



JCCU submitted a petition to the government requesting an appropriate action to be taken against health hazard by radioactive materials

Nearly six months have passed since the Fukushima nuclear power plant accident occurred. However, JCCU's concern over the accident hasn't subsided.

As time passes, the accident's aftermath is widely spreading while the cause of people's anxiety is changing according to the situation. The government, however, has not implemented risk communication sufficient enough with the public and therefore their policy and strategy against the accident are unclear. The public seems to have distrust towards the government.

Under this background, on September 2, 2011, JCCU submitted a petition to the government to take an appropriate action against the health hazard caused by radioactive materials as listed below.

1. To set goals and enforce it's implementation to understand the actual status of people's radiation exposure from the environment and food.
2. To perform the above measures and to implement cross-ministerial initiatives to reduce the effect of radioactive materials.
3. Keep transparency of the process when implementing and reviewing the measures. Enable stakeholder



Co-op expands home-delivery meal service

In Japan, 29.8 million of the population are aged 65 and above counting for nearly 23.3% of the total population (estimated by the Ministry of Internal Affairs and Communications).

Due to the rising number of elderly people who live alone, it has become a challenge to consumer co-ops to build an infrastructure in which co-op members, who are elderly, disabled, or live alone, can live stress-free and convenient lives.

As part of Co-op's life support and welfare activities, a new business model that provides total management and support for home-delivery meal operations, ranging from menu ordering to processing and delivery has started. This home-delivery dinner service provides safely packaged meals and other dishes on a daily basis with reasonable cost.

Co-op Yamaguchi first launched the 'Dinner Delivery' service as business in June 2007.

Since then many other co-ops have followed suit and as at late August 2011, twenty-four Co-ops in twenty-two prefectures have started the business, providing twenty-five thousand meals per day across the nation.

Registered dietitians plan well-balanced menus and co-op provides total management and support for home-delivery meal operations. Several kinds of services such as 'Lunch Box Course' and 'Side Dish Course' are available.

The service hopes to contribute to the creation of a prosperous community in which residents can enjoy a new type of convenience without any added worries.

The facility will also serves as a security checking and watching system for the users. If co-op delivery staff notices any abnormalities with any of the users during delivery he/she will contact the user's emergency number registered in advance.

This new business model strengthens the relationship between co-op members and the community through delivering well-balanced meals.

In addition to the above service, co-op also operates mobile shops for members in areas with inconvenient shopping, provides shopping bus to shuttle between residential areas and co-op retail locations as well as 'regional stations' in aging public housing complexes where delivery service users can receive their ordered goods.



Home-delivery meal service



Well-balanced meal

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Report on Internet-based health survey

A survey on post marketing monitoring (PMM) of food products was conducted by a collaborated effort between Nara Medical University and JCCU.

The investigation was conducted through internet monitoring for about 1,500 Co-op members including their family members. The period of investigation was from Dec 20, 2010 to April 30, 2011.

The Great East Japan Earthquake occurred during the study period but despite the fact that the members were in the state of confusion they still contributed to the success of the investigation.

The objective was to confirm the availability of early detection of acute disease like food-poisoning outbreak caused by intake of commercial food products by post marketing monitoring.

The health survey items were diarrhea and vomiting. A method was developed to detect acute disease by early aberration reporting system used in CDC (Center for Disease Control & Prevention), and to find the suspected causative food products by screening with signal detection methods for PMM, which have already been conducted for diverse drug reactions.

By using the methods, health survey data and product purchase information were analyzed. Doubtful dates when some sort of acute disease happened were detected, and the screening process picked up several food products.

The final results demonstrated that some suspected causative food products could be detected by the method, however, the casual relationship between the symptoms and the food products were not proved since the data was not enough.

We hope to develop the method for real-time alert system of PMM.

Countdown to International Year of Co-operatives 2012

To promote awareness of the global network of co-operatives and their effort in community building, JCCU in collaboration with National Federation of Italian Co-operative (Co-op Italy) has developed "CO-OP Italian Wine" in commemoration of the 2012 International Year of Co-operatives.

The joint-collaboration is a way to address common needs and further strengthening the growth of both co-operatives.

