

## JCCU Supports WFP School Feeding Program in Ghana

The "CO-OP × Red Cup campaign" which is an effort to support the "School Feeding Program" in the Republic of Ghana was launched by JCCU and its member Co-ops in cooperation with the Japan Association for the World Food Program (JAWFP) in 2014.

It is a 3-year program ending in 2016.

The last campaign was launched from October 1 to November 29 2016, realizing an amount of 4.67 million JPY.

In this campaign one yen from the sale of target CO-OP product is donated to WFP for the WFP School Feeding Program.

JCCU has been engaged in this activity since 2014, and the donation amount for 3 years is approximately 11 million JPY.

Through this donation, JCCU anticipates nutritional improvement of children that will lead to the enhancement in the enrollment rate and the attendance rate of girls children.

Currently, in addition to the "CO-OP × Red Cup campaign", JCCU is advancing initiatives, such as the "Co-op Environmental Donation Campaign" that supports environmental groups engaged in preservation activities in and outside Japan.

Social contribution from the sale of CO-OP products is an initiative of consumer co-ops to extend social services beyond Japan.



## JCCU participates in Codex meetings

JCCU acknowledges that international food standards have a direct impact on the members of consumer co-operatives and producer co-operatives and for that reason has been sending representatives on behalf of ICA Committee on Consumer Cooperation to participate in meetings of the FAO/WHO Codex Alimentarius Commission and its subsidiary bodies since the middle of 1990's when ICA was accorded Observer status by Codex.

Mr. ONITAKE Kazuo, Manager of Safety Policy Promotion Department of JCCU, attended a session of Codex Alimentarius Commission held at the FAO Headquarters in June, 2016 under the agenda items: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

After the session Mr. Onitake had a meeting with Mr. Castaneda Rodrigo, Chief of Partnership Unit of FAO to explore the possible entry points for collaboration between FAO and JCCU since JCCU has been playing a major role in the area of food safety and food quality including food labeling in Japan by responding to member consumers demands.

During the discussion some of the areas of work of FAO on food safety which are of relevance to JCCU were highlighted and Mr. Castaneda mentioned that he would appreciate inputs from JCCU as a consumer organization to get a realistic picture of how foods were used/consumed.

Another area of potential collaboration with JCCU, he said, was the work of FAO related to food loss and waste (FLW), which occurs due to many poorly functioning food systems.

He expressed interest in learning from the system of JCCU regarding how to empower

consumers to demand healthy food environment and food systems that influence consumers' diets and nutritional status.

Another area of work that he said might benefit the joint collaboration with JCCU, is the implementation of the Principles for Responsible Investment in Agriculture and Food Systems (CFS-RAI).

Taken turns, Mr. Onitake on behalf of JCCU expressed an interest in seeking further information sharing sessions to learn more about FAO's work to identify specific entry points for collaboration.

Some of the potential areas Mr. Onitake mentioned include:

- Quinoa promotion with JCCU product line;
- Date Marking related activities;
- Food labeling and food safety – hygiene guidelines and scientific advice on people's management practices;
- Business model of *Sanchoku* for south-south cooperation
- Model of direct purchase by consumers from producers (Data related).



## this issue

JCCU participates in Codex meetings **P.1**

JCCU took part in EcoPro 2016 **P.2**

News in Brief **P.3**

## JCCU Releases Business Summary

JCCU summarizes November 2016 business turnover of 65 community-based co-ops nationwide operating stores and home delivery service.

In November both the home delivery and store sales turnover exceeded the previous year.

The store turnover was 103.2% compared with the previous year, showing an increase in two consecutive months from the previous year in the months October and November.

The number of customers and customer unit price both exceeded the previous year. Agricultural products and prepared dishes were again strong backbone of the sales.

The home delivery amounted to 102.7% over the previous year and together with fiscal 2015, it has exceeded the previous year for 20 consecutive months.

The cumulative growths for the 8 month period from April 2016 to November 2016 show a year-on-year increase of 1.3%, 0.7% and 1.5% respectively for the total turnover, the store turnover and the home delivery turnover.

## JCCU Releases CO-OP Report"

JCCU has published a magazine "CO-OP Report" (Vol.144 Winter issue) to announce the social contribution activities of co-op nationwide. In this issue, the initiatives from the regions, such as the promotion of Woody Biomass Power Generation Business, efforts in collaboration with administrative organizations, CO-OP International Activities, Expanding the handling of products with environmentally friendly authentication etc. and a special talk between Mr. MATSUMOTO Jun, the Minister of State for Special Missions and Mr. ASADA Katsumi, President of JCCU have been featured. (Link below, only in Japanese).

[http://jccu.coop/info/announcem ent/2016/20161220\\_01.html](http://jccu.coop/info/announcem ent/2016/20161220_01.html)

## JCCU participates in "EcoPro 2016", Exhibition on Environment and Energy

JCCU participated in one of Japan's largest environmental exhibitions "Eco-Pro 2016", formerly called "Eco-Products" held in Tokyo Big Sight (Tokyo International Exhibition Center) from December 8 to 10, 2016.

