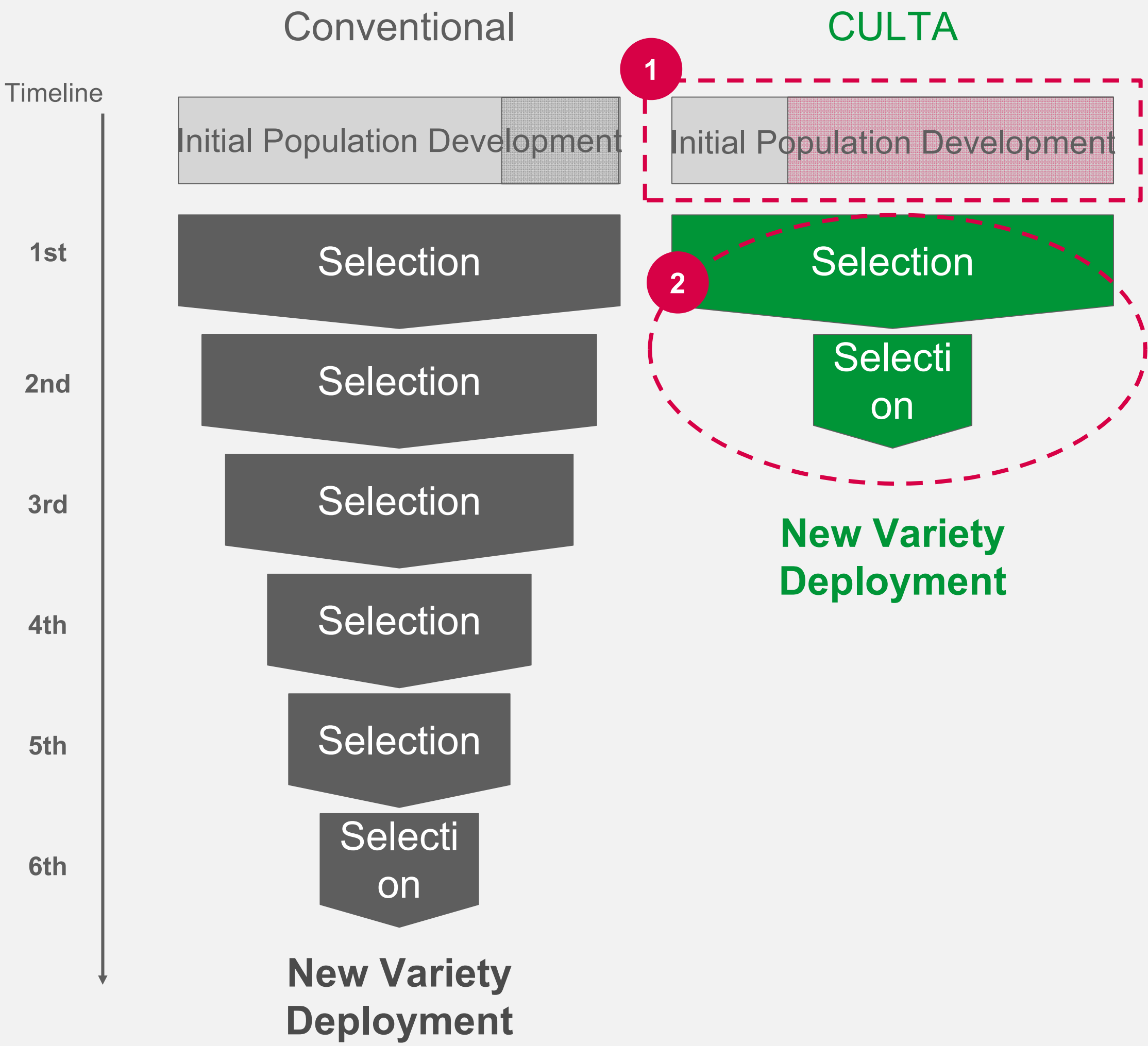


“ Because of the unprecedented heavy rains, many of our seedlings have become diseased.

