

NH Foods Ltd. Joins JBC as a Vision Partner Expanding Support for the Future of Baseball and Sports



JAPAN BASEBALL COUNCIL (JBC) welcomed NH Foods Ltd. as a new Vision Partner on October 1, 2026.

JBC aims to create a future in which world-class heroes who inspire children with dreams and hope continue to emerge from baseball and the broader world of sports. To help realize this vision, JBC promotes participation, develops people, and works to create better sporting environments. JBC's Vision Partners share this vision and contribute their expertise and strengths to help shape the future of baseball and sports.

With NH Foods joining as a new partner, JBC will further accelerate initiatives for the next generation in collaboration with companies, organizations, and the baseball and sports communities.



Nobuhisa Ikawa, Chairperson and Director of NH Foods Ltd. (left), and
Sadaharu Oh, Representative of JBC (right)

■ Comment from NH Foods Ltd.

NH Foods embraces “the joy of eating” as one of its corporate philosophies and is committed to contributing to society through food.

Through food and our support for a wide range of sports activities, we strive to support people's physical and emotional well-being and share “the excitement of great taste” and “the joy of health” with everyone.

We share JBC's vision and, by supporting its activities as a Vision Partner, aim to create new value through food and sports and contribute to the sustainable development of local communities and society through the development of future generations and the promotion of sports.

■ Comment from Sadaharu Oh, Representative of JBC

NH Foods has long been committed to supporting people and communities through food and sports.

Our shared commitment to nurturing children and future generations through sports closely aligns with the future JBC seeks to create, and I am very encouraged to welcome NH Foods as a partner who shares our aspirations.

By bringing together our ideas and strengths, I hope we can turn our shared vision into concrete initiatives that create an environment where children can dream.

■ About NH Foods Ltd.

Company Name: NH Foods Ltd.

Headquarters: BREEZE TOWER, 4-9, Umeda 2-chome, Kita-ku, Osaka, Japan

President and Representative Director: Fumio Maeda

Business Activities: Manufacturing and sales of food; sports and entertainment businesses, etc.

Official Website: <https://www.nipponham.co.jp>

■ About JAPAN BASEBALL COUNCIL (JBC)

JBC was established in May 2025 with the aim of creating a future in which world-class heroes—surpassing even Sadaharu Oh and Shohei Ohtani—continue to emerge from baseball and the broader world of sports, inspiring people around the world and giving children dreams and hope.

Under the BEYOND OH! PROJECT, and with a vision extending 50 and 100 years into the future, JBC works in collaboration with a wide range of organizations, companies, local governments, and other partners across the baseball and sports communities.

Its initiatives include the promotion and development of baseball, regional revitalization and infrastructure development, coach development and education, and international exchange and value creation.

Organization: Japan Baseball Council (JBC)

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Representative: Sadaharu Oh

Official Website: https://kyushin-kai.jp/beyond_oh



Instagram: <https://www.instagram.com/beyondoh1>



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Press Release



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