

JCCU Releases Business Summary

JCCU summarizes the November 2015 business turnover of the 65 community-based co-ops nationwide.

For seven consecutive months the turnover for both the store and the home delivery had exceeded the previous years.

The total turnover in November is higher than the value recorded in the same month last year with an increase of 2.3% to a value of 209.05 billion JPY.

The store turnover increased by 2.3%, while the home delivery also increased by 2.3%.

The amount of home delivery sales was 130.83 billion JPY accounting for about 62.6% of the total turnover of the community-based co-ops.

Of these, the individual delivery sales alone increased by 4.6% to a value of 87.34 billion JPY.

The store turnover was 73.66 billion JPY accounting for 35.2% of the total turnover.

The overall increase of the total turnover is due to the increase in the market price of agricultural produce.

Along with it, associated industries like the fisheries, livestock and daily distribution products also extended.

In addition, from October, there was promotion of CO.OP products in JCCU member co-ops that also received strong support of members.

Television commercial that was launched nationwide also might have contributed to the increase in the overall sales.



2015 ICA Global Conference & General Assembly held in Antalya, Turkey

ICA's Global Conference and General Assembly was held in Antalya, Turkey from 9-13 November 2015. The main theme of the event was "Towards 2020 What will your cooperative look like?"

Four delegates from JCCU including ASADA Katsumi - President attended the meeting which was participated by 1,052 participants from 79 countries.

The Global Conference before the General Assembly was held from 11-12 Nov., composed of Plenary and Breakout Sessions under the five themes in the "Blueprint" for a Co-operative Decade namely; " participation ", " sustainability ", " identity ", " legal framework " and " capital ".

At the morning breakout session of the 11th, ARAI Chitose Vice President of JCCU gave a report on the title "Support of Japanese Consumer Co-ops in Local Communities". She introduced the home delivery, store and welfare businesses of the Japanese consumer co-operatives that have been achieved through the participation of co-op members and the promotion of regional protection activities "watch-over activities" of senior citizens.

The General Assembly was held on 13th Nov. One of main topics of the Assembly was the retirement of Dame Pauline Green, President of ICA, who led ICA from 2009 and was re-elected in 2013, and the election of Monique Leroux, as the new President of ICA after a robust campaign by four candidates. Monique is currently the CEO, Chairwoman and President of Desjardins Group (Canadian financial cooperative) in Quebec, Canada.

In the ICA Director-General's report, Charles Gould stressed that in order to increase the awareness of cooperatives and the

cooperative principle in general it is important to strengthen the "global marketing campaign" through the use of (.coop) and also creating an easy-to-understand posters reflecting the five themes in the blueprint together with producing videos that would introduce the activities of the cooperative.

The ICA Director -General also mentioned the importance of maintaining and visualizing the history of cooperatives and announced that a project has been launched to create a digital archives to introduce the activities of the past pioneers including Japan's KAGAWA Toyohiko former President of JCCU and Canada's Desjardins.

Another highlights of the Assembly; the Principles Committee presented the first edition of the Guidance Notes of the Co-operative Principles, ICA and Euricse (the European Research Institute on Cooperative and Social Enterprises) released the 2015 edition of the "World Co-operative Monitor" which is a business statistics report produced each year by ICA..

The next ICA biennial conference will be held in Kuala Lumpur, Malaysia in 2017.



this issue

ICA General Assembly Held **P.1**

CO.OP Action Exchange Meeting Held **P.2**

News in Brief **P.3**

2015 Welfare Activities Learning Exchange Meeting

With the aging population and the complex needs that follows, Japanese consumer co-ops are extending various welfare facilities and assistance to senior citizens.

On October 28 in Co-op Aomori headquarters, the welfare activities committee leaders in the five regions in Aomori prefecture organized the 2015 fiscal year welfare activities learning and exchange meetings.

Welfare activity exchange meeting is held in "order to upgrade knowledge on the current status of community welfare and the role and effort of the Regional Comprehensive Support Center.

The support center is a general consultation counter that offers comprehensive support to Senior Citizens such as medical and welfare.

The Director of Ohno Aomori Health care Co-op gave a lecture to the committee leaders about the role and activities of the Regional Comprehensive Support Center. She mentioned that the role of the Aomori Comprehensive Center is to provide high-quality, relevant, and useful information, resources, tools, and consultative expertise that would result in improved outcomes for senior citizens including town planning.

It was followed by community exchanges where participants shared views about welfare activities in their respective communities and discussed ways to expand co-op membership in the regions.

Participants were with the view that the ideas obtained from the meeting will help promote welfare activities in their respective areas.



Let's get connected "CO-OP Action Exchange Meeting Held

On November 24-25 2015, JCCU held the "2015 Let's get connected CO-OP Action Exchange Meeting" in Morioka, Iwate Prefecture, under the theme "to think about the connection between the future of the affected areas".

CO-OP Action is a campaign launched in 2012 by JCCU to raise funds for specific issues concerning the reconstruction exercise of the 2011 Great East Japan Earthquake and also to serve as a platform to prompt people's attention not to forget the earthquake and to continue to offer assistance for the reconstruction which still require long term continuing support.

The exchange meeting was attended by about 90 people consisting of co-op members nationwide, co-op executives and staff.

On the first day, a memorial lecture was given by KUGIKO Akira who is a storyteller of the "Rikuzentakata" disaster area.

She narrated the experience of the victims who found shelter in a junior high school in the area and the state of the stricken area using images and video. She also called on the participants to prepare for disaster to reduce damage upon occurring.

