### **Overseas Offices**

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263 West Bakerview Road, Suite 405 Bellingham, WA, USA 98226 TEL: +1-360-366-8712 FAX: +1-360-366-8718

#### **CO-OPTRADE JAPAN LTD.**

#### **CHINA REPRESENTATIVE OFFICE (SHANGHAI)**

中国上海市靜安区延安中路841号1708室 Room 1708 OOCL Plaza No.841 Yanan Middle Road,

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TEL: +86-21-6279-1010

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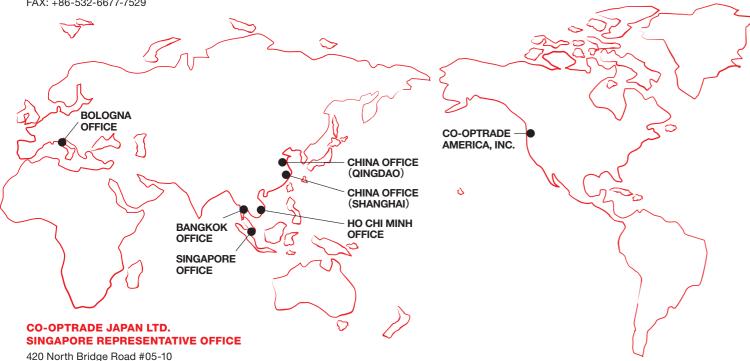
### CO-OPTRADE JAPAN LTD. CHINA REPRESENTATIVE OFFICE (QINGDAO)

中国青島市市南区香港中路10号 頤和国際大厦A座23A-10室

ROOM10, A-23A, Yihe International Tower, No.10,

Hong Kong Middle Road, Qingdao, China

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Profile of Japanese Consumers' Co-operative Union

2020 - 2021

## FAX: +65-6336-0878 **CO-OPTRADE JAPAN LTD.**

North Bridge Centre Singapore 0188727

ITF TOWER II, 18th Floor 140/39 Silom Rd., Suriyawong Bangrak, Bangkok 10500 Thailand TEL: +66-2231-6248-9

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#### CO-OPTRADE JAPAN LTD. BOLOGNA OFFICE

Office No.412 REGUS BOLOGNA, Central Station Viale Masini 12/14 6th Floor Bologna, Italia TEL: +39-051-0924023

### **JAPANESE CONSUMERS' CO-OPERATIVE UNION**

https://jccu.coop/eng/ E-mail : kokusai@jccu.coop

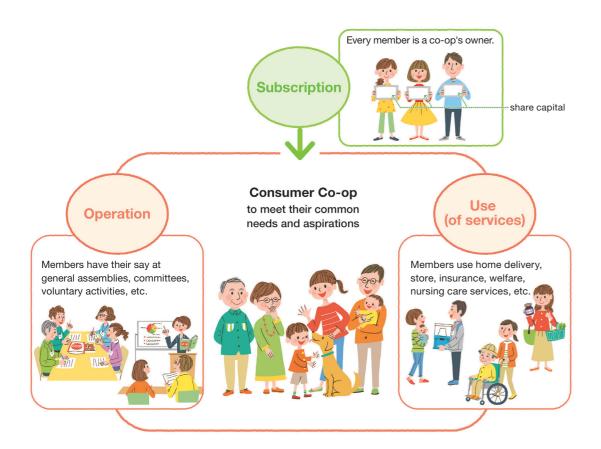




## Consumer co-ops constitute the largest consumers' group in Japan.



A consumer co-op is an autonomous association of consumers united voluntarily to meet their common needs and aspirations.



### The Characteristics of Japanese Consumer Co-ops

Consumer Cooperatives Act regulates consumer co-ops; the act classifies the co-ops into categories according to the type of business and does not permit consumer co-ops to do banking business. Each consumer co-op is permitted to do business only in the prefecture where it is registered. In principle, non-members are not allowed to use co-op's services.

