

Renewal of "Co-op Amino Shampoo" and "Co-op Amino Hair Conditioner"

Japanese Consumers' Co-operative Union has renewed the "Co-op Amino Shampoo" and "Co-op Amino Hair Conditioner" that contain amino acid, which is friendly to both hair and skin. Sale of these renewed products started from October 1, 2010.

Before the renewal "CO-OP Amino shampoo," mainly contained amino acid and amino acid system ingredient. The product received lots of appraisal from many users as a hair product that gives a healthy hair texture with improving hair damage upon use.

In this renewal, a combination of 11 different kinds of amino acid as against 8 kinds used for the previous product has been used. However, the washing ingredient of the amino acid system has been kept similar, with little improvement on the foaming effect. The nutrition ingredient to the hair has been increased that makes the hair healthier and brighter. This new shampoo uses a new moisture retention agent that improves hair elasticity.



No. of Staff : 59
No. of test samples : 17,161/y
Samples : Raw Materials, Trial products,
1st production lots, Snap inspection etc
Items : pesticide residues, residues of animal drugs,
food additives, micro-organisms, heavy-metal,
nutrition etc



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JCCU Product Development Policy

JCCU and member Co-ops have been planning, developing, manufacturing and selling products with safe and security as the main premise.

Co-op is known as a consumer organization improving food safety administration.

To meet such social expectations, Co-op continues to provide safe products and services by correctly assessing consumer's needs.

JCCU has developed a basic policy for the development of CO-OP products. The policy underlines strict protocols for safety and quality that governs a product from its development stages to supply. It includes quality manuals that determine development procedures and raw materials control, inspection standards through manufacturing process, quality standards for the products, and other standards concerned with delivery and storage, all in conformity to ISO 9001 management system.

Security, safety and quality concept are carefully verified through each stage of production. Production field and logistics of some important ingredients are investigated. Staff in charge of quality certification also inspects production plants.

More rigorous inspections are carried out on plants with no experience of co-op products manufacturing. In case a plant is evaluated as 'improvement needed', its manufacturing initiation will be postponed until certain improvements are made.

Besides JCCU has a state of the art laboratory that examines CO-OP products in respect of residual agrichemicals, food additives, food composition, and

microorganism in food and DNA test of raw materials of product.

The commodity inspection center checks the first products to guarantee their safety and quality. In 2009, 23,499 test samples were investigated.



Test Laboratory

The test kitchen is an evaluation activity, involving co-op members, to have an extensive taste testing of the new product and pass on their ideas and opinions to the production department for further improvement where necessary. Most of the items are household goods and cosmetics.



Test kitchen

UNICEF Support Activity “for children of the world”

Japanese Consumers' Co-operative Union and its member Co-ops in co-operation with the Japan Committee for UNICEF launches a UNICEF donation campaign under the theme "CO-OP core non smile-school project" to raise funds to improve the education environment for school kids in the Republic of Angola. The project period is from November 1, 2010 to October 31, 2011.

By contributing 1 Yen to UNICEF through the sale of one pack of CO-OP brand toilet paper "core non roll" from any of the co-op store outlets and the home delivery channels, the "making a children-friendly school" project for the Angola children is supported.



A logo for the campaign

Co-op's donation to UNICEF since 1983 is more than 6.8 billion JPY

JCCU has been involved in the UNICEF activities since 1983, to support children in the developing countries under the co-operation with Co-ops in the nation. The total amount of donation to-date is more than 6.8 billion yen, about US\$84.3 million.

The total donation in 2009 amounted to 376.8 million JPY of which designated donation to support some specific projects in overseas was 72 million JPY and 150 million JPY as emergency donation.

Commemoration reception of Japanese Health & Welfare Co-operative Federation

Commemoration reception of Japanese Health and Welfare Co-operative Federation was held on October 13, 2010 in Tokyo with the attendance of 337.

At the beginning of the reception, Mr. Yasuyuki Takahashi, Chairman of the board, made an opening address. Mr. Takahashi talked about the foundation process and the value of the new federation, and expressed his gratitude to the many people who in diverse ways have rendered support throughout the process of formation. He finished his address by saying, "We hope that health and welfare co-operatives all over Japan will co-operate with each other to deal with the tasks before us and advance step by step towards the future."

