2025 APEC Food Security Workshop

Asia-Pacific Economic Cooperation

APEC 2025 KOREA

8th August 2025

Promoting Sustainability Through Consumer Food Products
Case Study: House Foods Group

House Foods Group Inc.
Corporate Communications Headquarters
Sustainability Promotion Department – Environmental Section
Section Manager: Masayoshi Deguchi

Responsible for formulating and promoting the Group’s medium-term environmental sustainability strategy.

Company Introduction

Creating Smiles and
Connections Through Food

食でつなぐ、人と笑顔を。

Through food, we aim to be good corporate citizen,
connecting and collaborating with people to create smiles in their lives.

Company name	HOUSE FOODS GROUP INC.
President	Hiroshi Urakami
Founding date	November 11, 1913
Sales (consolidated)	JPY 315,418 million
Group Headquarters	Tokyo Head Office　Osaka Head Office
Number of Group Companies	
	Consolidated Subsidiaries: 48 (Japan: 21, Overseas: 27)
	Equity Method Affiliates　:　5 (Japan: 2, Overseas: 3)

Activities that connect people through smiles

First-Time Cooking Class

Family Cooking

Food and Farming Experience Program

Family Walk

futsal tournaments

Concerts

Group Philosophy

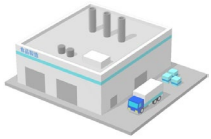
Through food, we aim to be good corporate citizen, connecting and collaborating with people to create smiles in their lives..

Responsibility to Society

We take responsibility for addressing the environmental impacts caused by our global business activities.

【Internalizing negative externalities】

Environmental initiatives across the value chain



Sourcing | **Manufacturing** | **Logistics** | **Sales** | **Consumer** | **Waste**


Spices: Own farm


Factory: Zero CO_2 Emissions


Eco-friendly Design


Spices: Partnership Effor


Transportation: Modal Shift


Partnership Projects: Vegetables

Business Partnerships: Waste Material Recycling



Procurement: Spices — Our Own Farm

GLOBALG.A.P. certification

Enhancing value across the value chain and building a sustainable business foundation

Composting by-products in-house

↓

In-house resource circulation

In-house resource circulation

Producer, university, and company collaboration

“Production Area Development Project”

Planting seedlings

Growth status

Harvested Sansho

To everyone who has ever cried over cutting onions!
Ig Nobel Prize in Chemistry, 2013

Special Cultivation

温室効果ガス削減

2023 Harvest

Chemical Fertilizers

Nitrogen
Less than 50%

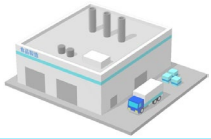
hemically Synthesized Pesticides

Number of applications: Less than 50%

Exchange of opinions

Workshop

Scope 3 Hotspot: Initiatives Targeting “Consumption”