### The Ideal of Japanese Consumer Co-ops Movement for the 21st Century

Creating a more human lifestyle and sustainable society through the concerted efforts of autonomous citizens

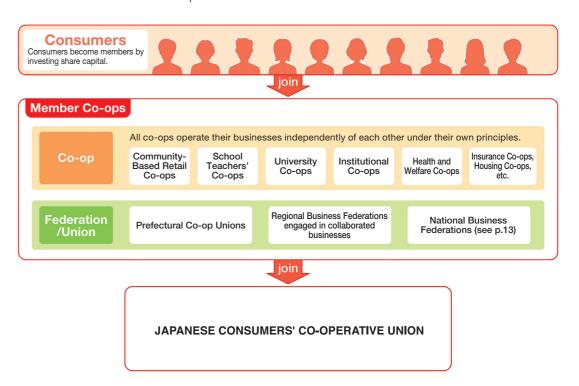
### What is Japanese Consumers' Co-operative Union (JCCU)?

Japanese Consumers' Co-operative Union (JCCU) was established in March 1951 as a national federation of consumer co-ops in Japan. Today, about 320 consumer co-ops and consumer co-op unions join JCCU and the total business turnover of the member co-ops is about 3.5 trillion JPY, with a total of 29.6 million members. JCCU is the largest consumers' organization in Japan.

As the representative of member co-ops, JCCU communicates with a variety of organizations, promotes consumers' co-operative movement, and makes policy proposals. JCCU also develops and supplies CO•OP Brand Products to its member co-ops, and supports the development of member co-ops' businesses and activities.

### Relations between JCCU and Member Co-ops

JCCU and its member co-ops operate their businesses independently of each other and do not constitute headquarters/branch relations.



### **2030 Vision of Japanese Consumer Co-ops**

Creating the future with the power of connections

**Main Businesses of JCCU** 



### CO·OP Brand Products reflect members' needs and promote safety and reliability in their lives.



### Product Development and Supply

There are two main functions of product business of JCCU.

- Development of CO•OP Brand Products: JCCU develops and improves CO•OP Brand Products to meet members' needs in their daily lives. The total number of the products is about 5,500 with sales turnover of 421.7 billion yen (at the retail price) covering 15.1% of the total sales of retail co-ops. (as of March 31, 2020)
- Distribution of products to member co-ops nationwide: JCCU manages the distribution of CO•OP Brand Products comprehensively from order management to logistics and delivery, cooperating with manufacturers for optimal management.

In addition to above, JCCU operates joint purchasing of products including national brand products and imports, makes home delivery catalogs, and organizes product promotion planning in cooperation with member co-ops.





Home delivery catalogs



The JCCU Laboratory

### Mail Order Business

There are two types of JCCU mail order business.

- For members' daily lives: JCCU handles mainly furniture, home décor goods, and clothing. Ordered items are delivered directly to members' homes.
- Seasonal gifts: JCCU offers gift items to members. Ordered items are delivered directly to designated recipients.

Orders can be placed both by order sheets for home delivery and via online.



Customer interaction center





### Business Platform Development for Member Co-ops

JCCU develops business platforms:

- Online membership application systems
- Online ordering systems for individuals
- Ordering systems of CO·OP Brand Products for member co-ops
- Quality management systems for member co-ops
- •Building and improving distribution centers and promoting their joint use with member co-ops, etc.



Improvement of distribution center and promotion of joint use with member co-ops



......

Orders via internet



Orders via app

**Main Activities of JCCU** 

### CO-0P

## Promotion of social activities to realize a better society

## Roles as the Sole National Federation of Consumer Co-ops in Japan

### Social Roles as a Consumers' Organization

JCCU takes initiatives to establish, improve, and advocate consumers' rights and enhance the social system.

The initiatives are as below:

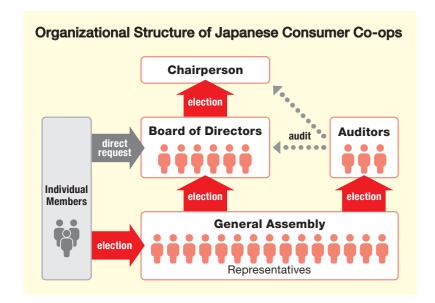
- Submission of public comments to the Japanese government
- Attendance at and remarks to government's councils
- Investigations about food safety, consumer administration, environmental affair, etc.
- Publicity of the results of the actions above



Organizational Operation Based on Principles of Honesty, Openness, and Social Responsibility

Formulation of National Policy of Consumer Co-ops

JCCU supports its member co-ops in their organizational operation. Also, at the Annual General Assembly of JCCU, common policies of consumer co-ops nationwide and JCCU's business plan and policies are decided. Before the General Assembly, JCCU hosts committees and conferences to be attended by members and staff of consumer co-ops nationwide to prepare proposals. The themes of committees and conferences range widely from daily life matters of individual members to business strategies of consumer co-ops.