In the plenary session, there were reports on the current situation of the disaster relief activities and future initiatives from Iwate Co-op, Miyagi Co-op and Co-op Fukushima.

Thereafter, under the theme "to think about the connection between the future of the affected areas" participants discussed and shared ideas and views regarding information exchange with the affected areas and disaster prevention and mitigation.

On the second day of the meeting participants

divided into two courses, the "Rikuzentakata course", and the "Miyako Taro course" to get familiarized with current situation of the areas swept up by tsunami.



State of the whole meeting



Seawall visit of Miyako Taro area

JCCU and member co-ops will continue to promote initiatives towards reconstruction and to organize activities and forums that will help remind people about the earthquake with the local NGOs and residents.

Co-op Gifu awarded the "Gifu Prefecture, Safe and Secure Urban Development Award"

Co-op Gifu was awarded the "2015 fiscal year Gifu Prefecture, Safe and Secure Urban Development Award" at a ceremony held on October 20 2015. The award is a certificate of commendation for organizations rendering distinguished services for the promotion of community safety activities. This is the second time the Co-op has won the award.

Creating a safe and secure region has been a part of the co-ops cooperate social responsibilities. The co-op has expanded their "Elderly Monitoring Agreement" with the local government to check on elderly people or the community members living alone using the delivery network.

In addition the co-op home dinner delivery business has expanded in recent years.

Since more than 10 percent of the users are aged 65 and over, it is supposed that the delivery facility contributes to the community development through the provision of meals as well as the direct communication between the co-op delivery staff and the elderly people in the area.

Again the Co-op home delivery trucks use crime prevention patrol stickers that help to prevent or reduce the number of crimes in the area. The co-op has been engaged in patrol activities since 2005.

Co-op Gifu was evaluated on these services and was recognized by the prefecture as a safe and secure urban development-friendly company.

Tottori Prefecture held Co-op festival

Under the clear autumn sky, Tottori Prefectural Consumer Co-operative Union held the 23rd successful co-op festival at Hokuei Odaiba park, that attracted more than 3,000 participants.

The opening event was a stage performance "Kuroboku Taiko" (drum beating) by local elementary school children. It was followed by congratulatory greetings by MATSUMOTO Akio mayor of Hokuei-cho.

Songs and dance performance by the Green Co-op Consumer Co-operative signaling peace created an atmosphere of excitement. There were also songs performance by young children in the area that exerted power of the middle-aged.

Tottori Prefecture UNICEF Association also organized familiar quiz and bingo games to raise funds for UNICEF activities.

There were about 80 booths where various events were held by various co-ops in the prefecture such as food tasting and sale of co-op products, disaster prevention cafe, sale of goods to support victims of the 2011 Great East Japan Earthquake, UNICEF panel exhibition, sales of special curry by the university co-op.



Scene of the festival

News in Brief

Miyagi Co-op recycle center introduces SVO generator

Miyagi Co-op Recycle Center started operation in 2006 to make compost from several kinds of waste, including food residue collected from its stores and the home delivery outlets as one of the co-ops initiatives to reduce environmental impact and to help contribute to the creation of a recycling-based society.

The recycling center, which is located in Ohira Village in Miyagi Prefecture, has a compost facility capable of processing 4 tons of food waste per day, compactors for waste paper and plastic, and a Styrofoam-melting machine.

The Co-op has introduced new generator that run on straight vegetable oil (SVO) as fuel produced from the waste cooking oil from co-op members collected at each store. The output of the generator is 25 kW.

The annual power generation is 91,000 kwh, which corresponds to approximately 20 households power consumption for ordinary homes.

The electricity produced will be sufficient for the recycle operation in the daytime, thus reducing carbon dioxide (CO₂) discharge by 38 tons per year.

SVO can be used if the oilcake of the waste cooking oil is removed, and it is said that the environmental impact upon its use is smaller than biodiesel fuel (BDF) which requires chemical processing.

The new generator also utilizes the exhaust heat during electricity generation with a diesel engine for the recycling process.

Co-op Nationwide safe driving competition held

The number of trucks being used by consumer co-ops nationwide for the home delivery business has greatly increased in recent years. There are about 18,000 trucks for delivery with more than 20,000 drivers.

Safe driving practices are the key to preventing or minimizing the number of accidents that could occur during delivery.

On November 6-7, 2015, the fifth "Co-op nationwide safe driving competition" was held in Hamamatsu city in Shizuoka prefecture. It was attended by safe driving tournament winners from co-ops nationwide and 26 home delivery staffs selected from 14 consumer co-ops.

The meeting received an opening greetings from KOMATSU Hideyuki of Co-op Nagano who was the previous year tournament winner. He reminded the participants about safe driving and mentioned that safe driving is one of the safe and secure products of co-op. He emphasized that "we aim not to cause accident in the community but rather to protect the people and ensure their safety".

Later the participants were divided into four groups and engaged in interchanges with the theme "reduce back accident and the accident in the city area".

In this competition 4 kinds of danger prediction

test events were given namely (1) safe driving knowledge and risk prediction, (2) regulations driving competition, (3) vehicle sensory recession driving competition and (4) vehicle sense turning competition.



Appearance of the fifth driving competition



Co-op Plaza
3-29-8, Shibuya, Shibuya-ku
Tokyo, Japan 150-8913
<http://jccu.coop/eng/>
email:kokusai@jccu.coop

JCCUNews is published by the International Department.
For inquiries contact the address on the left:

Download the previous issues from:
<http://jccu.coop/eng/jccunews/index.phd>