The yearly exhibition is organized by Japan Environmental Management Association for Industry with the support of various Government Ministries and organizations, and this year's event was the 18th of its series. The theme for this year's event was: "Global warming countermeasures and environmental considerations", "Clean energy and smart communities".

JCCU took part in this exhibition and set up a booth with the theme "What is Ethical? And your option for shopping". The event in the booth intended to facilitate learning on how consumers could think about the consumption of products or the use of services while considering the community and environment through quizzes and experiences.

In "Ethical expeditions GO!" section, visitors could learn the way of becoming an ethical consumer through quiz using example of toilet rolls.

In the "Ethical Understanding Stage" corner, the ethical consumption efforts to support Japanese Agriculture and developing countries, consideration

for the environment etc. were introduced through quizzes together with tasting of related products.



## Co-op detergent environmental donation campaign

Since 2011, Japanese Consumers' Co-operative Union has been organizing "Co-op Environmental Campaign Fund" every year to raise money to support environmental activities both in Japan and abroad.

One of the aims of this campaign is to spread the environmental friendliness of Co-op detergents and also to contribute to environmental protection.

The campaign focuses on the sale of Co-op detergent where for every purchase of a particular laundry detergent, one yen is donated to the fund.

The target products this of the campaign were 11 items clothing detergents (CO-OP Sefta-NEXT, CO-OP Sefta-Energy Antibacterial/deodorant etc.)

This year the campaign was conducted between April 21 to October 20 2016 with the participation of 105 community-based consumer co-ops realizing a total amount of 4.26 million JPY.

The amount will be donated to the NPO Borneo Conservation Trust Japan (BCTJ) for biodiversity conservation activities in Borneo.

Borneo has oil plantations where JCCU gets its raw materials for the production of laundry detergent.

JCCU is aggressively spreading Eco Mark products in consideration of increasing donations towards environmental activities and to environmental groups engaged in various environmental protection activities soliciting the assistance of member co-ops.



Campaign Logo

## Co-op Kagoshima held "Life Plan for Children" Study Session

On November 21, 2016 at Co-op Kagoshima Seiryō store learning session under the theme "Life Plan for Children" was held as one of the continuous learning session organized by the co-op in collaboration with Kagoshima city.

The resource person was a qualified Co-op Kagoshima's Life Plan Advisor and it was attended by 10 co-op members.

At the study meeting, it was first confirmed that the three major expenses of life are "home" "old age" and "child".

Regarding children's school expenses and scholarship, participants discussed how much cost and how the necessary money could be saved or obtained. Among the discussions participants learned that with respect to the "golden ration of household" it is important to observe the ratio to income.

Also there was time for experience exchanges between the lecturer and participants.

Some of the comments from the participants are introduced here:

"I was worried about how much to save, so it was nice a opportunity to hear the concrete amount of money needed"

"I noticed how much my parents spent to give me education and I noticed I must show gratitude to them.



## News in Brief

### ICA-AP Training Program for Managers of Consumer Co-ops

The second batch of the 2016 training program for managers of consumer co-operatives organized by ICA-AP in collaboration with Japanese Consumers' Co-operative Union (JCCU) was held from November 28 to December 10.

Co-op Kobe and the Co-op Net Business Association provided the training grounds, the facilities and resource persons.

It was attended by five co-operative store managers from NTUC FairPrice Singapore (Ms. Chong Wei Shi, Mr. Lim Wei Lun Irving & Mr. Tan Peng Kee), iCOOP Korea (Ms. Dahui Nam) and Saigon Coop (Mr. Le Hung Vinh).

In this training program, through lectures, store training and tour of co-op facilities the trainees learned extensively about the productivity improvement of co-op store business, how members voice are incorporated in co-op business and activities and the voluntary circle activities of the co-op members.

At the Co-op Net Business Association, the group received explanation on the structure of the business association and paid visits to a Co-op Net store and one of the senior citizens home to learn about the welfare service business of consumer co-ops.

In Co-op Kobe trainees inspected the home delivery and store facilities to learn about day-to-day workplace management.

Also through lectures such as the history of co-op Kobe, members' activities, employee education, environmental activities, and welfare activities trainees learned about the role and the activities of consumer co-ops in the local community.

At the end of the program trainees made presentation to the board members of Co-op Kobe. They expressed their ideas about how they could use the training experience to solve practical solutions in their respective co-ops upon returning to their home countries.

They returned home on December 11.



Visit to Home Delivery center of Co-op Net



Store training at Co-op Kobe



Trainees pose for a picture at JCCU headquarters

### Season's Greetings to all our readers

As this is the last newsletter before the New Year, it seems a good opportunity to thank you all for your interest and reading of JCCU News over the past years.

In this season of gratitude, we are thankful for your friendship and support.

All of us at JCCU especially the International Department join in saying "Thank you" and wish you all a Happy Holiday and Fruitful New Year.

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