Annual General Assembly of JCCU

### **Support for Member Co-ops**

### Support for Members' Activities

Consumer co-ops carry out various activities and educational programs for their members and social action programs as the member of the local community where each of them is located. The themes of activities are as below:

food education including food safety, consumer issues, family budget management, collection and release of statistics about family budget, welfare, environment, disaster reduction, support for disaster recovery at affected areas, peace movement, etc.

JCCU supports its member co-ops by holding seminars, workshops, and events, publishing newsletters and educational materials, and planning and promoting campaigns jointly held by its member co-ops nationwide.



Seminar for members



Co-op members' messages for the 60th anniversary of CO • OP Brand Products

### Support for Businesses of Member Co-ops

JCCU takes initiatives to solve common challenges of its member co-ops. The initiatives are as below:

- Support for home delivery business, store business, and Sanchoku, direct transactions with producers
- Legal assistance and consulting for business management
- Various seminars to assist human resource development
- Workshops and events
- Surveys and researches
- Publication of the result of researches, statistic data, learning materials for staff of member co-ops, etc.





Safe driving competition for driving staff of member co-ops

### Cooperation with Various Organizations

JCCU cooperates with its member co-ops and other organizations, such as co-operatives, NPOs, NGOs, administrative organs, etc.

Each time a huge disaster occurs, JCCU supports reconstruction of communities and economy in the affected areas. At the same time, JCCU supports its member co-ops to hold disaster prevention seminars for members and local residents sharing experiences in and lessons learned during reconstruction support.







Soup kitchen for the victims of the October 2019 Typhoon Hagibis

## The variety of businesses and activities for everyday life



### Main Businesses of Consumer Co-ops

### Retail Business

Retail business of Japanese consumer co-ops consists of home delivery and store business. As for the home delivery, the ordered goods are delivered to individual homes or groups at a designated address on a weekly cycle. For the store business, co-ops mainly operate supermarket-type stores, which sell food and non-food items. Some co-ops run mobile stores or provide transportation service to co-op stores for those who have difficulty in shopping by themselves.



### Insurance Business

Insurance business ensures members' lives in case of an emergency such as injury, disease, and disaster. Members can buy medical, life, and fire insurance offered by JCIF (see p.13) through one's co-op.



### Welfare Business

Many consumer co-ops operate nursing care business for senior citizens and people with disabilities based on the nursing care insurance system. Their main business form is in-home nursing care. Co-ops' basis of nursing care is to protect the dignity of users and to support users' independent and at-home living. Co-ops also

put efforts into communitybased services and introduction of the "10 Basic Care by Co-op."



### Healthcare Business

Health and welfare co-ops operate hospitals and clinics, aiming to create patient-centered medical care services cooperating with their members. They offer a broad range of medical services to co-op members and residents. Members voluntarily join preventive care activities such as daily blood pressure self-check.



### Main Activities of Consumer Co-ops

### Dietary Activities

Consumer co-ops have worked on a variety of dietary activities to realize members' aspiration for safety and security of food and health. Today, consumer co-ops offer their members opportunities for cooking classes, interaction with producers, and agricultural experiences. They also make proposals to the public considering the future of food safety and Japanese agriculture.



### Activities for the Future

Under the slogan "For Peace and Better Life," which was declared when JCCU was established in 1951, consumer co-ops have worked on peace activities. Through the activities, the war experiences, especially of the tragedy caused by the drops of the atomic bombs, are delivered to the generations born after the Second World War, and consumer co-ops encourage people to consider, talk about, and preserve peace. Also, consumer co-ops conduct UNICEF fund-raising campaign.



### **Community Activities**

In today's Japanese society, relationships among individuals are getting weaker. Consumer co-ops are aiming to create a society where everyone including senior citizens, people with disabilities, and children can live with a sense of security. Consumer co-ops help develop relationships among individuals, by promoting members' mutual help activities. They also offer gathering places for parents and children and events for senior citizens to enjoy chatting in the community.



