

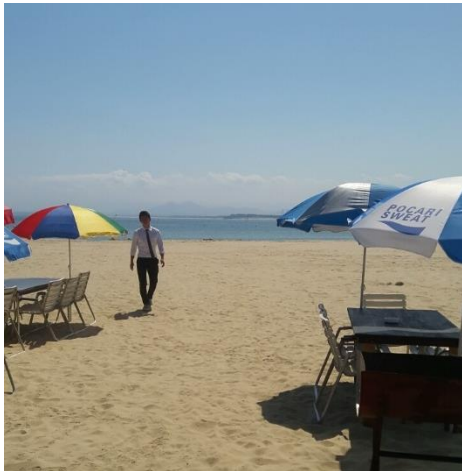
JAPAN: Fukuoka

July 6-7, 2016



Early Thursday morning I was invited to see Vegefru Stadium, a new wholesale produce market that opened on the island on Feb 12. It has an excellent location and has a mission to deliver safe, secure, and fresh produce. I was fascinated by the way they traded the fresh fruit and vegetables. Early mornings, workers bid on the prices and negotiate depending on the product. There is a platform like a regular auction and workers have dry-erase boards where they can write the price they are willing to pay. Prices are determined by the typical supply and demand rule and there is an intermediate between the buyer and the wholesaler. I learned that most of the facility is temperature controlled to keep the produce fresh.

I was certainly surprised by the prices of the goods. For example, this is a picture of a mango I took at the wholesale market with a price starting at 12 USD. Even at a wholesale price it seemed extremely expensive to me. Nonetheless, I don't doubt that they are top quality and taste delicious!



After the fresh food market, the Hakuunsha student interns and I had some time before going to the next meeting so we decided to take a quick drive to the beach. It was close to where we were and it was a nice break. We rested for a little in front of the relaxing and beautiful beach and had some matcha flavored shave ice before continuing to the next activity.

We headed towards BASES which is an office building across from the well-known HAKATA train station. It has meeting room and large tables enabling the exchange of information and is a great working environment! During the time there, we took a lunch break and I was finally able to try the delicious ramen noodles that Fukuoka is famous for.





Hakuunsha company is careful to deliver the goods exactly at the time they are needed with the best care possible. I can tell that the logistics field has a complex system that needs to be managed properly in order for it to be effective and efficient. I have always had an interest in logistics so it was a great opportunity for me to see behind the scenes and get a closer look at how the industry works.

Following the BASES activity, the students and I were able to visit the HAKUUNSHA facilities. We were able to get a small private tour and were able to ask any questions we wanted. Yuto was kind enough to translate through the tour. I learned that Hakuunsha has advanced equipment, and mainly distributes medicine. The company has non-refrigerated as well as refrigerated warehouses that are right temperature. When it comes time to transporting the goods to their destination, the company even offers refrigerated trucks.

Hakuunsha delivers products that could be hazardous if they are not taken care of properly. Most of their goods are medicine related and could be dangerous. The warehouses have cameras and in addition, there is an enclosed area within the warehouse where only designated people are allowed to enter with their fingerprint. This is to protect the goods, as well as the workers and avoid hazardous situations.

