

New Release: CO-OP Coffee pack & CO-OP Organic Darjeeling Tea Bag

JCCU has released two new CO-OP products "CO-OP Coffee Pack for Canteen" and "CO-OP Organic Darjeeling Tea Bag" using 30% of beans and 100% organic tea leaves produced from Rainforest Alliance Certified farms respectively. The products were released on April 1, 2017.

Rainforest Alliance Certified farms meet strict criteria from the viewpoint of ecological protection, environmental preservation, improvement of working environment etc.

In the fiscal 2017, JCCU plans to switch over 80% of its coffee and tea amounting to about 240 million cups a year using raw materials from rainforest alliance certified farms.

The coffee pack is a blend of 100% Arabica beans from Brazil, Colombia, Guatemala and Ethiopia. Richness and sweetness change with the method of preparation either hot or ice.

"CO-OP Organic Darjeeling Tea Bag" uses 100% tea leaves organically grown in the Rainforest Alliance certified farms in Darjeeling region, India. 50% or more of the raw material is second flush which is considered high quality. One can enjoy rich and fruity aroma.

JCCU will continue to promote product development that considers environment, region, society and people, including products from Rainforest Alliance certified farms, and will strive to expand its ethical consumption efforts.



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10th Asia-Pacific Ministers' Conference held in Hanoi, Vietnam

The 10th Asia Pacific Cooperative Minister's Conference was held from April 18 to 21, 2017 in Hanoi, Vietnam.

The theme for the conference was: "Visioning Ahead to 2030: Promoting Stronger Partnerships between Government and Co-operative Stakeholders in realizing the Sustainable Development Goals (SDGs)."

It was co-organized by the International Cooperative Alliance Asia-Pacific (ICA-AP) Secretariat, the Vietnamese Ministry of Planning and Investment and the Vietnam Cooperative Alliance.

The conference is held once in four years in the ICA-AP member countries.

This time approximately 300 people from 20 countries including ministers in charge of cooperatives, representatives of governments, ICA-AP member organizations, and international development agencies participated to deliberate on how cooperatives and governments could strengthen partnership in order to realize the sustainable development

targets (SDGs) adopted at the United Nations Summit in September 2015 through report presentations and panel discussions.

From Japan, representatives from the Ministry of Health, Labour and Welfare, the Ministry of Agriculture, Forestry and Fisheries and JAZENCHU (Central Union of Agricultural Co-operatives) gave report.

Mr. YAMAMOTO Toru, Ministry of Health, Labour and Welfare, Director Office of Consumers' Cooperative Societies reported on "Current status of Japanese consumer co-ops and their roles and prospects for elderly care". He answered the questions concerning the establishment of a comprehensive care system in Japan and countermeasures against changes in the population structure which won the high interest of the participants who regarded the answers as aging response measures which could be replicated in their respective Asian countries in the near future.

JCCU will continue to cooperate with the local and overseas co-operatives and related organizations to disseminate efforts on various social issues.

Co-op Detergent Environmental Campaign

The 8th Co-op detergent environmental donation campaign is being conducted between April 21 to October 20 2017. The campaign is an initiative aimed at spreading environmental friendliness of Co-op detergents and also to contribute to environmental protection.

The campaign focuses on the sale of 11 Co-op detergents, where for every purchase of one of those detergents, one yen is donated to fund the activities of NPO Corporation Borneo Conservation Trust Japan (BCTJ) referred to as "Borneo Green Corridor Project" and also domestic and international environmental protection groups.

The "Borneo Green Corridor" project is an effort to protect biodiversity by securing the land between protected areas and preserved forests to conserve the environment of Borneo Island creatures.

Since JCCU uses palm oil from the oil palm plantations of Borneo Island as raw materials for Co-op laundry detergent, it started this donation activity and so far has secured about 9.1 hectares of land as "Co-op Forest".

Last year the campaign realized a total amount of 4.26 million JPY with the participation of 105 community-based consumer co-ops.

