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Oishii secures $150 Mn Series C to accelerate robotics-driven vertical farming expansion

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In a decisive vote of confidence for the evolving architecture of controlled-environment agriculture, Oishiiâ??the company synonymous with high-precision indoor strawberry cultivationâ??has announced the first closing of its $150 million Series C financing round, marking a pivotal transition from experimental scalability to industrial maturation.

Led by SPARX Asset Management Co., Ltd., with participation from a consortium of prominent institutional investors including Nomura Real Estate Development Co. Ltd, MISUMI Group Inc, and Mizuho Bank Ltd, the funding round signals sustained conviction in Oishiiâ??s â??Smart Farmâ?• model at a time when much of the vertical farming sector has been undergoing a period of recalibration and capital retrenchment.

Unlike the exuberant early phase of indoor agriculture, characterised by rapid expansion and equally rapid consolidation, Oishiiâ??s trajectory has been notably more disciplinedâ??anchored in robotics, automation, and a tightly engineered production philosophy that seeks to reconcile horticultural precision with industrial predictability. The companyâ??s system integrates advanced automation with traditional Japanese cultivation methodologies, an unusual but increasingly influential hybrid approach in the global agri-tech landscape.

The fresh capital infusion is expected to significantly expand production capacity across Oishiiâ??s indoor farm network in the United States while simultaneously strengthening its technological footprint in Japan. Central to this expansion is the continued deployment of robotics systemsâ??particularly in pollination and harvestingâ??enhanced further by the companyâ??s acquisition of Tortuga AgTech and a strategic partnership with MISUMI Group Inc., a global leader in industrial automation components.

Oishiiâ??s evolution also reflects a broader recalibration of vertical farming economics. Once defined by ultra-premium positioning and niche consumer appeal, the company has gradually widened its commercial aperture. From the early

introduction of its Omakase Berry at luxury price points, it has since diversified into multiple product tiers, including the Koyo and Nikko varieties, with retail offerings now spanning a far more accessible price spectrum.

This strategic broadening has been complemented by innovations in packaging and shelf-life optimisation, including a proprietary stay-fresh sealing system that significantly reduces plastic usage while extending product durabilityâ??an essential factor in scaling fresh produce across long supply chains.

Institutional investors backing the round have underscored not only the companyâ??s technological differentiation but also its executional discipline. SPARX Asset Management, in particular, highlighted Oishiiâ??s progression from concept validation to full commercial deployment as a rare example of consistent delivery in a sector often defined by volatility and unmet expectations.

At its core, Oishiiâ??s thesis rests on a deceptively simple premise: that strawberriesâ??among the most delicate and labour-intensive fruits in global agricultureâ??can be transformed into a reliably produced, year-round commodity through extreme environmental control and algorithmic precision. Yet beneath this simplicity lies a deeply complex engineering challenge, one that the company continues to address through iterative advances in automation, R&D infrastructure, and operational scaling.

The newly raised capital will be deployed to expand farm infrastructure, deepen robotics integration, and accelerate research initiatives across both the United States and Japan, including the development of a dedicated Open Innovation Center in Tokyo. These investments are designed to consolidate Oishiiâ??s position at the intersection of food technology, robotics, and high-value horticulture.

Having raised a cumulative $370 million since its founding in 2016, Oishii now enters what its leadership describes as a â??new phase of confidenceâ?•â??a stage defined not by proving feasibility, but by refining scale, efficiency, and market reach.

In a sector still grappling with questions of profitability and long-term viability, Oishiiâ??s latest financing round stands as both a validation of its model and a broader signal: that the future of premium agriculture may no longer lie in fields alone, but increasingly within precisely calibrated, data-driven environments engineered for consistency as much as for taste.