The sale of the product would raise members and public awareness of co-operatives and IYC in general and create legacy initiatives that will live beyond December 31, 2012.

CO-OP Italian Wine (red and white) was released for sale in September 2011.

This collaborated effort addresses partnership for social and economic development which could be described as a good practice to be replicated by other co-operatives.

CO-OP Italian Wine is a best seller in Italy with more than 10 million members annually using it on daily basis.

This wine has been imported into Japan for Co-op members.

To commemorate the International Year of Co-operatives, JCCU and the Italian Co-op entered into partnership for the collaborative development of the wine.

The raw material, (white and red grapes) is produced by Cevico agricultural cooperatives in Emilia Romagna. The brewing, blending and bottling has also been done by the Cevico Bottling Group ensuring strict quality measures from the raw material administration to the final product.

Taste is less addictive, affordable price and easy to go with any diet.



CO · OP Co-op Italian wine (red)



CO · OP Co-op Italian wine (white)

Community-based solutions for a global energy problem

Recycle of waste cooking oils to BDF

In Japan a growing number of municipalities are starting recycling programs to collect and process used cooking oils or waste vegetable oils into biodiesel that can be used in the municipal vehicle fleet.

In October 2011, the city of Sendai in collaboration with Miyagi Co-op launched the start of recycling oils. Oil waste from the prepared-meal section at the stores and that from members home are collected as ingredient of BDF. Sendai city has evaluated how much cooking oil might be available in the community and has developed a recycling program that will process the oils. Three Miyagi Co-op's stores have been installed with a special recycle box.

Carried-in hours are each store's business hours. Liquid oils are acceptable, such as salad oil, sesame oil and olive oil. However, coagulated oils, animal fats like lard, solid (at normal temperature) oils such as margarine, oils other than cooking oils, and overused oils are not acceptable.

Two recycle business facilities in Sendai will be in charge of collecting the plastic bottles of oils from the stores and then refining to BDF. The municipal city intends to run the model business for two years and estimates that hundred-liter oil per store will be recycled in a month.

The project offers an important opportunity for community member to become a participant in recycling waste product into useful biofuel.

Co-op have started voluntary checking for radioactive materials

Many Co-op members are looking for ways to source radioactive-material free food.

Following the Fukushima nuclear crisis many co-op members have been making inquiries to co-op facilities regarding the safety of food.

Sourcing clean food for babies, pregnant women and also food with high daily intake has become the greatest concern for the public.

There are many inquiries regarding the safety of food Co-op offers for sale through its outlets.

Responding to members request, on September 1, Co-op Kobe's product test laboratory started voluntary checking for radioactive materials by using a radioactivity-measuring device 'germanium semiconductor detector'. This device measures the amount of radioactive iodine and radioactive cesium in food by analyzing the gamma beam emitted from those materials.

The voluntary checking will be systematically implemented in the following Co-op Kobe's original brand products in order of preference.

1. 'Co-ops' and 'Food Plan' products, produced in the region and the neighboring areas with shipping regulations, including agricultural, fishery and daily products, frozen food and dried food.
2. 'Co-ops' and 'Food Plan' products from Tohoku and Kita-Kanto along with some rice, milk, tea to which many members inquired their safety.



Germanium semiconductor detector

Reducing the Environmental Impact of Vehicle Use

Eco-friendly vehicle introduction by Miyagi Co-op

Miyagi Co-op's efforts to reduce environmental impact of exhaust gas have included introducing two eco-friendly electric vehicles (EV) on August 6. They will be used as delivery vehicles for the home delivery business as well as by official staff to visit business partners.

The vehicle type is Nissan's 'Leaf', which can run between 150 and 160km on an eight-hour charge. Compared to normal gasoline cars, the two EV are expected to reduce about 7.5 tons of CO₂ emission per year. An electric vehicle charger has been installed in one of the Co-op's logistic centers.

Miyagi Co-op will continue introducing EV as a part of the Co-op's eco-friendly activities.



Electric vehicle (EV)

Lecture on food and radioactivity

Responding to the increasing member's concern over food and radioactive materials, a lecture session was held in Toyama to give consumers correct knowledge of the issue.

