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Green Gorilla Launches Eco-Conscious Platform for Premium Japanese Fruits

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Green Gorilla, a newly launched eco-conscious platform focused on premium Japanese fruits, is introducing a subscription-based model designed to connect consumers directly with responsibly cultivated seasonal produce from Japan. The platform offers tasting boxes, monthly and annual omakase subscription plans, as well as curated gifting options aimed at delivering high-quality fruits within days of harvest.

Founded by Mitsuharu Fujinuma, Richie Oi and Yuya Yoshikawa, with support from Zenova Ventures Group, the company combines expertise in agriculture, branding, IT and cross-border operations to promote sustainable farming and improve accessibility to premium Japanese fruits.

According to the company, the platform leverages IT-enabled systems and a preorder subscription model to align supply with demand, helping reduce food waste while supporting growers with more stable income streams. The model also aims to make premium Japanese fruits more accessible to health-conscious consumers and gift buyers beyond traditional luxury retail channels.

â??Green Gorilla isn't just about selling fruitâ??it's about leveraging IT-enabled platforms to connect farmers and consumers,â?• said Mitsuharu Fujinuma, CEO of Green Gorilla. â??Our aim is not to directly compete in the fruit retail market but to provide high-quality Japanese fruits at affordable prices while highlighting the craftsmanship and stories behind each harvest.â?•

The company sources fruits exclusively from selected Japanese farmers practicing traditional cultivation techniques and organic farming methods. Through Yuya Yoshikawaâ??s producer network, Green Gorilla collaborates with growers such as Minowa Melon Farm, known for its Shizuoka Crown Melons.

The platformâ??s current offerings include premium Japanese fruits such as Crown Melons from Shizuoka Prefecture, Sakura Momo strawberries from Tokushima, Saga strawberries from Kyushu Island, Sun Fuji apples from Aomori, Dekopon oranges from Kumamoto, Okinawa Peach Pineapples and Miyazaki â??Egg of the Sunâ? mangoes.