The reception was attended by guests from the government, representatives from consumer co-operatives including the president of JCCU, Mr. Yamashita and other stakeholders.

At the end of the reception, Mr. Keizo Fujitani, managing director, made a closing address and expressed his gratitude to the guests for their participation.



Scene at the commemoration reception



Opening address by Chairman Takahashi

About the Japanese Health & Welfare Co-operative Federation

Health and Welfare Co-operative Federation, established on August 20, 2010, is a federation of co-operatives related with medical and welfare business consisting of 115 health and welfare co-operatives and it is also affiliated with the Japanese Consumers' Co-operative Union (JCCU).

The federation deals with business related with staff working for medical and welfare businesses, such as recruitment and human resource development (HRD), guidance, and business related with medicine and medical equipments. The federation also promotes co-op-to-co-op alignment and provides information exchanges. The federation started business operation on October 1.

About Health and Welfare Co-operative

Health and Welfare Co-operative is a co-operative corporate body established based on the Consumer Co-operative Livelihood Law and mainly deals with medical and welfare businesses. The health and welfare co-op conducts various kinds of businesses such as managing hospitals, clinics, and health facilities for elderly people, visiting care stations, providing services of rehabilitation and nursing care at medical facilities. It also provides support for medical care at home and housing for elderly people.

Members of health and welfare co-op utilize these facilities when needed, and engage in activities that promote good health and mutual support among themselves on routine bases so as to make a community where people can live in relief and secure.

Co-op Sapporo concept of (ECO-OP)

For the sustainable society

Co-op Sapporo reduces CO₂ emission by the following seven measures.

1. Persistently promote measures for environmental protection in store development (design, material, construction method).
2. Positively utilize natural energy and introduce energy-saving technologies.
3. Strive to provide eco-friendly products as well as pursue eco-friendly provision methods.
4. Provide more products produced and consumed in the region so as to shorten range of transportation.
5. Pursue resource saving, recycling and circulating use of resources.
6. Enhance understanding of consciousness for environment through its business
7. Each staff strives to deepen understanding for environment and promote eco-friendly activities.

Through these measures, Co-op Sapporo hopes to accomplish a good balance between ecology (environmental protection) and economy (business activities).

Targeted ratio:

Co-op Sapporo intends achieving 50% reduction of CO₂ emission with this new ECO-OP compared with CO₂ emission of the conventional store.

About Co-op Sapporo:

Co-op Sapporo is the second largest consumer co-operative in Japan established in 1965. It has membership of 1.3 million as at March 20, 2010 and a total business turnover of 244 billion JPY, (US\$3 billion) for the 2009 fiscal year.

It has 108 store outlets, 25 centers and 5 depots for the home delivery business.

Co-op Sapporo “Green Store” “ECO-OP “ “with the concept of reducing CO₂ and saving energy”

Nishimiyanosawa store, friendly-to-the-earth “ECO-OP,” built with bonded wood of larch grew in Hokkaido is the first large-sized wooden eco-friendly store in Japan.

Since 2008, Co-op Sapporo has been actively involved in environmental conservation activities. One of the major concerns was to operate stores with high-energy savings with appreciable reduction of CO₂ emissions. In 2009, Co-op Sapporo in co-operation with Muroran Institute of Technology engaged in a joint “Eco-friendly store development project. Based on the research achievement Co-op Sapporo has been able to build its first “green store” the Nishinomiya store. Nishinomiya store aims at reducing CO₂ emission by 50% less than that of conventional steel-framed store. In order to accomplish the target, the store is built with various concepts and ideas such as unique store design, efficient energy use, and the use of eco-friendly equipments such as refrigerators, freezers etc.

Nishinomiya store is a wooden one-floor building with dimension of about 3,000 square meters. As much wood as possible is used not only for the walls and pillars but also for the display racks in the store. By this design, 35% carbon dioxide reduction was achieved during the construction compared with that of conventional steel-framed store.

Environmental-friendly showcases for refrigerated and frozen products without using chlorofluorocarbons are adopted. Various devices to improve refrigeration efficiency, adoption of energy-saving lights in the backyard and showcase night cover installations are put in place.

Also, in order to reduce CO₂ emission in transportation, “eco-friendly” food products produced in Hokkaido are used with carbon footprint labeling. The use of recyclable containers, easy-wrapped goods and goods without tray are promoted in order to reduce trash.



