

SHIZUOKA-SINGAPORE Agri-Food Forum 2025



Project Title/プロジェクト名

Expansion of the “Organic Tea (Matcha) x Solar Sharing” Model 「有機栽培茶（抹茶）×ソーラーシェアリング」モデルの拡大

Synopsis of Project

■ Company Profile

- Founded in September 1989, Ryutsu Service Co., Ltd. has been in operation over 35 years.
- Founder Yoshiaki Hattori is the fourth-generation successor of a tea wholesaler established in 1905.
- Since its founding, the company has engaged in tea cultivation and production, and has been certified as an agricultural production corporation.
- In 2007, Hattori took part in the establishment of Tenryu Agri-Farm, a tencha production facility, and serves as an executive.

■ Solar Sharing Business

- In 2013, the company became the first in Japan approved to install solar panels above tea fields. It installed solar power systems under 50 kW at three sites, followed by five low-voltage and two high-voltage systems under the FIT (feed in tariff) scheme.
- In 2023, it installed an 80 kW solar power system for in-house use above tea fields behind its office and introduced a two-layer shading structure essential for producing high-quality matcha.* Patented in September 2024
- While expanding the solar sharing business, the company has established a new agricultural model through the promotion of organic cultivation.

Implementation/Application

■ Future of Tea Fields x Solar

- This business, integrating tea cultivation with renewable energy generation, has been recognized by Japan's Ministry of Agriculture, Forestry and Fisheries as an exemplary model and is gaining strong public- and private-sector interest.
- The recent global “matcha boom” has further accelerated attention, driving a surge in collaboration requests for solar sharing especially from major companies. Leveraging this momentum, the company aims to advance innovation in the tea industry through the horizontal expansion of the business.

プロジェクトの概要

■ 会社概要

- 1989年9月創業、業歴35年超。
- 創業者である服部吉明は、明治38年創業の茶問屋4代目。
- 創業と同時に茶栽培・生産を始め、農業適格法人を取得。
- 2007年に抹茶生産の為、碾茶生産工場である天竜愛倶里ふぁーむの創業に参画し、役員に就任。

■ ソーラーシェアリング事業

- 2013年、茶畑上のソーラーパネル設置許可を取得（国内初）。50kw以下を3ヶ所設置。以降、FITにて低圧5基、高圧2基を設置。
- 2023年、自家消費用として会社裏の茶畑に80kwのソーラーを設置し、高品質抹茶に必要な2枚棚を設置。※2024年9月特許取得
- ソーラーシェアリング事業拡大と並行し、生産農園での有機栽培を進め、新たな農業モデルを確立。



実装/応用

■ 茶畑×ソーラーの未来

- 茶栽培及び再エネ創出を組合せた当事業は、農林水産省における優良モデルとしても取上げられ、官民間わず、注目が集まる。
- 昨今の世界的な“抹茶ブーム”も追い風となり、足元では大手を中心に“ソーラーシェアリング協業”を希望する企業が急増しており、当事業の横展開による「茶業界革新」に取り組んでいく。

