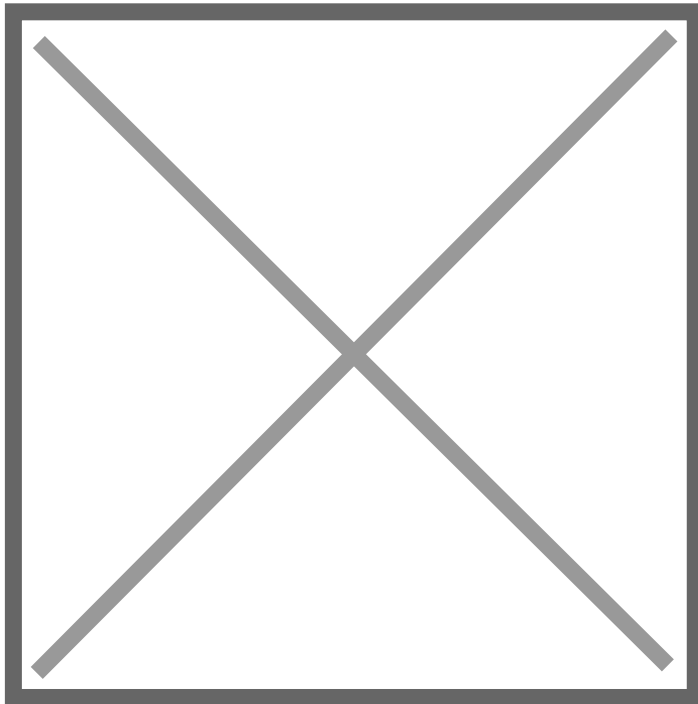




Murakami Farm accelerates global expansion as Taiwan license business gains momentum

20 April 2026 | News

“Broccoli Super Sprouts” sales double year-on-year, signaling rising demand for functional foods in Asia



“Broccoli Super Sprouts” sales double year-on-year, signaling rising demand for functional foods in Asia

Murakami Farm Co. Ltd. is advancing its international growth strategy as its licensed sprout business in Taiwan records a sharp surge in demand, with sales of its flagship “Broccoli Super Sprouts” doubling year-on-year in FY2025. The milestone underscores the rapid traction of the company’s first overseas licensing initiative and highlights growing consumer appetite for functional, health-focused foods across Asia.

As Japan’s leading sprout producer, Murakami Farm entered the Taiwan market through a licensing agreement with local partner Greenvines in 2021, with commercial shipments commencing in 2022. Since then, the company has successfully transferred its proprietary expertise in seed selection, production protocols, quality control, and marketing—effectively replicating its high-standard cultivation model in an overseas market.

The strong performance of the product is being driven by structural shifts in consumer behavior. In Taiwan, rising dual-income households have increased reliance on dining out, often resulting in insufficient intake of fresh vegetables. At the same time, demographic aging and heightened health awareness are reshaping dietary preferences. Against this backdrop, Broccoli Super Sprouts—rich in the functional compound sulforaphane—are gaining popularity among health-conscious consumers seeking convenient, nutrient-dense food options.

Consumer trust has also played a critical role in accelerating adoption. The product benefits from strong confidence in Japanese food safety standards and quality management systems. To maintain consistency, Murakami Farm has implemented rigorous monitoring processes, including regular measurement of sulforaphane levels through its dedicated laboratory in Japan, ensuring that products manufactured in Taiwan meet the same nutritional benchmarks as those produced domestically.

The Taiwan initiative forms a key pillar of Murakami Farm's broader strategy to globalize its sprout business through licensing. By systematizing its cultivation technologies and leveraging controlled-environment agriculture, the company is enabling year-round production of high-quality sprouts, independent of climate variability. This model not only enhances scalability but also positions the company to tap into the expanding global market for functional foods.

Looking ahead, Murakami Farm aims to strengthen its operational footprint in Taiwan while expanding its licensing model across other Asian markets. By combining advanced plant factory technologies with localized partnerships, the company is poised to drive both business growth and improved nutritional outcomes—aligning commercial success with the rising global focus on health and wellness.