



Welcome  
いらっしやいませ

Kyoto Obubu Tea Plantations  
Tea Tasting and Discussion



Who and what is Obubu?

# Kyoto Obubu Tea Plantations

## 京都おぶぶ茶苑

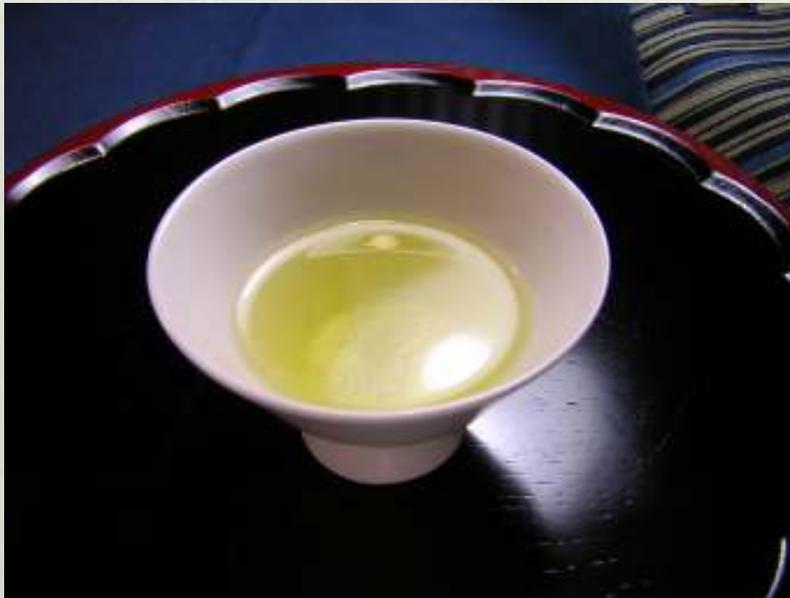


# The Obubu Team

- ❖ Akihiro Kita  
(Founder, President)
- ❖ Yasuharu Matsumoto  
(VP, Sales Manager)
- ❖ Kayo Takeuchi  
(Shipping Manager)



# “Obubu” = “tea”



- ❖ Means “tea” in the Kyoto dialect where the town we are based in, Wazuka, is located.
- ❖ Wazuka is one of the regions that produce Ujicha, one of the three most famous tea-producing regions in Japan and where Japanese tea originated 800 years ago
- ❖ Wazuka has a population of 5000 people, and 300 tea-farming families