Sourcing → Manufacturing → Logistics → Sales → Consumer → Waste

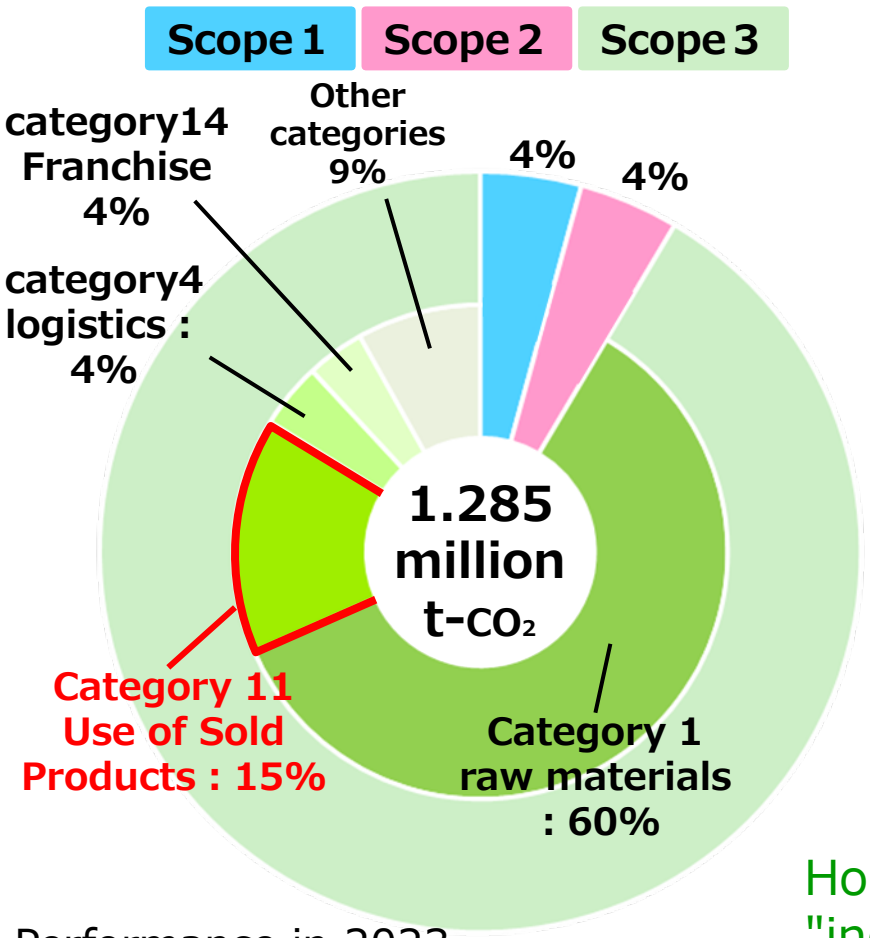
Scope 3	Scope 1 Scope 2	Scope 3

We started by calculating GHG emissions for each Scope 3 category to identify which areas contributed the most.
In other words, we began by identifying emission hotspots to prioritize our actions.

Environmentally Conscious Design

Scope 3 : Hotspot

House Entire Group



Performance in 2023

"We calculated GHG emissions based on the GHG Protocol, dividing them into Scope 1 (direct emissions), Scope 2 (indirect emissions from purchased electricity), and Scope 3 (other indirect emissions in the value chain)."

【Scope 3 Hotspots】

- Category 1: Procurement of raw materials (emissions from suppliers)
- Category 11: Use of Sold Products Energy used for heating and cooking

Category11: Use of sold productsReduction initiatives

House Foods Group has high sales volumes of "ingredient-based processed foods" and "ready-to-cook processed foods," and through its own efforts, is working to reduce GHG emissions generated by consumers.

House Foods: Retort Foods (Curry)

（retort pouch curry, a type of ready-to-eat curry in a pouch）

Market share in Japan:Approx. 27%
(annual sales: about 200 million servings)
GHG emissions generated during heating by consumers at consumption:Approx. **24,000**※ t-CO_2e

(※Estimated from sales volume.)

“We take responsibility as a company to actively work on reducing emissions.”

[Solution]
Change in heating method
Boiling in hot water (gas)
→ Microwave heating (electricity)

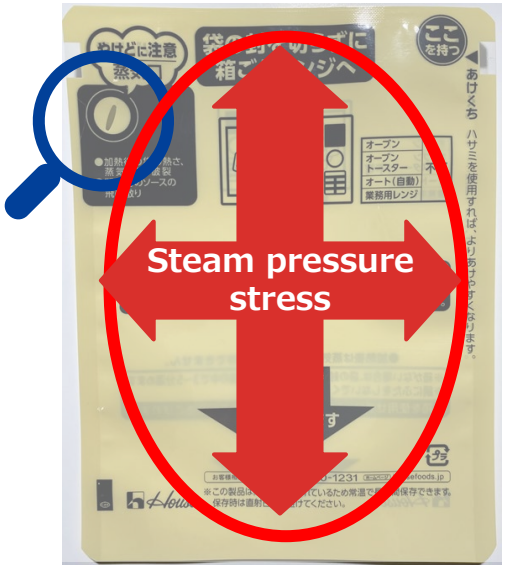
Microwave Oven Penetration Rate in Japan: 97.8%

