

Business With a Mission



[Ecopreneur Bio](#) [Experts Profile](#) [Industry Insight](#)
[Business Dashboard](#) [Urban farming activities](#)

What do you do?

I show people – [over 2,000 so far](#) – how to grow real food like our grandparent's generation did. We call it "organic". They simply called it "food". One of my goals is to eliminate this distinction and make growing food sexy!

Why do you do it?

Besides the fact I really enjoy teaching about growing food, there's so many good reasons: Eating food you've grown makes mealtimes tastier and more satisfying, and can save money and improve our and the environment's health. Growing it locally can help us stay in shape, boost self-sufficiency, [support the community](#) and fight climate change – simultaneously! Amazingly, none of that is PR spin!

You've got 60 days left to live. What part of your business will you work on and why?

No question: teaching urban farming. It's the most impacting thing I do.

Write a front page headline about a future business goal and explain why you chose it

"Urban Farming Now Taught in Every School".

This is my dream, and not just for Japan, for every country. Growing food locally without chemicals is fantastic, fun,

and a very easy way for anyone to make a measurable difference not just [in their own lives](#) but in the [lives of others](#), and the future of our planet. And considering children are the future, the sooner they learn how to grow their own food, the better. > [More](#)

What key issue is behind your activities and how is it influencing your work?

Sustainability, global warming, and survival. I don't often mention the last two, but they are powerful motivators. Our planet's vital signs are failing, our generation may not live out our natural lives, and anything we can do to help restore and create a more sustainable biosphere is a smart move in my opinion.

How are your activities helping address the above issue?

Urban farming without chemicals addresses seven of the 17 SDGs straight off the bat. That's incredible. To help the global community achieve these goals, I've [introduced thousands of people in Japan to urban farming](#). > [More](#)

What is the most impacting thing you have done in your field, and who did it help?

Installing farms and training the entire Elementary School – 475 students – to grow food at [St. Mary's International School](#) in Tokyo in 2023. [Here's how it went](#).

What's your secret for business success?

Solid passion for the work coupled with relentless action, enthusiasm, and ambition to grow the business and change lives for the better. One person really can change the world.

Why should people work with you?

I've [launched and been driving the expansion](#) of English language [urban farming in Tokyo](#) for over a decade. As a result, I've got the experience, contacts, and [know-how](#) to take it to places it's never been. I also have 13 years' experience in [running school urban farming programs](#) and [teaching people of all ages](#) how to grow food, backed up by a constantly growing [range of practical resources](#) and [guides](#) that can help anyone virtually anywhere grow their own food. The sky is the limit.