The original speed breeding technologies based on AI-predictive design and plant factory shorten the time-consuming breeding process.

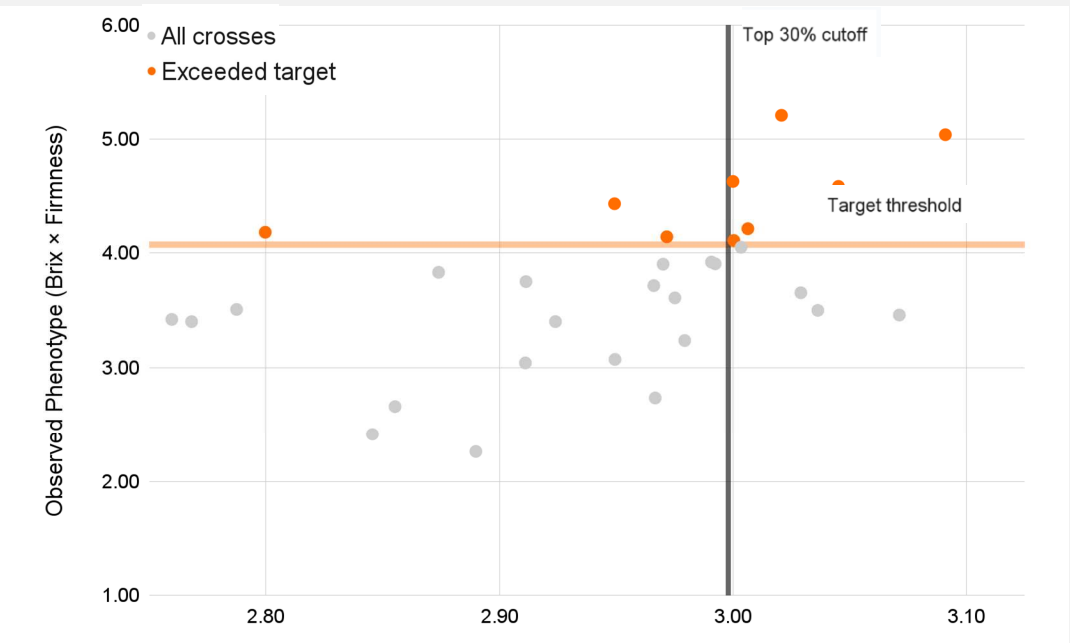


5x faster breeding: Enabling Rapid Adaptation to Climate Change



1 Raise the probability of developing varieties from initial population

Using crossbreeding simulations and controlled environments



Crossbreeding Simulations

Optimize parent selection



Controlled Environments

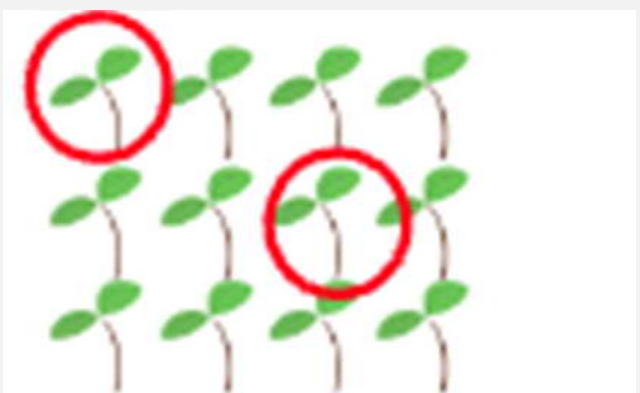
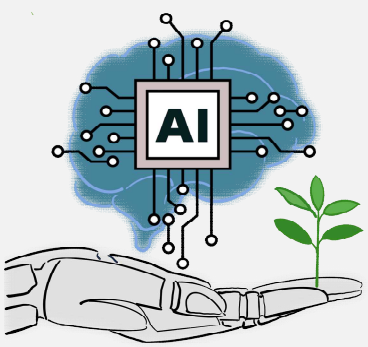
3-cycles-per-year(vs 1cycle)