## Activities for a Sustainable Society

Co-ops promote greenhouse gas reduction, utilization and development of renewable energy, and waste reduction in their businesses. As activities with members, they promote ethical consumption, food waste reduction, plastic shopping bag reduction, and recycling. Many co-ops hold study sessions for their staff and members about global warming, plastic pollution, food waste, etc.



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**Profile of JCCU** 



### 2020-2021

### Head Office (Co-op Plaza)

Organization Size (as of March 20, 2020)

3-29-8 Shibuya, Shibuya-ku, Tokyo 150-8913 Japan Tel: +81-3-5778-8103

Member societies (incl. business federations)
Full-time employees

Fax: +81-3-5778-8104

### Main Businesses and Activities

### 1) Product supply to member co-ops

- Development and supply of CO•OP Brand Products
- Mail order business
- Quality management of products, development and operation of business platform, etc.

### 2) Actions as the national federation of consumer co-ops in Japan

- Formulation of national policies of consumer co-ops
- Representation of co-op's views and coordination with other groups at national and international levels
- Action and advocacy on issues such as food, environment, welfare, consumer affairs, etc.

### 3) Support for member co-ops

- Support for interaction among member co-ops
- Support for business operation and coordination of member activities
- Support for organizational operation and compliance efforts, etc.

### Profit and Loss Statement

	¥thousand
Sales 3	392,195,457
Cost of sales	347,031,526
Gross Surplus	45,163,930
Membership dues	1,044,470
Contractual commission	6,892,331
Other revenue	3,085,629
Business Surplus	56,186,364
Operating expenses	54,265,656
Operating Surplus	1,920,708
Non-operating revenue	1,403,433
Non-operating expenses	32,129
Current Surplus	3,292,011
Extraordinary profit	733,929
Extraordinary losses	96,022
Surplus for the Fiscal Year before Taxation	3,929,918
Taxes	598,813
Net Surplus for the Fiscal Year	3,331,104

fiscal year ended March 20, 2020

### Balance Sheet

ASSETS	¥thousand
Current assets	115,347,667
Fixed assets	
Tangible assets	51,005,857
Intangible assets	3,731,222
Other fixed assets	52,879,102
Total Fixed Assets	107,616,181
Total Assets	222,963,849
LIABILITIES AND CAPITAL	¥thousand
Current liabilities	93,740,788
Fixed liabilities	16,275,976
Total Liabilities	110,016,764
Share Capital	9,028,380
Reserves	
Legal reserves	9,026,000
Voluntary reserves	90,605,600
Unallocated surplus	3,831,581
Total Reserves	103,463,181
Shareholder's equity	112,491,561
Net asset	112,947,084
Total Liabilities and Capital	222,963,849

### Affiliate Companies

CX Cargo Ltd. / CO-OP CLEAN CO., Ltd. / CO-OP INFORMATION SYSTEMS CO., LTD. / CO-OPTRADE JAPAN LTD. / CO-OP TRADE AMERICA, Inc. / NATIONAL SCHOOL REQUISITES CO., Ltd. / i&i SERVICE Corporation / The Earth Club Co., Ltd.

### History of JCCU and Consumer Co-ops Nationwide

During the recovery and reconstruction period after the Second World War, consumer co-ops are established and re-established nationwide. They begin joint buying business and supermarket-style stores.

1945 The Japanese Co-operative Alliance, the predecessor of JCCU, is established.

1948 Consumers' Livelihood Co-operative Society Law is enacted.

1951 Japanese Consumers' Co-operative Union (JCCU) is established.

1958 Japan Consumer Cooperative Business Union is established as a joint purchasing business federation of consumer co-ops.

JCCU launches its first CO•OP Brand Product, "CO•OP Butter."

1968 Consumer co-ops nationwide start joint buying group delivery.



During Japan's high economic growth period, securing food safety becomes a social issue.

Japan suffers the rapid price increase and supply shortage because of the two oil shocks in 1973 and 1979.