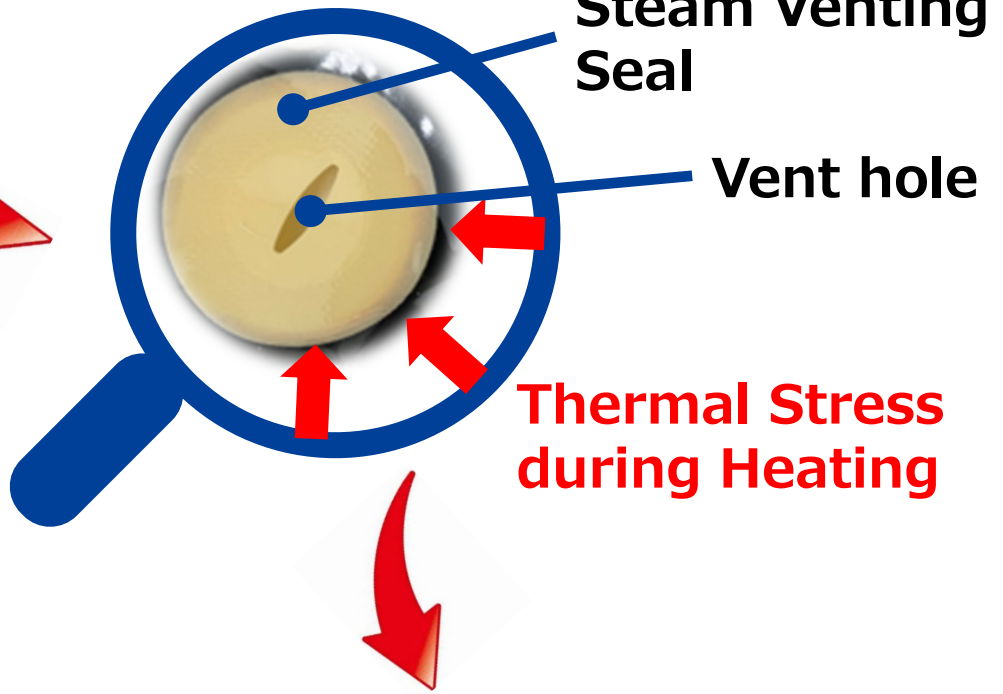
Technical challenges to enable microwave heating

	Boiling in water	Microwave heating
		
Method	Water (approx.100℃) → heats the entire pouch	Heating by directly vibrating water molecules with microwaves
How it heats up	Slowly and evenly heated	Localized overheating (superheating) occurs
Internal pouch pressure	Gradual temperature rise	Steam pressure rises rapidly
Vent for steam	Withstands the pressure	Risk of bursting