2 Improving the Speed and Accuracy of Selection

Selection by AI-Predictive Model



Visible Traits



Selection based on Genotype

Achievement

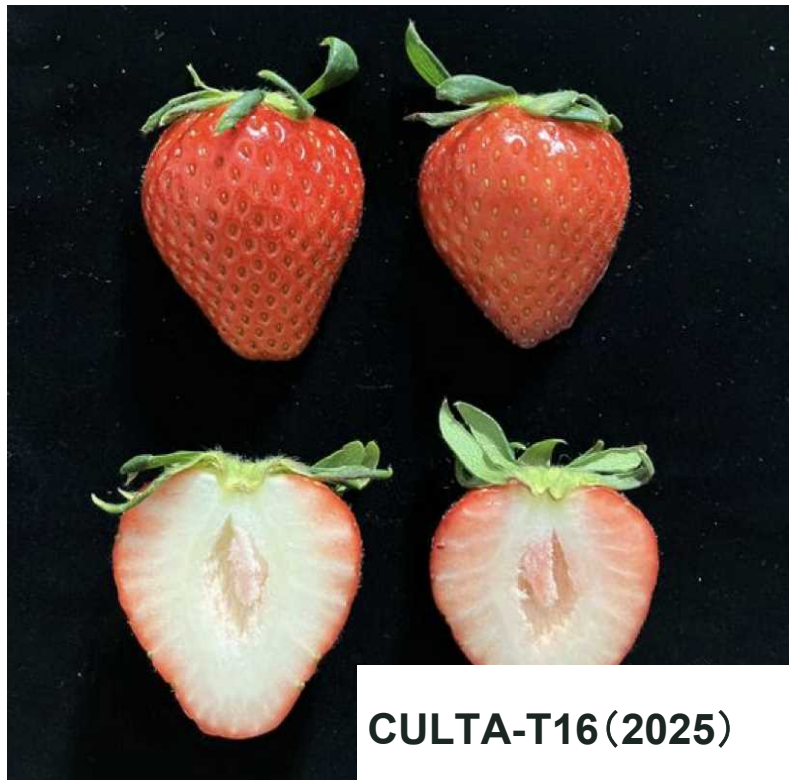
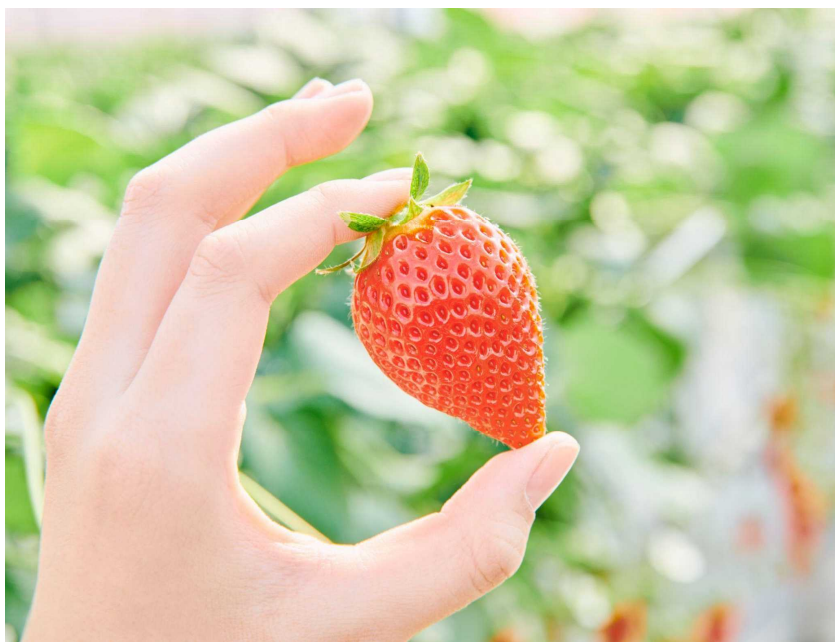
We bred a new berry variety in 2 yrs (vs 10, average).