# Where are we?



**Wazuka**  
Southernmost  
part of Kyoto.  
Next to Nara.

# Our Mission

To spread the culture of  
tea

To make farming fun



# 4.1 acres of farm land



# Producing 6000 kg of tea



# Japanese Tea

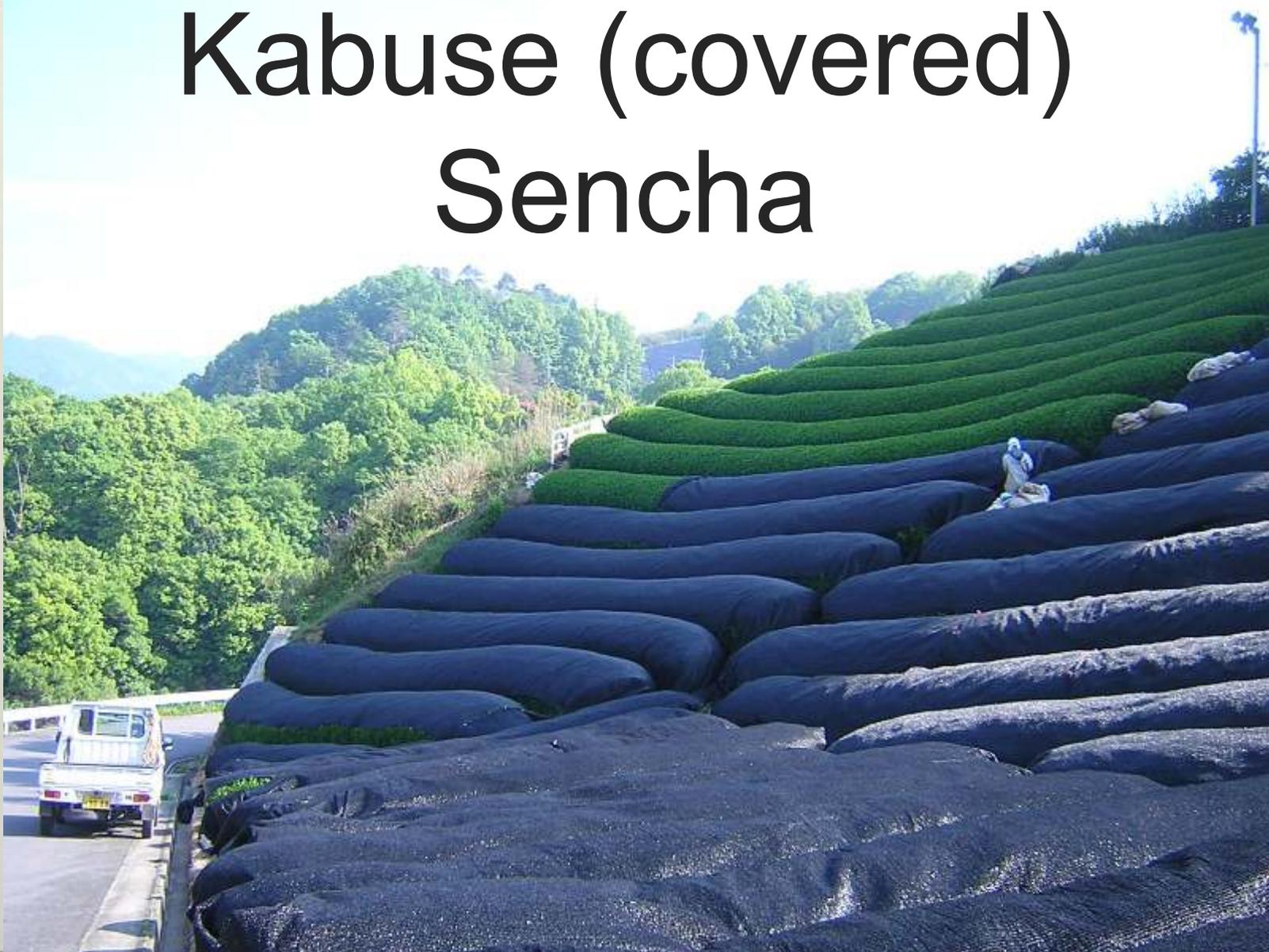
日本茶

an 800 year old tradition

# Japanese Tea is Green Tea or Sencha

- ❖ Sencha or 煎茶 is written with characters for “roast” and “tea”. In China, the green tea is indeed roasted on a pan. But in Japan, it is steamed, rolled, and dried.
- ❖ Unlike black teas or oolong teas, the leaves are not fermented.
- ❖ Higher grade sencha are usually made with the most delicate leaves – either new leaves of spring, or leaves that have been grown underneath a covering
- ❖ Some stats
  - ❖ 75% of tea sold in the world is black tea, 23% is green tea, 2% is oolong tea
  - ❖ Japanese green tea makes up only 3% of the world’s tea

# Kabuse (covered) Sencha



# Roasted Green Tea or Houjicha



# Brown Rice Tea or Genmaicha

sometimes called “popcorn” tea



# Matcha for Tea Ceremony



宇治茶(和茶)の専門店-京都の茶業家だけが楽しんでいる和茶を世界116カ国に茶園から直送!

おふふ茶苑ホーム お客様の声 よくある質問 お問い合わせ 0120-309-022  
 11:00 ~ 21:00

はじめの方へ ▶ もっとお茶を楽しもう! ▶ イベント ▶ 茶館オーナー

商品検索 お茶 | 茶種 | 和菓子 | 茶器 | ギフト | お茶の○○ | 買い物ログイン | 買い物カゴ

日50円でみんがし茶館のオーナーに  
 1日50円で茶館に茶畑がもてる。

春のすーっと花粉対策  
 おふふのべにふうき

午前9時までのご注文なら即日発送! (土日は翌月曜、祝日は翌営業日に発送!) 発送→到着までの日数

新入荷・売り切れ情報

おふふ最新情報

01/27【限定御礼】おふふの抹茶チョコ  
 01/26【新商品】パレンタインデーに、おふふの  
 12/27【再入荷待ち】抹茶そば限定御礼。1日発送  
 12/18【季節商品】製法改良開始!  
 12/06【季節商品】冬の和菓子はじめセット  
 12/04【新商品】ティーバッグにお母さんバラ入り

