

# Oisix and the Future of Food: Navigating Disruption, Innovation, and Global Growth

Tuesday, April 15, 2025 | 6:00 – 7:00 PM (Dinner will be served)  
Kravis 840, Columbia Business School

*Note: This event is limited to current Columbia University ID holders, Columbia alums, and CJEB affiliates.*



*Featuring:*

**Kohey Takashima**

Founder and CEO,  
Oisiz ra daichi Inc.

**Daniel Goldstein**

CEO, Oisix Inc.;  
Purple Carrot; and Yoko Street

*Moderator:*

**David E. Weinstein**, Director, Center on Japanese Economy and Business;  
Carl S. Shoup Professor of the Japanese Economy, Columbia University

## About the event:

Oisix ra daichi Inc., founded by Kohey Takashima in 2000, is one of Japan's leading online grocers specializing in organic and sustainable foods. Since its founding, Oisix has expanded significantly, acquiring Daichi wo Mamoru Kai and Radishbo-ya, and establishing a strong presence in the plant-based market with its U.S. subsidiary, Purple Carrot. The company continues to grow globally, recently adding SHiDAX Corporation to its portfolio. Oisix has been at the forefront of navigating disruptions in food supply chains, consumer habits, and international market expansion.

## What you'll learn:

- How have supermarkets, online food providers, and restaurants evolved after COVID, and who will thrive by navigating inflation, supply chain disruptions, climate change, and tariffs?
- How is Oisix tackling the challenges of running a food business globally, balancing growth across multiple markets and overcoming barriers, including language, culture, and time zones, to drive innovation?
- Oisix's view on the importance of plant-based food for sustainability and the company's efforts to globalize *washoku* (Japanese cuisine) for cultural exchange



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