4 additional berry lines launched in 4 yrs

Benihoppe
(Benchmark)



CULTA's 1st Variety
(CULTA-T3L)



Yield

602.7 g/株

1.3X

794.4 g/株

Surface firmness
(Transportability)

0.31 kg

1.4X

0.44 kg

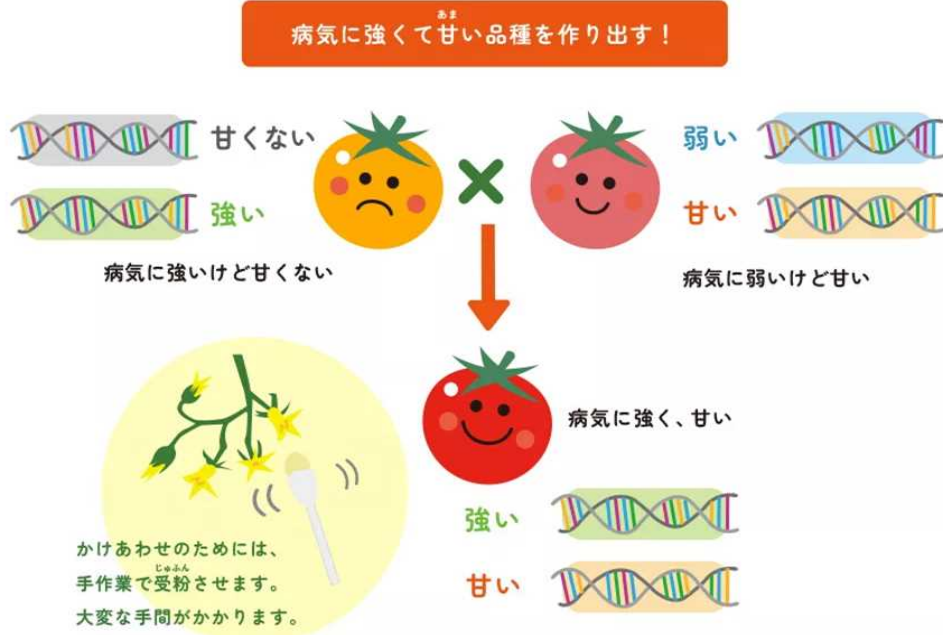
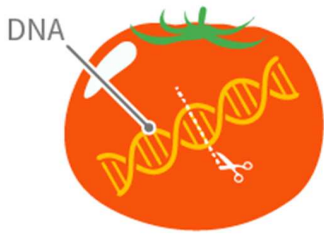
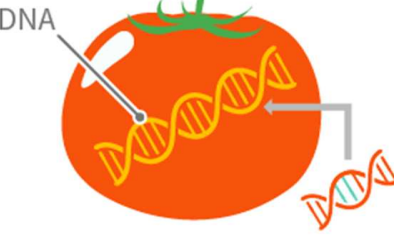
Brix(Sweetness)