02/04茶館オーナー國津ご夫妻  
 02/04【プレスリリース】NY州パフファローでの  
 02/04【海外】Sweetness? Cafeにて試飲会  
 02/03【海外】茶道の実生教子さん宅にて試飲会  
 02/03【海外】試飲会@パフファロー日本人会  
 02/02【おふふNEWS】ハワイラストイベントにて

本日の  
 お買い得情報  
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商品一覧

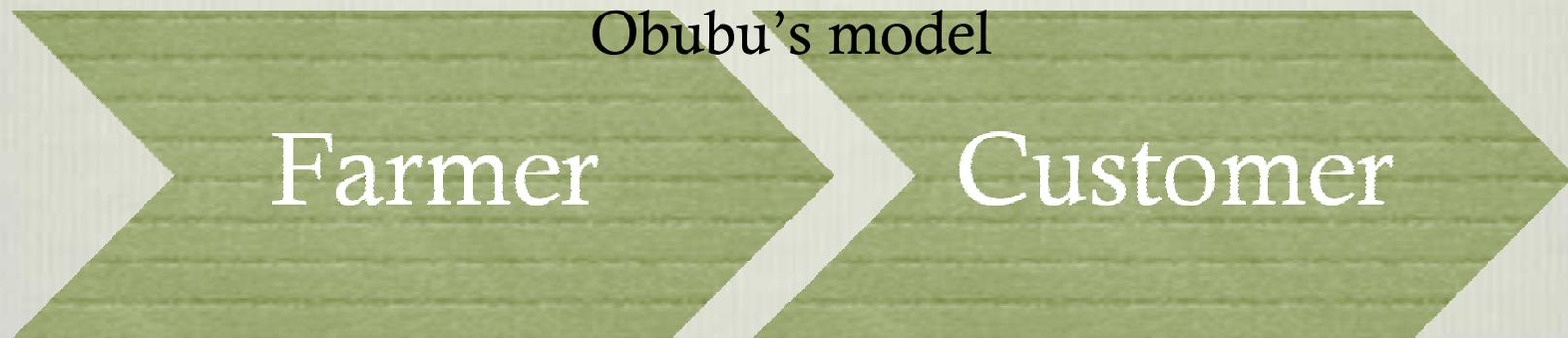
# Farmer uses Web

Starts a Revolution?

# Traditional Agriculture

- ❖ Low prices when selling as a commodity
- ❖ Unstable revenue due to the growing season
- ❖ Unstable revenue due to temperature, rain, bugs, disease, etc., etc., etc.
- ❖ Product grown “disappears” in blends created by tea / coffee companies & brands
- ❖ Forgotten, ignored, and disconnected from our customers

# Traditional Agriculture



## Web 1.0: What are benefits of internet sales?

- ❖ Sell your own tea directly to customers
- ❖ Product does not get lost in blending with other farmer's products
- ❖ Farmer takes a larger profit margin
- ❖ Customer gets higher quality product for lower price by cutting out distribution

# Web 2.0: How do you create communication?

- ❖ Premium online community with monthly subscription of 1500 yen per month
- ❖ Blogs and newsletters about tea culture, spreading tea culture



# Member Motivations

## Why do people join?

- ❖ Tea is relatively inexpensive for the high quality
- ❖ People enjoy opportunity to travel to tea farm, experience farming

## Why should people join?

- ❖ Community supported agriculture: We want consumers to be aware of where their food is coming from (make farming farm)
- ❖ We want Japanese to support our efforts to spread Japanese tea culture around the world

# What are the tangible benefits?

- ❖ 6 shipments of tea per year
- ❖ Access to members-only products, personalized products, members-only online community
- ❖ Newsletters, calendars, postcards, plaque, certificate, name on board at field
- ❖ Tea farm tours, hands-on experience events