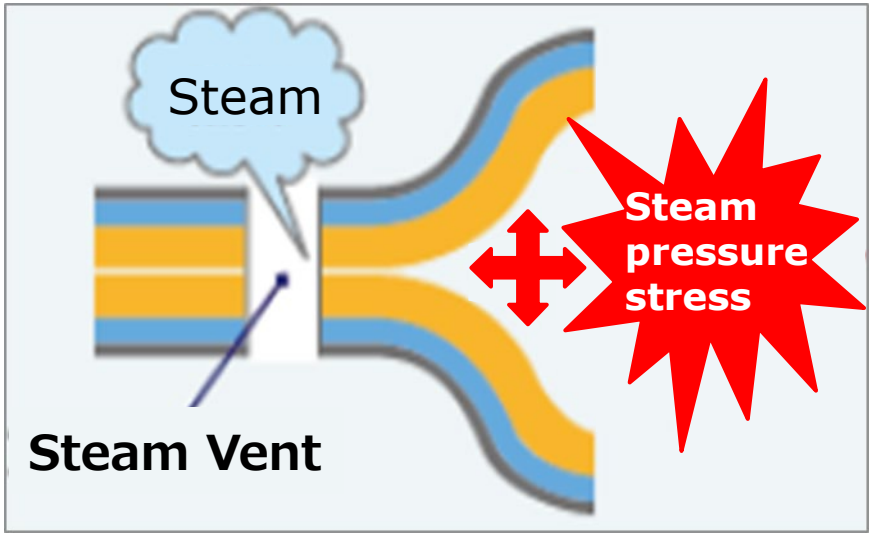
Retort Pouch Innovation①

Automatic Steam Vent Mechanism

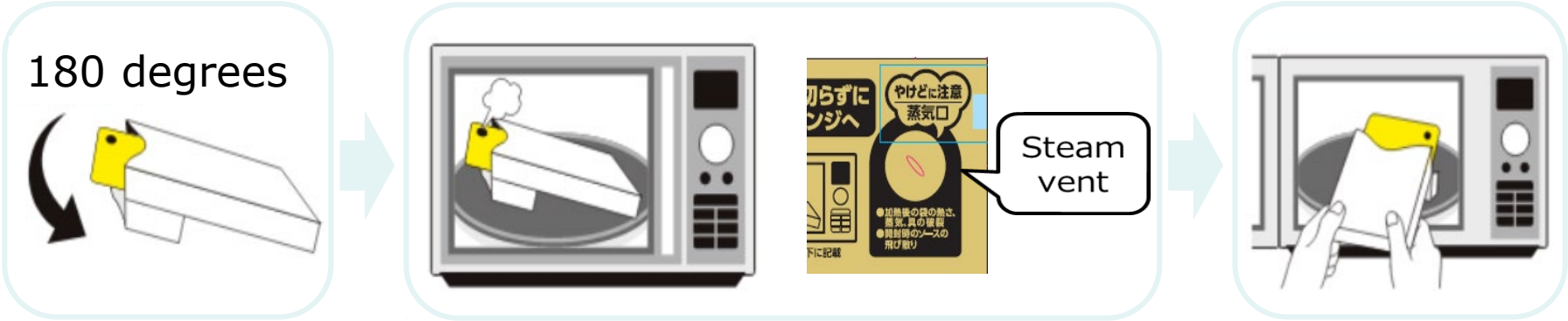




- Changed the material composition of the retort pouch
- Determined the position of the vent hole
- Designed the shape of the vent hole



