



YANMAR

News Release

June 11, 2025

Yanmar Holdings Co., Ltd.

Yanmar Launches “Save The Farms by Yanmar” to Protect the Future of Farmland Through Food Production and Energy Transformation Technologies



Conceptual illustration of the sustainable agriculture to be realized by “Save The Farms by Yanmar”

Osaka, Japan (June 11, 2025) – Yanmar Holdings Co., Ltd. today announced the launch of “Save The Farms by Yanmar,” a comprehensive new initiative that brings together the company’s advanced technologies in food production and harnesses energy transformation technologies to protect the farmland of tomorrow and promote sustainable agriculture.

In the first phase of the initiative, Yanmar is introducing integrated solutions at farms in Ritto City, Shiga Prefecture, and Okayama City, Okayama Prefecture, combining regenerative agriculture with agrivoltaics—solar power generation using panels installed above farmland. Going forward, Yanmar will gradually expand the model across Japan in collaboration with local governments and agricultural stakeholders, tailoring solutions to meet regional needs. Yanmar aims to expand to 1,000 hectares in Japan by fiscal 2030, and is also considering global expansion in the future.

Tackling Pressing Challenges in Japanese Agriculture¹

Japan's agriculture sector faces mounting challenges, including aging farmers, labor shortages, and an increase in abandoned farmland—especially in mountainous and hilly areas that account for nearly 40% of the country's total farmland. Meanwhile, there is growing demand for eco-friendly farming practices that reduce greenhouse gas emissions. While new frameworks such as carbon credits for agriculture are beginning to take shape, technical development and on-the-ground support remain crucial. Agrivoltaics has emerged as a promising solution that generates new revenue streams for farmers by allowing energy production on farmland. However, barriers such as high installation costs and concerns about crop growth under solar panels have hindered adoption in some cases.

About the “Save The Farms by Yanmar” initiative

The Yanmar Group is committed to solving customer challenges in both food production and harnessing energy. Through “Save The Farms by Yanmar,” Yanmar aims to help protect the future of farmland and curb the spread of abandoned fields by offering solutions that leverage the company's technologies and expertise. As the first phase of this initiative, Yanmar has started operations in Ritto and Okayama City, introducing combined regenerative agriculture and agrivoltaics models.

Looking ahead, Yanmar plans to expand the initiative globally and develop a broader range of programs under the “Save The Farms by Yanmar” banner. These will focus on securing farmer income through sustainable agriculture, contributing to local communities, revitalizing rural areas, and supporting the creation of a more sustainable society.

First Phase of the Initiative: Solutions through Regenerative Agriculture and Agrivoltaic Models

As a solution to the challenge of labor shortages in agriculture Yanmar is introducing two farming models. In addition to a farmer-led model, where local farmers engage in farming and receive agricultural support funds from Yanmar, the company is also establishing a Yanmar-led model. In this model, the Yanmar Group leases land from landowners and undertakes the entire process in-house - from utilizing regenerative agricultural technologies to crop sales. This model will provide landowners with increased income through long-term land leases. In the future, Yanmar will also provide support for new farmers who aspire to enter the agricultural sector.

Furthermore, Yanmar will begin its power generation business around April 2026, utilizing agrivoltaic technology. This will include the installation and ownership of its own power generation facilities and the optimal supply of renewable energy through its self-developed wide-area supply and demand management system.

Overview of Initiatives in Shiga and Okayama

In Ritto City, Shiga Prefecture, sustainable farming is being carried out by a special subsidiary focused on employing people with disabilities. In Okayama City, local farmers are engaged in agricultural operations. Solar energy systems installed above the farmland generate clean electricity, which is stored and utilized by electric agricultural machinery to reduce carbon emissions. In the future, the initiative also aims to enhance regional energy resilience by enabling the supply of renewable power to local communities during emergencies and promoting local energy production and consumption.

	Yanmar-Operated Agrivoltaic Model	Farmer-Led Agrivoltaic Model
Location	Ritto City, Shiga Prefecture	Okayama City, Okayama Prefecture
Operator	Yanmar Symbiosis Co., Ltd.: employment for people with disabilities	Local farmers: farming entrusted
Agrivoltaic Start Time	Around April 2026	Around April 2026
Target Total Cultivated Area	1,000 hectares nationwide by fiscal 2030	
Crops	Rice	Rice
Annual Power Generation	78,000kWh/year	169,000kWh/year
Estimated Annual CO ₂ Reduction	33t-co ₂ /year	86t-co ₂ /year
Power Supply Recipients	Yanmar Corporation, Yanmar Holdings Co., Ltd., etc.	Yanmar Agri Co., Ltd. (Okayama City), Yanmar Energy System Co., Ltd.



Left: Farm in Ritto City (May 1, 2025), Right: Farm in Okayama City (June 6, 2025)

*1 References (MAFF, Japan):

- About mountainous and hilly agricultural regions (Japanese):
https://www.maff.go.jp/j/nousin/tyusan/siharai_seido/s_about/cyusan/
- Preventing and resolving farmland degradation (Japanese):
<https://www.maff.go.jp/j/nousin/tikei/houkiti/index.html>

About Yanmar

With beginnings in Osaka, Japan, in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future. For more details, please visit the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/>

Note: Information contained in the news release is valid at the time of publication and may differ from the most recently available information.

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