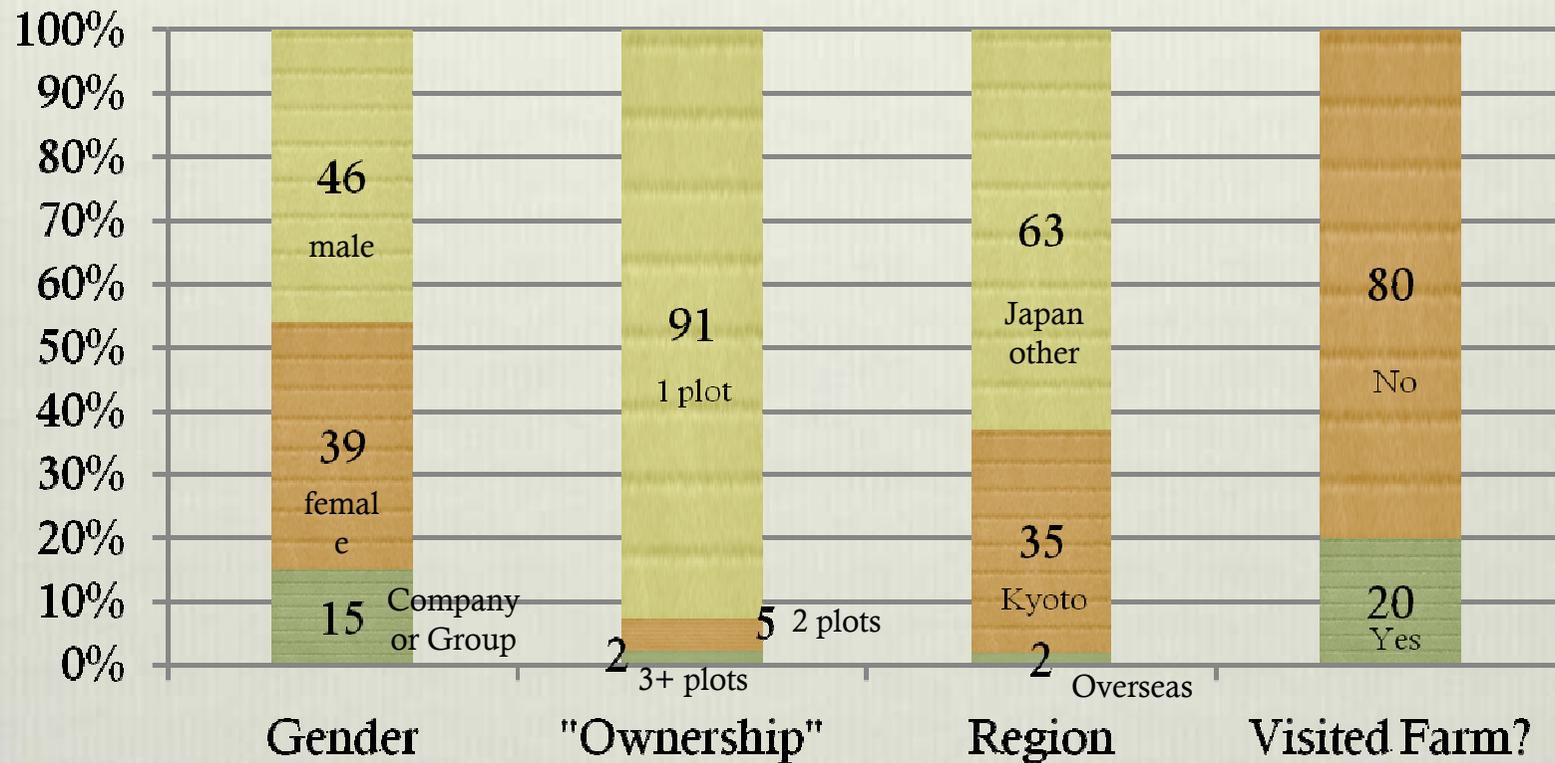


# What are the intangible benefits?

- ❖ Online Community has become a facilitator for the offline community with Obubu as a point of commonality
- ❖ Members feel they are part of the farming team, are able to learn more about farming & tea



# Attributes of owners



# Benefits for Obubu

## Tangible

- ❖ Steady cash flow!!
- ❖ Higher margins

## Intangible

- ❖ We can see our customer's satisfaction with our products (especially when they come to visit).