Miyagi Co-op wins "Low Carbon 2017" Excellence Award

The low-carbon excellence award is a system run by the nationwide global warming prevention network that honors the global warming prevention activities by various organizations working on aiming to build a low-carbon society for the next generation.

This is the seventh time the award ceremony has been held.

This year, there were 951 entries nationwide but only 26 organizations consisting of 7 organizations from the civic sector, 3 organizations from the municipal sector, 9 organizations from the school division, and 7 organizations from the corporate division, were selected to contest for the Minister of Environment and Minister of Education, Culture, Sports, Science and Technology Awards through presentations. Among them was Miyagi Co-op.

Miyagi Co-op was honored with "Low-Carbon 2017" Excellence Award for being part of the 26 finalists as a result of its initiatives in "CO₂ reduction by SVO cogeneration generator".

The cogeneration generator uses SVO (Straight Vegetable Oil) which is filtered waste vegetable oil from Miyagi Co-op store as fuel to supply electricity and recovers high-temperature thermal energy generated concurrently as waste heat recovery. It is a system that utilizes energy effectively.

According to the Co-op it was a great opportunity to participate in the "Low Carbon 2017" award competition where reports and exchanges of wonderful efforts regarding nationwide CO₂ reduction prevention, global warming prevention were carried out.

The experience is believed to serve as a great encouragement for future activities of the co-op.

JCCU releases "Environmental Report 2016"

JCCU has issued "Environmental Report 2016" summarizing its environmental activities for the fiscal 2016.

The report focuses on activities of JCCU and its member co-ops nationwide regarding measures against global warming, diffusion of renewable energy, reduction and recycling of waste from business operations, environmental consideration of products, support for environment projects/activities of member co-ops, the social activities and environmental management of JCCU. A brief summary is given below:

Consumer Co-op recycling activities that started with voluntary efforts of members have been implemented in many co-ops with the aim of reducing garbage and making effective use of resources.

Reduction of packaging containers and recycling have also been advanced and upon new development and renewal of Co-op products, JCCU has achieved the reduction of the weight of containers and packaging by changing the shape of products and reviewing packaging materials as well as effectively utilizing resources and making garbage raw materials for recycling.

Consumer Co-ops Support Child-Rearing Households

JCCU on April 1, 2017 launched a new sub-brand "Kirakira Step" for infants between 5 months to 3 years old. This initiative is carried out to support child-rearing families.

This brand is a joint development by JCCU and the Co-op Net Business Federation which is a federation of 6 consumer co-ops in the Tokyo metropolitan area.

JCCU, starting with the production of "Co-op Butter" in 1960, has since released various co-op products. One of the basic policies is to work on developing products that enhance convenience while responding to co-op members' demand.

This new brand is a series of CO-OP products mainly focusing on frozen food that are rare in baby food. Under the supervision of a managed nutritionist, JCCU has designed the optimal size, texture, ingredients selection and target ages for infants.

Starting with a portion type porridge which is convenient for cooking, JCCU is going to provide "material type" product to support the cooking of busy child-rearing households without spending much time in cooking.

According to the age of the child, the material could be made soft by grinding or easily arranging menus by combining with other ingredients.

Regarding power generation, Consumer Co-ops have set the final goal of establishing 100 MW renewable energy power generation facilities by the fiscal 2020.

As at the end of fiscal 2015, 50 MW power generation facilities had been installed with the actual power generation amount being 51.6 MW, thus achieving the goal set for fiscal 2015. Solar energy was 45.5 MW, accounting for about 90% of the total power generation and the rest the renewable energy other than solar.

Regarding development and diffusion of environmentally conscious products, in fiscal 2015 a total of 316 items were developed amounting to a sales volume of about 17.8 billion JPY.

The number of carbon foot (CFP) products was 52 items amounting to about 58.13 million JPY. CO₂ emissions in 2015 fiscal year for JCCU Groups were 51,693 tons, 89.2% of the base year and 100.9% of the previous year.

JCCU will continue to develop and disseminate eco-friendly products to help realize lifestyle with less burden on the environment through product business and members' activities.