Improved the outer packaging

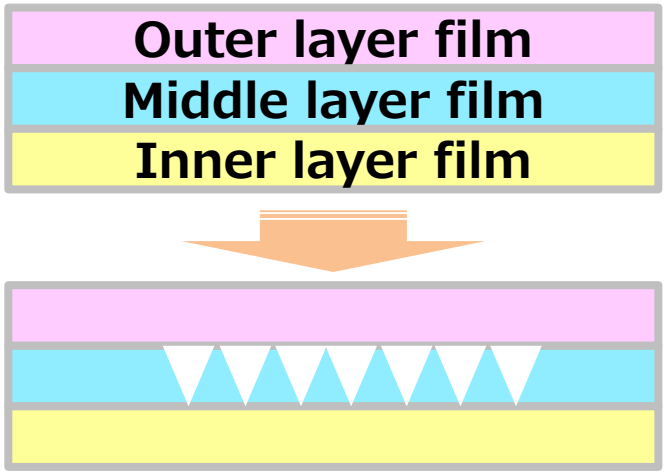


Set the retort pouch at an angle

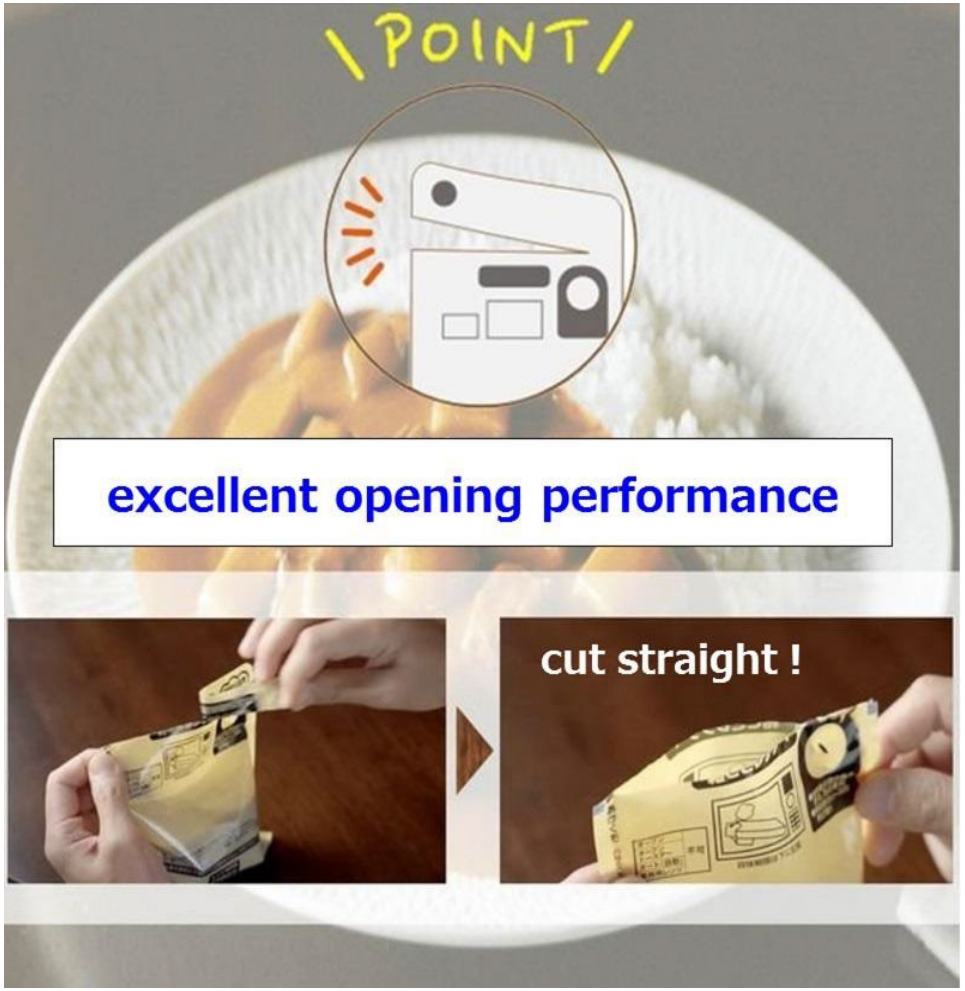
Heat in the microwave.
Steam escapes from the steam vent.

Pick up the box and take it out

A technical modification that allows the package to open straight across horizontally.



Make a cut



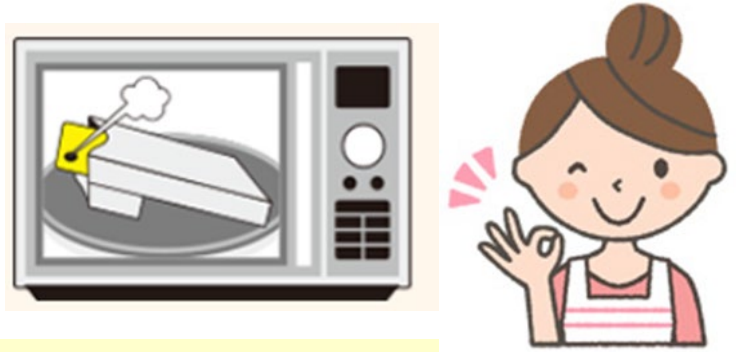
GHG Emissions Comparison by Cooking Method

Boiling in water

Microwave heating

GHG emissions reduction during heating:
approx. 20,000 t-CO_2e
GHG emissions during cooking:
approx. 80% reduction

Achieving Both Sustainability and Consumer Satisfaction



Cutting Energy Use,
Cutting Carbon

- **Cook smarter, not harder**
  Save time, gain convenience
- **Safe by design No flames, no fire risk**

Balance

LESS ENERGY

CLIMATE FRENDLY

LESS TIME

CONVENIENT

Innovation inspired by consumers

In Japan, the demand for convenience and time-saving in home cooking is increasing.

- Expanding market for retort pouch foods
- Rising consumer shift toward microwaveable options
- Eco-conscious Design + Consumer Value

Improved comfort, operational efficiency, and safety—while creating environmental and consumer value

Consumer Trends and Market Demands in Japan

"Collaborative Climate Action between Consumers and Businesses — Scalable Worldwide"

Innovating Product Design for Microwave Compatibility

Shifting Consumer Behavior

With advancements in Pre-packaged food (curry) technology, it has become Safe and reliableDeliciousEasy to preparePlus,
+
environmentally friendly

つくろう、未来の笑顔。

Let's create smiles for the future.

Thank you very much.