CLAIMS

[Claim 1]

A produce sales system for receiving selection of a plot in a field, where produce which is intended to be purchased is produced, via a network to sell the produce produced in the selected plot or to pre-sell the produce scheduled to be produced in the selected plot, comprising:

a plot selection screen provider that causes a client device connected to the produce sales system via the network to display a plot selection screen corresponding to the field; and

a plot selection receiver that receives, on the plot selection screen, the selection of the plot in the field where the produce which is intended to be purchased is produced from a user of the client device,

wherein the plot selection screen includes a field image which is an image including an environment presenting image which is any of an aerial photograph, a two-dimensional map, and a three-dimensional map indicating conditions of the corresponding field and at least part of a predetermined type of feature outside the field, and

the predetermined type is a type of feature indicating a characteristic of geographical climate or environment, the produce sales system further comprising:

a field selection screen provider that causes the client device to display a field selection screen including a field guide map that multiple field positions are displayed on a map; and

a field selection receiver that receives, on the field guide map on the field selection screen, selection of the field from the user of the client device,

wherein the plot selection screen provider causes the client device to display

the plot selection screen corresponding to the selected field received by the field selection receiver, characterized in that

the environment presenting images included in the field images on the plot selection screens each corresponding to the multiple fields are images having an identical size and set on such scales that the conditions of the corresponding fields and the predetermined type of feature are displayed on the environment presenting images, the scales being not unified among the plot selection screens.

[Claim 2]

The produce sales system according to claim 1, wherein

the field selection screen and the plot selection screen including multiple plot selection screens each corresponding to multiple fields form different portions of one Web page.

[Claim 3]

The produce sales system according to claim 1 or 2, wherein

the field image includes a figure indicating the plot in the field on the environment presenting image, and

the plot selection receiver receives the selection of the plot on the field image.

[Claim 4]

The produce sales system according to claim 1, 2, or 3, wherein

the environment presenting image is produced in such a manner that a range satisfying a predetermined condition is extracted as a presented portion from any of the aerial photograph, the two-dimensional map, and the three-dimensional map indicating the feature in the range including the field and a scale of the presented portion is changed such that a size of the extracted presented portion reaches a predetermined size, and

the predetermined condition for the range is that the range includes the field and the predetermined type of feature and a percentage of a size of the field included in the presented portion with respect to the size of the presented portion is a predetermined percentage or greater.

[Claim 5]

The produce sales system according to claim 1, 2, 3, or 4, wherein

the predetermined type includes any one of a “mountain,” a “river,” a “water channel,” a “lake,” a “sea,” a “forest,” “other fields,” a “residential area,” a “dam,” or an “embankment.”

[Claim 6]

A plot selection reception method for receiving selection of a plot in a field, where produce which is intended to be purchased is produced, by use of a produce sales system that receives the selection of the plot in the field via a network to sell the produce produced in the selected plot or to pre-sell the produce scheduled to be produced in the selected plot, comprising:

a plot selection screen providing step of the produce sales system causing a client device connected to the produce sales system via the network to display a plot selection screen corresponding to the field; and

a plot selection receiving step of the produce sales system receiving, on the plot selection screen, the selection of the plot in the field where the produce which is intended to be purchased is produced from a user of the client device,

wherein the plot selection screen includes a field image which is an image including an environment presenting image which is any of an aerial photograph, a two-dimensional map, and a three-dimensional map indicating conditions of the corresponding field and at least part of a predetermined type of feature outside the field,

and

the predetermined type is a type of feature indicating a characteristic of geographical climate or environment, the produce sales system further comprising:

a field selection screen providing step of the produce sales system causing the client device to display a field selection screen including a field guide map that multiple field positions are displayed on a map; and

a field selection receiving step of the produce sales system receiving, on the filed guide map on the field selection screen, selection of the field from the user of the client device,

wherein the plot selection screen provider causes the client device to display the plot selection screen corresponding to the selected field received by the field selection receiver, characterized in that

the environment presenting images included in the field images on the plot selection screens each corresponding to the multiple fields are images having an identical size and set on such scales that the conditions of the corresponding fields and the predetermined type of feature are displayed on the environment presenting images, the scales being not unified among the plot selection screens.

[Claim 7]

A produce sales system for receiving selection of a plot in a field, where produce which is intended to be purchased is produced, via a network to sell the produce produced in the selected plot or to pre-sell the produce scheduled to be produced in the selected plot, comprising:

a plot selection screen provider that causes a client device connected to the produce sales system via the network to display a plot selection screen corresponding to the field; and

a plot selection receiver that receives, on the plot selection screen, the selection of the plot in the field where the produce which is intended to be purchased is produced from a user of the client device,

wherein the plot selection screen included a field image which is an image including an environment presenting image which is any of an aerial photograph, a two-dimensional map, and a three-dimensional map indicating conditions of the corresponding field and at least part of a predetermined type of feature outside the field, and

the predetermined type is a type of feature indicating a characteristic of geographical climate or environment, characterized in that

the environment presenting image is produced in such a manner that a range satisfying a predetermined condition is extracted as a presented portion from any of the aerial photograph, the two-dimensional map, and the three-dimensional map indicating the feature in the range including the field and a scale of the presented portion is changed such that a size of the extracted presented portion reaches a predetermined size, and

the predetermined condition for the range is that the range includes the field and the predetermined type of feature and a percentage of a size of the field included in the presented portion with respect to the size of the presented portion is a predetermined percentage or greater.