In addition, information such as allergen and salt equivalent are displayed on the front of the package in an easy-to-understand manner.

JCCU conducted 8 group interviews, with a total of 66 people through registered monitors of Co-op Net members who are actually raising children from August 2016 to January 2017, to get their views regarding the new product.

JCCU will continue to extend this support in the future.



Co-op Kobe establishes emergency hotline service for foreign residence

On March 7, 2017 Co-op Kobe distributed "Consumer Hotline 188" (multilingual clear file) which is a fraud-prevention document given in 4 foreign languages to foreign nationals living in Tajima area of the Hyogo prefecture.

In 2016, in response to a grant from the prefectural government of Hyogo prefecture, Co-op Kobe undertook the "Consumer Trouble Prevention Project". Under this project the co-op promotes efforts to prevent consumers' damage by spreading "Consumer Hotline 188" which is available for anyone to freely discuss any issue that is troubling.

Co-op Kobe cooperated with an NPO who operates Japanese classes for foreign nationals in the area to produce the multilingual clear file for the foreigners living in the Tajima area, for the purpose of informing and cautioning them about 4 points that can prevent fraud in English, Chinese, Tagalog (Philippines) and Vietnamese. Such as to ask others who knows Japanese business practice when they decide, to say "No" clearly, not to judge by appearances and not to sign without a close look.

The clear file also tells them to be careful of unscrupulous business practices and in case of trouble dials the "Consumer's Hot Line 188" with the assistance of someone who speaks Japanese.

About 300 copies of the "multilingual clear file" were distributed to 6 Japanese classrooms for foreign nationals in Tajima area.



News in Brief

Miyagi Co-op and FamilyMart integrated store opened

On April 21, Miyagi Co-op and FamilyMart Co., Ltd opened the first integrated shop "FamilyMart + COOP Shichikashuku shop" in the city of Shichikashuku, Miyagi prefecture.

This partnership agreement to open the first integrated store of a super market and convenience store function is the first of its kind in the area and it is anticipated to serve as food desert countermeasures to improve the shopping convenience of the local residence as well as revitalizing the town where depopulation and aging are progressing.

The store has total area of about 340 square meters with the sales area alone covering 276 square meters which is about 1.7 times the size of a conventional convenience store.

In addition to offering ordinary FamilyMart handling products and services, Miyagi Co-op has about 500 items of fresh local produce (fruits, fresh fish, meat and cooked meal) and "Megumino" products together with about 700 items of co-op products arranged in the store. Approximately a total of about 4,200 items are available for sale.

The store operates 24 hours a day and has the merit of convenience stores and supermarkets.

In the opening ceremony, Mr. MIYAMOTO Hiromu, President of Miyagi Co-op (M), mentioned that the integrated store would provide the local people with a place to shop irrespective of advancing depopulation.

Also present at the opening ceremony were Mr. FUKUDA Minoru, Tohoku 2nd District Officer, FamilyMart Co., Ltd. and Mr. KOSEKI Koichi, mayor of Shichikashuku city who also mentioned that the initiative is a policy drive towards "community improvement where local citizens can live in peace with a feeling of security".



Scene of the opening ceremony.

Co-op Mirai "Traffic safety school bag cover presentation ceremony" held

On April 6 2017 at the Urayasu City in Chiba Prefecture at the office of the Mayor "Traffic Safety School Bag Cover Presentation Ceremony" was held.

At the presentation ceremony, Mr. UCHIDA Etsushi the Mayor and the Education Director of Urayasu City, Ms. HOSODA Reiko together with two new first graders and 4 representatives from Co-op Mirai attended.

1,800 pieces of school bag covering were donated to 17 schools in Urayashi city.

From 2010, traffic safety school bag cover has been donated to about 300 elementary schools in the municipal district as part of Co-op Mirai's social contribution activities to protect the safety of children in the area covering Chiba, Saitama and Tokyo.

In 2017, 13,774 "school bag covers" were donated to 173 schools, and 576 "street crossing hand flags" were donated to 188 schools in the Chiba Prefecture.



Scene of the school bag cover presentation

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