

J-POWER Invests in TOWING Co., Ltd. Contributes to Sustainable, Next-Generation Agriculture

Electric Power Development Co., Ltd. (“J-POWER,” headquartered in Chuo-ku, Tokyo; President and CEO: Hitoshi Kanno) has made an investment in TOWING Co., Ltd. (“TOWING,” headquartered in Nagoya, Aichi Prefecture; CEO: Kohei Nishida), taking up TOWING’s third-party allotment of shares to increase capital.

TOWING is an impact startup¹ founded in February 2020 at Nagoya University. Its mission is to “realize a super-circular society based on sustainable next-generation agriculture.” It has developed and sells Soratan, a high-performance biochar soil conditioner produced from carbonized local unused biomass using TOWING’s proprietary technology to efficiently sort and cultivate soil-derived microbiomes.

Regular biochar is generally alkaline, and depending on the rate of application to farmland, may increase soil pH and hinder crop growth. In contrast, Soratan has a near-neutral pH, allowing crops to grow well even when used on its own. Moreover, the use of Soratan contributes to the realization of regenerative agriculture by enabling upcycling of unused biomass, as well as the reduction of greenhouse gases through carbon fixation in farmland.

1. Impact startup: A startup company or organization established with the goal of solving social challenges and realizing a sustainable society. Its purpose is to maximize its positive social impact, rather than to simply pursue profits.

Through this investment, J-POWER will support the acceleration and expansion of business and technology development based on TOWING’s Soratan. By combining TOWING’s advanced technologies, innovative ideas and new business models in the field of agriculture with J-POWER’s technologies and expertise cultivated in the power generation business and other areas, we aim to create new businesses that contribute to achieving carbon neutrality as stated in [J-POWER BLUE MISSION 2050](#).



High-performance biochar Soratan



Vegetables grown in 100% Soratan soil

TOWING Overview

Name: TOWING Co., Ltd.

Website: <https://towing.co.jp/pages/en>

Representative: Kohei Nishida

Established: February 2020

Business: Manufacturing, sales and support for introduction of biochar

Proxy acquisition and sale of carbon credits based on the amount of biochar used

Sale of crops produced using biochar