

AAI and Myself – Shuichi Matsushima -

Reaffirming AAI's dreams and reality as a farewell

AAI News is a private journal that provides real-time technical knowledge and views on the agricultural and development fields to those with connections with AAI, based on the current activities of our company.

AAI's articles are a one-way message from us, and sometimes they may not be fully thought through sufficiently scrutinized before release. However, AAI News readers have been tolerant and warm in their support of our activities, and many have sent encouraging feedback. We are grateful for this direct connection with all of you.

While we are connected through the AAI News, one thought has crossed my mind, “Are our readers fully aware of who we, the publishers of the news, are?” Indeed, while we have been continuously delivering information about technical events and our perspectives, perhaps we have not covered much about ourselves. So here, I would like to take a moment to reintroduce and update you on AAI.

AAI is publicly recognized as an agricultural technology consulting firm. As you may gain a general understanding of AAI as a consulting firm from our website and other resources, it is based in Machida City in Tokyo, and provides assistance to agriculture development and agriculture techniques to developing countries and their people. In general terms, a company is often viewed as an “economic entity that conducts business activities by combining and concentrating various resources to pursue profit.” Likewise, a consultant is commonly understood as an “individual or organization that assists clients in solving their specific issues and challenges by utilizing their skills and experiences.” From that, most people would imagine “AAI may be a group of smart professionals swiftly performing their consulting duties”. However, AAI's actual approach diverges somewhat from this typical image.

Since its founding in December 1984, AAI has fostered a company culture that values the pursuit of technical interests and interaction with like-minded colleagues. Our working style is also rather unique. In AAI's company profile, we emphasize a “field-oriented approach,” but this does not simply mean striving to be “highly proactive consultants.” Instead, it embodies the philosophy of “Consulting without reality is worthless.” These words express a strong commitment to never losing interest in

natural and social phenomena, even while taking on the role of a consultant. Consulting work tends to be a one-off, outsider type of work, but these words serve as a warning to us never to do that. As a company, AAI is somewhat unconventional in that we have never set performance targets since our establishment and we are not particularly driven by profit motives. In short, our AAI is a small gathering of people who share a strong interest and passion for agricultural technology, and we enjoy satisfying our technical curiosity and expanding our circle of like-minded people.

The author of this article, Matsushima, will be leaving AAI this June. As my final role here, I have been assigned to write this AAI News article, and I struggled greatly with selecting the content. However, as a farewell, I would like to take this opportunity to once again present the true picture of AAI from an insider's perspective. To all our readers, I sincerely hope this provides renewed insight into AAI's journey and present reality, and I kindly ask for your continued warm support as AAI moves forward with a fresh spirit and new energy.



In our bustling, cluttered office space, colleagues are cheerfully engaged in their work once again today