8.59 %

12.2 %

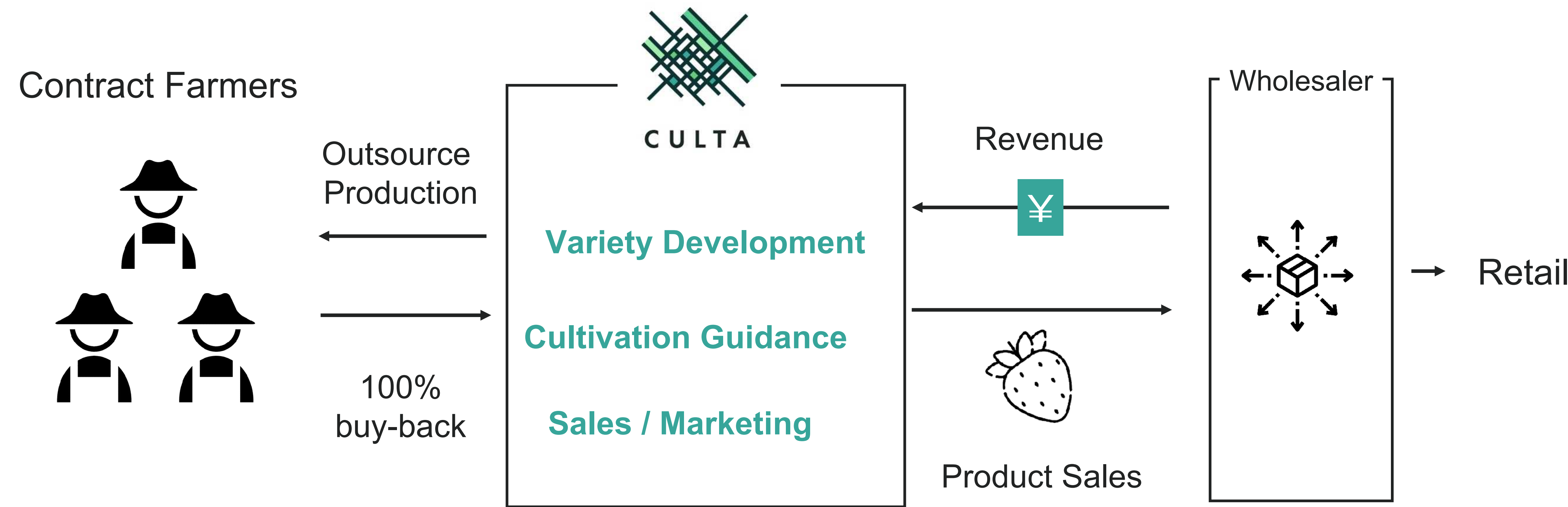


Non-GMO, Non-Gene Editing Technology — Applicable to Any Crops, Scalable Worldwide

	Cross Breeding	Gene Editing	GMO
Method	病気に強く甘い品種を作り出す！  甘くない 弱い 病気に強いけど甘くない 病気に弱いけど甘い 強い 甘い 病気に強く、甘い かけあわせのためには、手作業で受粉させます。大変な手間がかかります。	 DNA 狙った遺伝子を切る 自然界でも存在する可能性のある植物	 DNA 異なる生物の遺伝子を入れる 自然界には存在しない新しい植物 出所：産総研マガジン
Applicable Crops	Applicable to any crops	Limited applicable crops	Limited applicable crops
Regulation	No Regulations	Many countries set cultivation regulations	Many countries set strong cultivation regulations
Consumers' Concern	No Concern (No differences from the conventional method)	Some Concern	Strong Concern

Applicable to Any Crops, Scalable Worldwide

Contract farming & 100% buy-back



We see farmers not as clients but as partners, and **commit their profit**

Traction

Already selling in SG/MY premium chains at ~SGD 20/pack.

Retail outlets across Don Don Donki, Jaya Grocer, Cold Storage.

