



**JUST
GREEN**

THE HEALTHIEST CHOICE



Overview

Market Share 10.5%
CAGR = 35%

Competitor Positioning



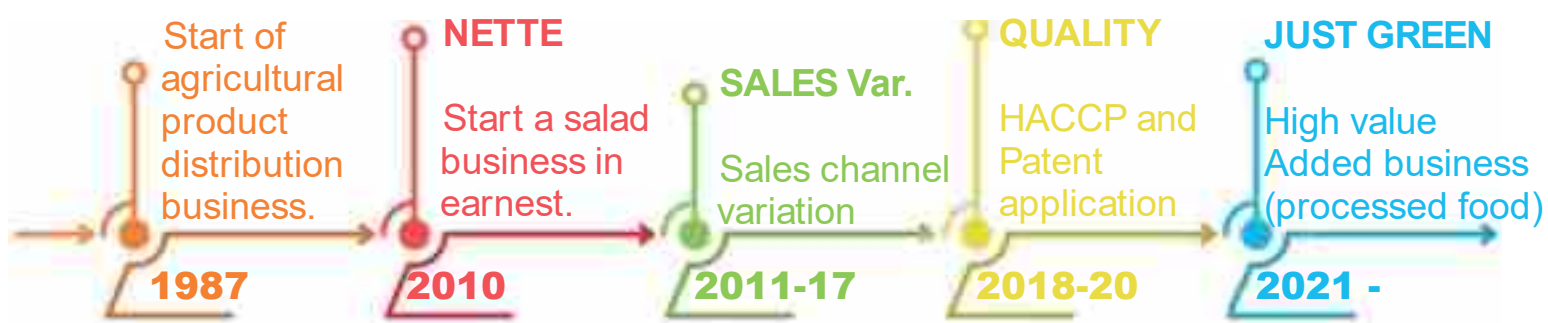
Company	Just Green Co., Ltd.(an agricultural corporation)		
CEO	Jong Il Park		
Sales	\$8.22 mil (2021 Year Total M/S \$763 mil)	Establish	Nov 2010.
Address	169-25 Wonseungdu-gil, Gongdo-eup, Anseong-si, Gyeonggi-do	Tel.	+82-70-4350-3355
Business	Fresh Cut Vegetable and Salad / Pretreated vegetables and fruits		

About “JUST GREEN”

Just Green, an agricultural corporation, is a South Korean company that processes fresh salads and fruits. For about 35 years, we have been leading the market by creating a safe food culture for the lifestyle of modern people, from agricultural product distribution to salads, medicinal juices, and pickles. We focus on R&D to enhance the preservation and microbial control of products made using carefully selected raw materials, and secure safety through continuous quality development.

History

FOUNDATION



Family Company with KIST

KIST Founded as the first multidisciplinary government-funded research institute in Korea, KIST established a national development strategy based on science and technology and disseminated various essential industrial technologies. Now, half a century later, KIST is elevating Korea's status in the field of science and technology through world-leading fundamental technology R&D. Looking to the future, KIST will continue to strive to be a premier research institute, pursuing a brighter future for Korea and all of humanity.

Co-working KIST and Just Green jointly carry out research tasks and share research results. It was possible to jointly develop equipment that distinguishes vegetables containing phytochemical and informs the content, and to summarize the efficacy through analysis and advice in the development of medicinal juices, Therapy Vege Juice 'PhytoNchemical'. Family Company with KIST at Jul. 2022(*See photo below)



Researching and Development

Plant Factory Through plant factories, we are preparing countermeasures against climate change by accumulating data such as mass production of new varieties, research on varieties resistant to climate change, and know-how in operating plant factories. It is Just Green's own effort to cope with domestic climate conditions, which are difficult to supply stably.



Products – Processed food

Therapy Vege juice



Therapy Pickle



Products- salad and Fresh Cut

Vege mix



Topping Salad



Topping Salad



Green Salad



Fresh Cut Vege



Manufacturing process and quality control



- Sterilization/cleaning with peracetic acid(PAA)
- HACCP authentication
- Establishment of Corporate Research Institute
- Establishment of a Hygienic Production System
- Self-experiment and test inspection of external institutions





Differentiation



SAFETY

Just Green insists on only good vegetables for safe food. Determine in advance whether the cultivation of each raw material is smooth and manufacture fresh raw materials grown through a contract with the relevant farmhouse using the second inspection and passed raw materials. We are conducting periodic hygiene experiments for safety



CONVENIENCE

Due to the nature of the salad, it is made by combining various vegetables, and it saves you the trouble of purchasing, trimming, and throwing away various raw materials. We have researched and developed recipes and containers that can be enjoyed in various ways by men and women of all ages, adding convenience so that you can use them in various ways depending on the purpose.



FRESH

Workers wearing sanitary work clothes are making products at HACCP certified facilities, and thorough management is carried out to maintain the freshness of products through the Cold Chain System.



HYGIENIC

The raw material will be disinfected using peracetic acid, a non-toxic, non-stimulating natural sterilization disinfectant certified by the U.S. Ministry of Food and Drug Safety and organic. Peracetic acid has been certified as a food additive by the Ministry of Food and Drug Safety of the Republic of Korea. It goes through a three-stage cleaning and sterilization process using peracetic acid. Peracetic acid is 99.9% non-toxic, and it is harmless to the human body and has no skin damage due to non-irritation, so you can eat it safely.

Quality Certification



Patent & (Package) Design Registration





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