How can rapid economic growth change communities? This question can be analyzed by examining the attitudes of people who left their hometowns in rural areas and worked in cities while keeping some ties with their changing homeland. In this paper, a case study of the Farm “Murasaki no Sato” of Mishima Foods is presented to show that a private company standing on the corporate logic of profit maximization and competition can contribute to maintaining communities based on agricultural communities’ traditional logic of mutual assistance and cooperation by promoting the effective use of agricultural land and creating local job opportunities. The case study of Mishima Foods to analyze corporate ethics in the food industry suggests the following four conclusions. First, Mishima Foods structured its corporate ethics around the two different 4S principles: one consisting of seiri (sort), seiton (set in order), seiketsu (standardize), and seisō (shine) and the other of shōjiki (straightforward honesty), seijitsu (sincerity), seirei (sustaining diligence), and sinjitsu (sober truth). The thorough exploration of these principles earned confidence. Secondly, these corporate ethics were based on the concepts of the founder and established through trials and errors by employees and external supporters. Moreover, these ethics were formed by accumulating excellent business practices. In the case of Mishima Foods, the key factors to this success include (i) quality-oriented and trust-based principles; (ii) the fair treatment of employees; (iii) the active development of new products, ranging from rice seasoning to retort-pouched foods; (iv) the thorough implementation of the field-oriented approach in sales activities; (v) the shift of the focus from individual to corporate customers; and (vi) the credit-first principle in loan transactions with banks. Thirdly, the capacity to pass down these corporate ethics was strengthened by the following two factors: (i) the shared belief that the value of working “lies not in external objects but in internal attitudes” and (ii) the 10-year education of next-generation leaders under the principle of “desire for permanence of the corporation.” Lastly, it should be noted whether the quality-oriented and trust-based principles of Mishima Foods can survive in the global trend of pursuing the cost-efficient and profit-first principles in capitalism or rather contribute to creating a balanced capitalism by enhancing the social significance of the company.

Key words: Food safety and hazards, corporations and their contribution to communities, capacity to pass down corporate ethics, external objects and internal attitudes, quality-oriented trust-based principles or cost-efficient and profit-first principles