# Creating an international independent tea farmers association

What we'd like to do in the future...

# Hawaii Grown Tea



Hawaii Grown Tea



Eva Lee



Taka Ino



Eliah Halpenny



Ben Descoe



Dr.Hu

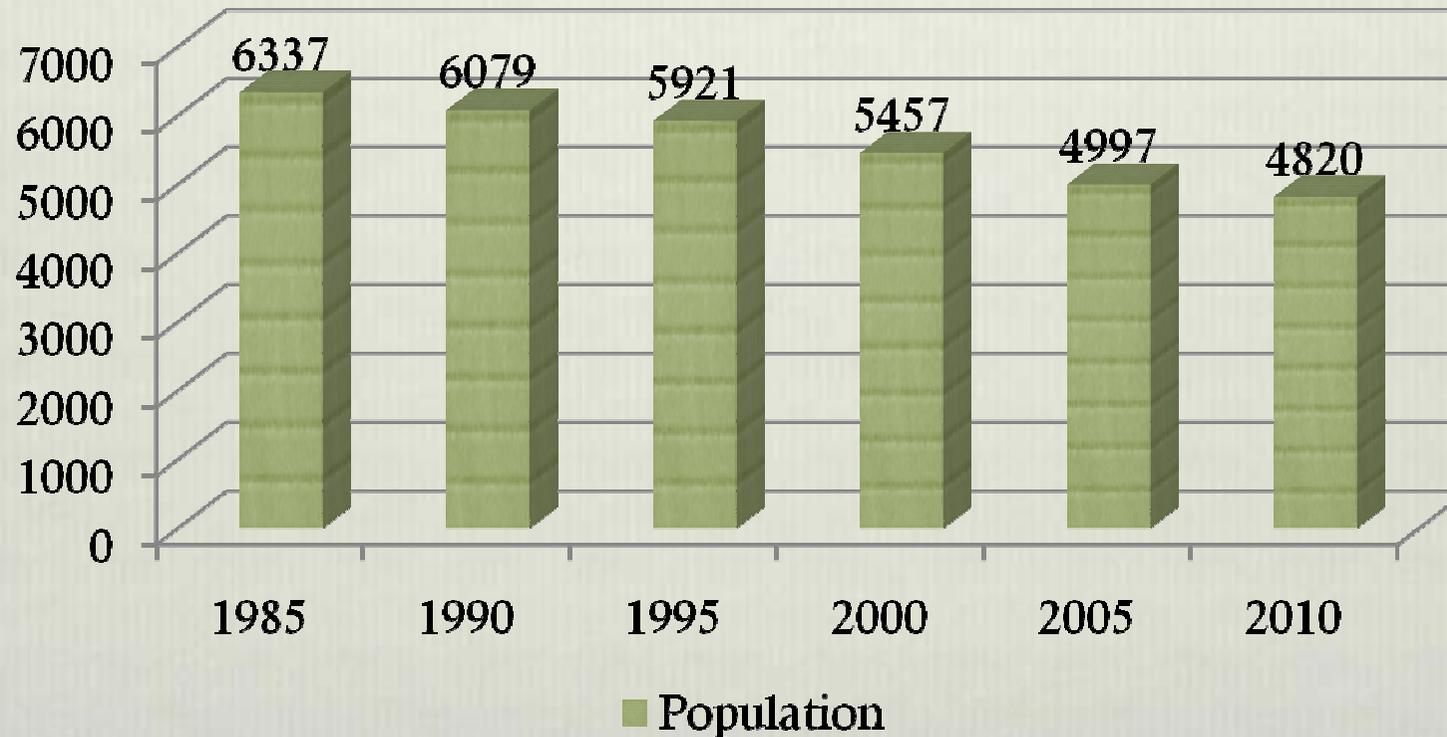
# Wazuka-cho

Aging and declining population

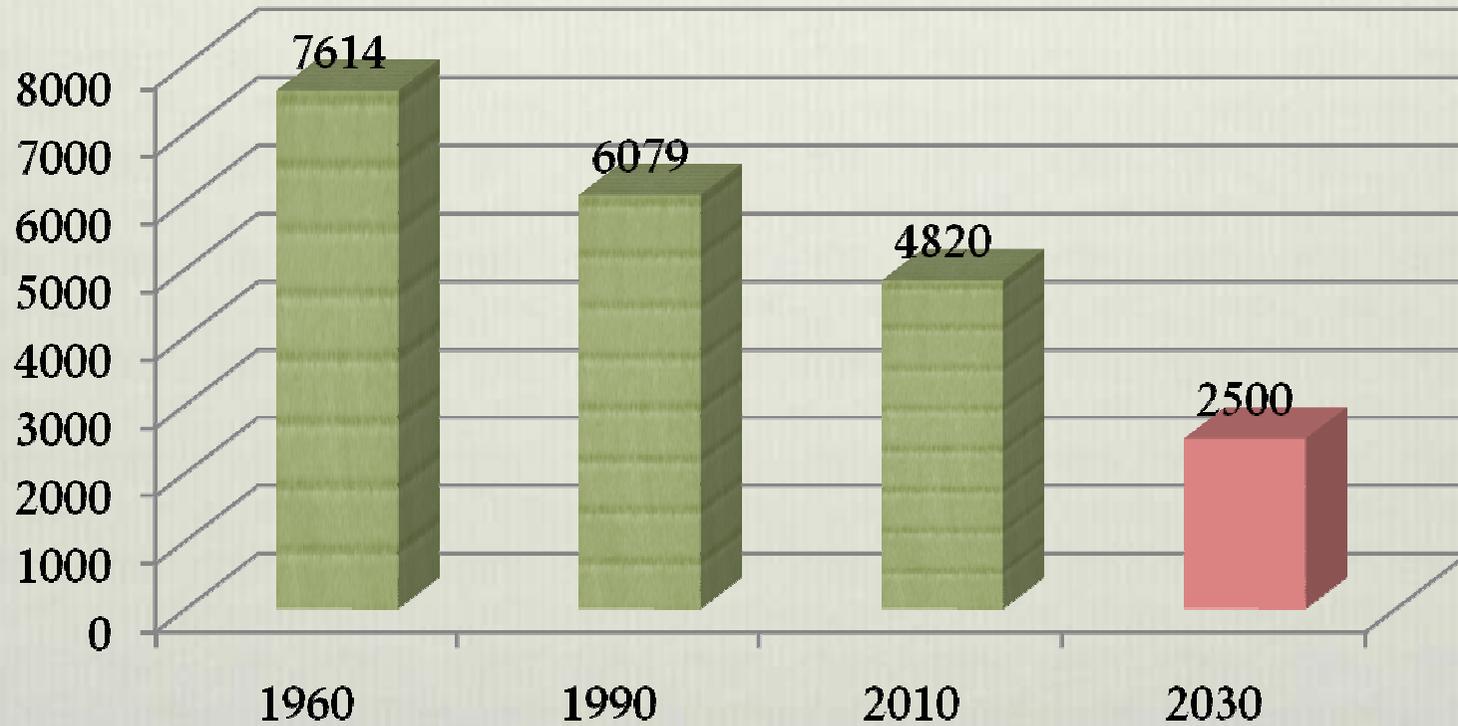
# Population of about 5,000.



# Decreasing by 100 people every year



# By 2030...



# Japanese Tea Culture

Bottled tea and declining market prices

# Marketing Overseas

Different tea culture  
Challenge of creating consumer/producer  
relationship

# Japanese Tea in the West

- ❖ Very different tea culture
  - ❖ Sweet, flavored tea
  - ❖ Value of complexity (blends) -- compare with wine
- ❖ Lack of push from Japan to create an overseas market for Japanese tea
- ❖ Green Tea Popularity
  - ❖ Limited by focus on health and Japanese culture (although this is a niche that we can take advantage of)
  - ❖ Taste of tea altered by combining it with other flavors

# Creating Community

- ❖ Lack of direct communication by customers with actual farmers (language barrier)
- ❖ Difficulty of focusing on specific geographic areas without physical presence
- ❖ Opportunities
- ❖ Lack of info on Japanese tea
- ❖ Recent popularity of Japanese culture