1970~ Consumer co-ops grow rapidly. Joint buying business and supermarket-style stores expand

1976 JCCU establishes the JCCU Laboratory.



Joint buying business becomes sophisticated and matured utilizing IT in logistics, delivery, order processing and so on. In the late 80s, the economic bubble starts and regulations on co-operative movement become tighter.

1984 JCCU launches its first insurance product as a CO•OP Brand Product.

985 Membership of consumer co-ops exceeds 10 million.



While the economic bubble burst and economic globalization advances, Japan faces emerging food-safety problems such as E.coli O157 contamination and BSE (mad cow disease).

The 30th ICA General Congress is held in Tokyo.
 JCCU and its member co-ops take action to support the victims of the Great Hanshin-Awaji Earthquake.

 "The Ideal of Japanese Consumer Co-ops Movement for the 21st Century" is adopted.
 Membership of consumer co-ops exceeds 20 million.

2007 Consumers' Livelihood Co-operative Society Law (hereafter Consumer Cooperatives Act) is amended and enforced the following year.

2008 Japan CO-OP Insurance Consumers' Co-operative Federation (JCIF) is established.

The Health Co-operative Association of JCCU becomes independent from JCCU as Japanese Health and Welfare Co-operative Federation (HeW CO-OP JAPAN).
 JCCU and its member co-ops take action to support

the victims of the Great East Japan Earthquake.

2012 International Year of Co-operatives

2015 Renewal of CO·OP Brand Products

6 JCCU and its member co-ops take action to support the victims of the 2016 Kumamoto Earthquake.

2018 JCCU and its member co-ops take action to support the victims of natural disasters including the July 2018 West Japan Heavy Rain.

2019 JCCU and its member co-ops take action to support the victims of October 2019 Typhoon Hagibis.

## Consumer Co-operative Movement in Japan

The first Japanese consumer co-op was established at the end of the 19th century on the model of the Rochdale Pioneers Co-operative. In the late 1940s, consumer co-ops spread across the country to deal with the poor livelihoods of citizens after the Second World War.

There was a time when consumer co-ops faced difficulties. However, they expanded their business into the areas of supermarkets and home delivery services to protect consumers from inflation and meet their requirements regarding food safety during Japan's rapid economic growth in the 1960s and 70s. Today, consumer co-ops have 29.6 million members nationwide with a total business turnover of over 3.5 trillion yen.



### Presiding Ministry and Governing Law for Consumer Co-ops

In Japan, the supervisory authority for consumer co-ops is the Ministry of Health, Labour and Welfare, and the act on which they are governed is Consumer Cooperatives Act. Similar to other types of co-operative associations, they are given tax concession. They perform their business independently from the government and are granted no subsidies.

	Presiding Ministry	Governing Law	
Consumer Co-ops	Ministry of Health, Labour and Welfare	Consumer Cooperatives Act	
Agricultural Co-ops	Ministry of	Agricultural Co-operatives Act	
Fishery Co-ops	Agriculture, Forestry and Fisheries	Fishery Cooperative Act	

### FY2019 Consumer Co-op Societies in Japan



### Consumer Co-op Societies in Japan

		FY2	017	FY2	018	FY2	019
	unit		17/16		18/17		19/18
Number of Consumer co-ops *1		565	99.1%	568	100.5%	565	99.5%
Retail co-ops		431	100.7%	431	100.0%	429	99.5%
(Community-based retail co-ops)*2		132	102.3%	130	98.5%	128	98.5%
Health and welfare co-ops		105	92.9%	107	101.9%	106	99.1%
Insurance & Housing co-ops		17	100.0%	18	105.9%	18	100.0%
Business federations		12	100.0%	12	100.0%	12	100.0%
Membership	thousand	28,731	100.4%	29,226	101.7%	29,607	101.3%
Total share capital	million yen	807,971	101.6%	821,936	101.7%	842,382	102.5%
Total business turnover	million yen	3,506,490	100.8%	3,535,325	100.8%	3,549,439	100.4%
Retail sales	million yen	3,033,644	100.8%	3,053,268	100.6%	3,065,174	100.4%
Market share of retail sales *3	%	2.69		2.69		2.68	
JCCU sales	million yen	378,547	101.9%	382,087	100.9%	392,195	102.6%

<sup>\*1:</sup> The numbers of co-ops are those of co-ops that answered JCCU's survey. Prefectural co-op unions are not included, while member co-ops of National Federation of University Co-operative Associations (NFUCA) and Japanese Health and Welfare Co-operative Federation (HeW CO-OP JAPAN) that are not directly affiliated with JCCU are included.

