

ABSTRACT

To make it possible to intuitively grasp geographical climate or environment in a field at the time of purchasing. On a plot selection screen including a plot selection image 502 for a selected field, selection of a plot from which rice produced therein is purchased is received. The plot selection image 502 for the field is one including, on an area environment presenting image 5021 for the field, a line indicating the boundary of each plot in the field and the name (a number in the figure) of each plot. The area environment presenting image 5021 is obtained in such a manner that an image, which includes the field, in a predetermined shape is extracted as a presented image from an aerial photograph and the scale of the presented image is changed such that the size of the extracted presented image reaches a certain size. Assuming that the type of feature indicating the characteristics of geographical climate or environment in the field is a predetermined type, the presented image is extracted from the aerial photograph such that the field and the predetermined type of feature are recognizable on the area environment presenting image 5021.