

As time moved forward to the sixth generation under Yasuto Hatano, we began focusing even more on advancing our igusa cultivation techniques and have received numerous awards at quality competitions.

Until then, our farm had no official name. In 2018, we named it Gozakura Juhey. The name honors Juhei, the founder of our farm and the name behind Juhei-omote, while also expressing our gratitude for the tradition he passed down and our unique technique of aging igusa in a storehouse.

Today, Gozakura Juhey continues to evolve. We are developing new products such as negoza sleeping mats and exploring new ways to use tatami, including transforming our own home into a model room. Through these efforts, we aim to share new possibilities and experiences created from igusa with the world.