シンガポール



マレーシア



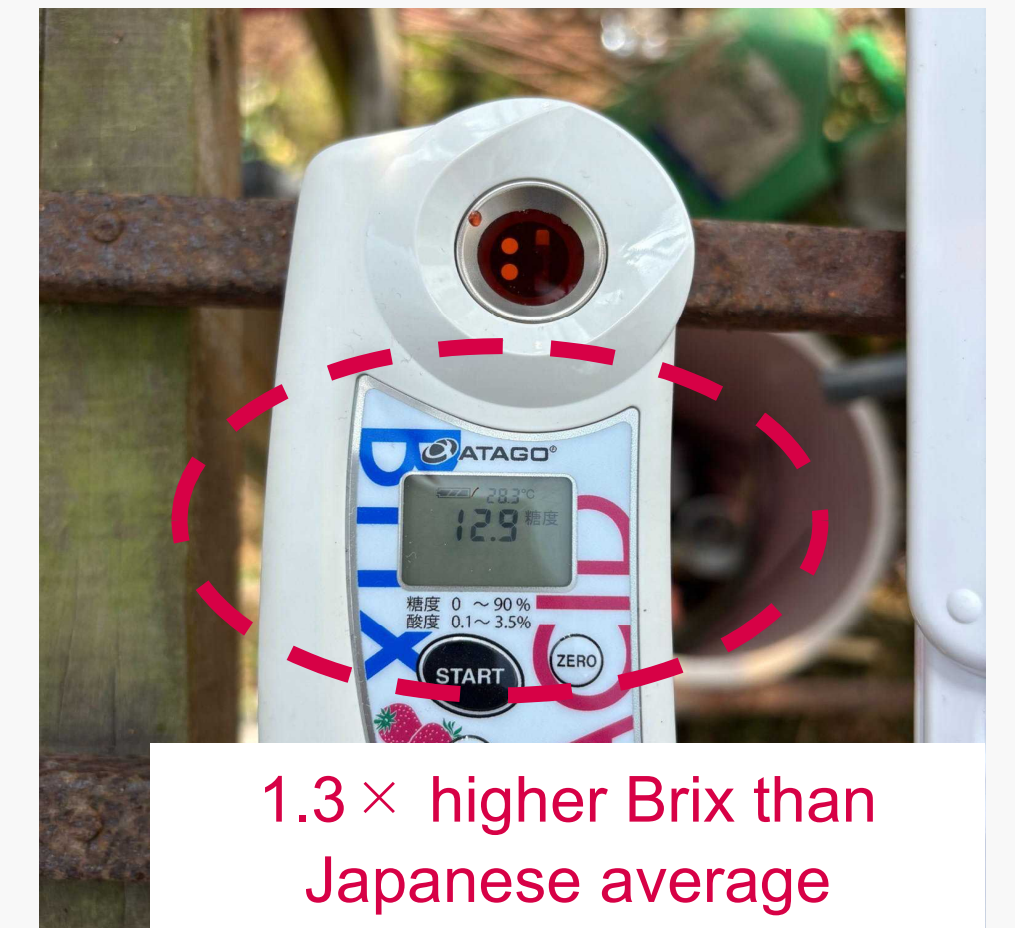
Our varieties empower local farmers in Malaysia to cultivate higher-quality strawberries even under hot and humid conditions.

Festival
(world's top variety, 25% global share)
High yield but very poor in taste.



CULTA's variety

Shows vigorous growth and quality comparable to Japanese strawberries.



Local contract farmer

"CULTA varieties are amazing — they grow much better and taste sweeter than Festival."

Production Expansion

In just two years since launch, over **100** farmers and cooperatives across Japan have started cultivating CULTA varieties.

100+ growers in Japan are producing our variety



Higher price than wholesale market and 100% buy-back make farmers' profit stable

Average wholesale market price

1,450 JPY/kg



CULTA's price

2,350 JPY/kg
+100% buy-back & fixed price

62% UP

Delivering Japanese Quality Worldwide — Collaboration Calls from Across the Globe



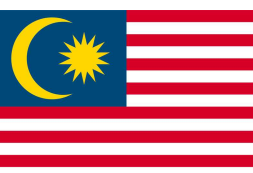
Spain

In discussion with large-scale farming companies about pilot cultivation



Netherlands

In discussion with large-scale farming companies about pilot cultivation



Malaysia

- Successful in local cultivation
- Large-scale producers began production
- Collaboration with local distributor "Secai Marche"



Thailand

Starting export



Vietnam

In discussion with large-scale farming companies about pilot cultivation



Singapore

In sales collaboration with PPIH, Eastern Green



Australia

In discussion about collaboration with the local research institute, a major retailer, and large-scale farmers.



Japan

Contract farmers

17

Pilot growers

100+



Tackling Climate-Vulnerable Fruit Crops — Redefining Food Affluence for a Sustainable World

2022~2025



Strawberries as a
Demonstration Crop for
Speed Breeding

2026~



A fruit crop that represents Japan's
core strength and a massive global
market

2030~



Development initiated with a focus on
international deployment



CULTA

Cultivate Future Agriculture: Right Crops, Right Place