### **Community-Based Retail Co-ops**

		FY2	017	FY2	018	FY2	019
	unit		17/16		18/17		19/18
Number of co-ops		125	102.5%	123	98.4%	121	98.4%
Membership	thousand	21,873	100.4%	22,254	101.7%	22,656	101.8%
Total turnover	million yen	2,847,330	100.9%	2,875,715	101.0%	2,895,602	100.7%
Sales	million yen	2,740,760	100.9%	2,766,190	100.9%	2,784,799	100.7%
(Amount of monthly purchase/member)	yen	10,946	100.3%	10,863	99.2%	10,742	98.9%
Store sales	million yen	907,270	100.3%	902,322	99.5%	896,553	99.4%
Home delivery service sales	million yen	1,790,962	101.0%	1,815,096	101.3%	1,841,764	101.5%
(Individual home delivery service sales)	million yen	1,260,756	102.9%	1,295,755	102.8%	1,329,796	102.6%
Total share capital	million yen	675,823	101.8%	688,863	101.9%	709,333	103.0%
(Average share capital/member)	yen	30,898	101.4%	30,954	100.2%	31,309	101.1%
Co-op bonds	million yen	62,737	98.7%	61,273	97.7%	64,402	105.1%
Number of stores		967	100.2%	965	99.8%	961	99.6%
Total stores sales area	m²	1,291,868	100.7%	1,288,319	99.7%	1,298,864	100.8%
Number of full-time employees		28,212	101.9%	28,422	100.7%	28,608	100.7%
Households-subscription rate	%	37.7		38.0		38.4	

### Health and Welfare Co-ops

HeW CO-OP JAPAN		FY2017		FY2018		FY2019	
	unit		17/16		18/17		19/18
Co-op societies *1		105	94.6%	105	100.0%	105	100.0%
Members	thousand	2,966	100.7%	2,972	100.2%	2,969	99.9%
Turnover	million yen	343,060	101.5%	347,091	101.2%	349,889	100.8%
(Medical business)	million yen	267,915	100.8%	271,417	101.3%	270,924	99.8%
(Welfare business)	million yen	69,781	103.0%	70,752	101.4%	72,030	101.8%
Hospitals *2		75	100.0%	75	100.0%	75	100.0%
Clinics *2		344	100.3%	345	100.3%	333	96.5%
Total share capital	million yen	84,866	101.3%	85,320	100.5%	85,505	100.2%
(Average share capital/member)	yen	28,613	100.6%	28,705	100.3%	28,796	100.3%
Full-time equivalent (FTE)		37,671	98.1%	39,320	104.4%	39,565	100.6%

<sup>\*1:</sup> The figure represents the number of co-ops affiliated with HeW CO-OP JAPAN.

### Retail Co-ops

Retail Co-ops supply a wide range of consumer goods and services to their members.

### Community-Based Retail Co-ops

Community-Based Retail Co-ops serve local residents through home delivery, store and catalog business, insurance and welfare service.

### **University Co-ops**

University Co-ops serve students and faculty members in universities and colleges through operating bookstores, convenience stores, cafeterias, and other services. National Federation of University Co-operative Association (NFUCA), which is affiliated with JCCU, is a national association of university co-ops.

NFUCA	
Co-op societies	214
Members	1,576,185
Turnover (¥million)	178,798
Full-time employees	1,671

### \*source: National Federation of University Co-operative Associations(NFUCA)

#### School Teachers' Co-ops

School Teachers' Co-ops serve teachers at both public and private elementary, junior and senior high schools, mainly through catalog business.

### **Institutional Co-ops**

Institutional Co-ops serve employees at their workplaces through operating stores and cafeterias.

#### **Expanded Institutional Co-ops**

Expanded Institutional Co-ops serve both employees and residents in neighboring residential areas.

### Health and Welfare Co-ops

Health and Welfare Co-ops provide medical and nursing care services to local residents, and manage hospitals, primary health care centers, nursing care homes, home-visit care stations, rehabilitation facilities, and at-home help services for senior citizens.