This lecture, named 'Food and radioactivity', organized by Co-op Toyama, gathered more than one thousand members.

The lecturer was Mr. Kazuya Kodama, an organizer of the Japan Scientists Association Ishikawa branch who has a good knowledge of nuclear power plants and radioactivity. He explained about radioactive materials detected in foods and in soils.

He advised the need to wash vegetables well and boil lightly to those worried about radioactive contamination. In this way, he mentioned, most of the radioactive cesium would be removed. The audience asked many questions to dissolve some of their doubts.

Besides the national government's investigation, Co-op Toyama carries out a voluntary checking for radioactive materials on its beef and vegetables and discloses the detail information of their testing.



A scene: A large number of audiences

Food Safety Assessment of radioactive materials

JCCU has submitted an opinion in connection with the result of deliberations about impact assessment of radioactive materials on food and health reported by Food Safety Commission in the Cabinet Office on August 26, 2011.

That:

- (1) Human health risk index below 100-mSv doses should also be informed to the risk management agency.
- (2) The public should be provided with a clear explanation of the result of deliberations; for example, why 100-mSv is not a threshold.
- (3) Though JCCU appreciates that the Commission had included both internal and external exposures in the assessment the attributions of food (including water) should also be included.
- (4) The conclusion has some dubiety, as the reference literature used by the committee did not show the evidence of the use of 'lifetime cumulative effective dose'.

JCCU launches internet online ordering with smartphones

Co-op internet circle "e friends" was launched in 2000 in response to Co-op members' lifestyle diversification and business innovations. At the end of 2010, over 2.3 million Co-op members nationwide have used the system. The system allows members to place orders online through Co-op's web site. From September 1 2011, JCCU has expanded the internet order-receiving system, which is the basic infrastructure for the home delivery business offered to its member Co-ops. The new system incorporates a site that allows online ordering with smartphones.

At present, only 3% of "e friends" use smartphones, however Co-op anticipates that sooner or later the number would increase tremendously since the launch of the site was in response to members demand for the system.

The system uses an external ASP service to change a cellular phone site to a smartphone specification with an interface easier to use than a PC site.

The system judges whether the site is a cellular phone or smart phone and become compatible with it. Furthermore, the service is used for both iPhone and an Android terminal.

The operation of the smart phone is improved significantly thus reducing the user's inconvenience, which is further linked to expansion of use.

JCCU will aggressively advance the use of internet to expand the home delivery business while offering members services useful for living.



JCCU extends carbon footprint indication items to food products

In June 2010, JCCU launched its first product "Sefta E" (laundry detergent) with carbon footprint indication, followed by food packaging wrap in April 2011, all in the non-food division.

CO-OP Ham is the first food item to be displayed with carbon footprint. By this, the carbon footprint authentication goods of JCCU now stands 27.

Carbon footprint labels are displayed as part of an on-going drive to help members make "green" purchasing decisions and JCCU aims to "footprint" more CO-OP products by the end of 2012.

With the adoption of carbon footprint, the amount of CO₂ greenhouse gas emissions evolved in all the processes from the raw materials procurement, distribution, use and maintenance, disposal, and recycling product life cycle is calculated and displayed on the items package.

Summer family cooking

JCCU developed a dietary education program titled 'taberu taisetsu Kids Program' in 2006 targeting elementary school children and their families.

The program provides some study materials to the children and by using them they learn and train themselves about their daily diet. The materials are designed to promote children's voluntary research and to stimulate communications at home, by supplying information concerned with food.

Practical cooking experience is also offered to the kids during school vacations.

On August 5, an event titled 'taberu taisetsu Kids Club Challenge Cooking' was held at Co-op Aomomori Towada Center.

Kamikita Regional Board hosted this event, purposing to learn 'importance of diet' through cooking practice with families.

Eleven people from four families joined and tried to make dry curry with vegetables and *naan*.

While the food was being cooked children enjoyed the ingredient-guessing quiz guessing what the ingredient of the food was.

It was a great opportunity for families to spend quality time together learning basic cooking skills and making healthy food choices.



40g x 3 single use packs Ham



Scene at family cooking

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