The concept of CO₂ emission reduction (comparison based on yearly assumption)

| | | | |
|--|---|---|--|
| CO ₂ reduction amount when building a store | Conventional type store; total floor area = 4,760m ² | New ECO-OP store; total floor area = 2,999 m ² | New ECO-OP store; total floor area = 2,999 m ² |
| Reduce CO ₂ emission by building a wooden (bonded wood) store instead of conventional steel-framed store | built with steel-frame | if built with steel-frame | built with wood |
| | CO ₂ emission = 2,304 t | CO ₂ emission =1,451 t | CO ₂ reduction amount = 508 t equivalent to 35% reduction |
| CO ₂ reduction amount when operating a store | Conventional type store | New ECO-OP store | New ECO-OP store with energy-saving equipments |
| Reduction of CO ₂ emission by reinforcing thermal insulation of building and introducing energy-saving equipments | Annual CO ₂ emission = 1,231 t based on annual electricity consumption | Annual CO ₂ emission = 776 t | CO ₂ reduction amount = 388 t equivalent to 50% reduction |

The above table compares CO₂ emission levels between conventional type store and ECO-OP built with steel-frame or with wood.

JCCU Report on Community Welfare

Japanese Consumers' Co-operative Union (JCCU) released a report on community welfare that summarized the future role of co-operative by reviewing the present business and activities of co-op on the basis of welfare aiming to making a community where everyone can live in relief.

Co-operatives in Japan for many years, have been engaged in store and home delivery businesses useful for members living as well as promoting various member-based welfare activities such as the support for household affairs, lunch gathering, meal delivery service and child-raising support. Also, Co-ops are actively developing activities related with nursing care insurance system such as support for home medical care, and day care service after the Japanese Government introduction of the nursing care insurance system in 2000.

However, many tasks still remain because of the aging Japanese population and the diminishing number of children. Under this situation many elderly people are likely to live in isolation. To address these problems, JCCU organized a workshop in 2009 and made a summary report on the role of co-operative to deal with the issues as given below:

1. To support the community and members' life through its business by supplying products and services.
2. To establish a system and a network where governments, social welfare councils and regional organizations could voluntary unite to discuss welfare issues.
3. To set up a study place where members and regional residents could study for their self-realization.
4. To provide an applicable consultation service for the community's daily concern.
5. To approach the government for institutionalization and/or policy enforcement based on the practical challenges in the regional community.

News in Brief

ICA-AP training program for Managers of Consumer Co-operatives

This training program is organized every year since 1995 by ICA-AP in collaboration with Japanese Consumers' Co-operative Union (JCCU). The main purpose of this year's program was to expose trainees to Japanese Consumer Co-operative system for enrichments in the areas of store operation and management.

In effect, ICA-AP and JCCU hope that trainees will be able to apply the knowledge obtained to the further development of their co-operatives in their home countries upon completion of the program. The first training program for this year organized at Miyagi Co-op and the Co-op Net Federation is just completed with four trainees from three Asian countries; Singapore, India and the Philippines.

The training period was from October 1-16. The trainees spent 7 days and 4 days respectively in Miyagi Co-op, Sendai and Co-op Net Federation, Tokyo.

During the orientation at JCCU, trainees received lectures on the Japanese retail industry, the Japanese consumer co-operative business and the merchandising policy of consumer co-ops to get them familiarize with the retail business environment in Japan.

At Miyagi Co-op, classroom lectures were given in various topics such as merchandising policy of Miyagi Co-op, food safety mechanism, member's voice and its incorporation in co-op management, store promotion etc.,

At Co-op Net Federation, trainees learnt the concept of eco-friendly store including store visits, a distribution center and lectures on the social responsibilities of Co-op Net.

Lastly, the trainees drew up their action plan and presented to Miyagi Co-op management in respect of how they could use the training experience to solve practical situations in their respective co-ops in their home country.

The trainees returned home on October 17

*The second training program is scheduled for November 1-13 at Co-op Kobe and Co-op Net Federation

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Scene at the final training summary



Store practical experience
Front: Mr. Matkar (Shriram Bazar) India
and Ms. Eva (ADTEMPCO) Philippines.



Mr. Patil (Warana Bazar) India



Ms. Shufen (Fairprice) Singapore.