Japanese Health and Welfare Co-operative Federation (HeW CO-OP JAPAN), which is affiliated with JCCU, is a national federation of the health and welfare co-ops.

### Insurance Co-ops

Insurance Co-ops offer life and other insurance products that suit members' needs with more reasonable premiums and better coverage.

There are two types of insurance federations that are affiliated with JCCU; Japan CO-OP Insurance Consumers' Co-operative Federation (JCIF) which is a union of 151 JCCU member societies from across the nation and the other, the National Federation of Workers and Consumers Kyosai Co-operatives (Kokumin Kyosai co-op) which offers insurance mainly to trade union members.

JCIF	
Co-op societies	151
Policies	8,500,502
Premium income (¥million)	194,888
Claims paid (¥million)	68,934
Full-time employees	513
*agurage Japan CO OD Incurance Consumeral	Co. aparativa Fadaration

Kokumin Kyosai co-op	
Co-op societies	58
Policies	30,516,156
Premium income (¥million)	563,963
Claims paid (¥million)	333,659
Full-time employees	3,657

<sup>\*</sup>source: National Federation of Workers and Consumers Kyosai Cooperatives

### Housing Co-ops

Housing Co-ops provide houses, make extension or reconstruction of buildings etc. to co-op members at reasonable prices.

ZENJUREN is a national federation of housing co-operative societies, which coordinates the business of housing co-ops. It includes independent regional housing co-ops that are affiliated with JCCU, that provide services to their members in cooperation with real estate developers.

ZENJUREN	
Co-op societies	11
Members	216,208
Housing units constructed	91
Full-time employees	96

<sup>\*</sup>source: National Federation of Housing Co-operative Societies (ZENJUREN)

<sup>\*2:</sup> The number of "Community-based retail co-ops" is the total numbers of community-based retail co-ops and expanded institutional co-ops.

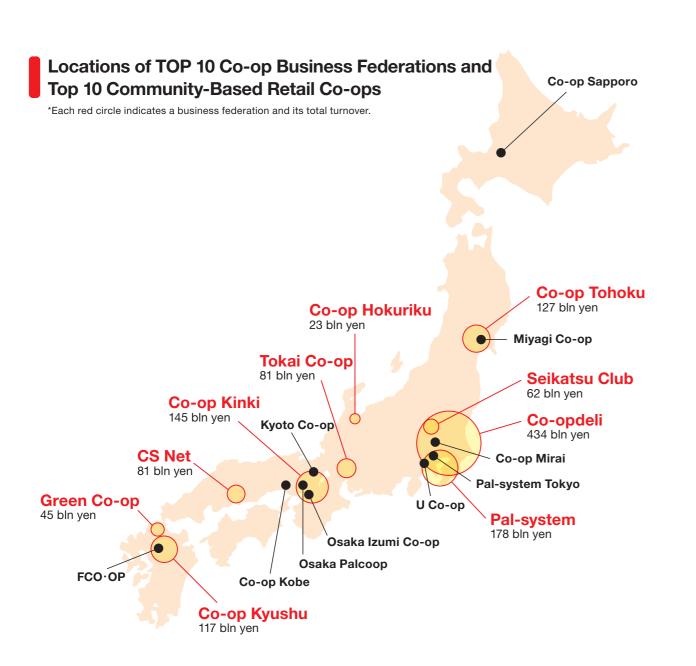
<sup>\*3:</sup> Automobile and fuel sales are excluded.

<sup>\*2:</sup> Hospitals are medical facilities with 20 or more beds, and clinics are those with less than 20 beds.

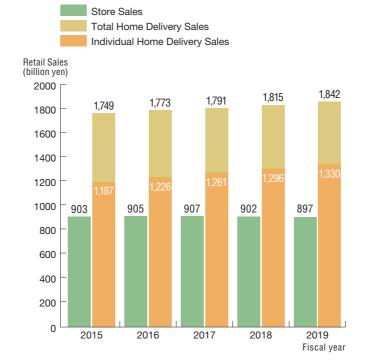


### ■ TOP 10 Community-Based Retail Co-ops in Japan

	Turnover (¥ million)	19/18(%)	Membership	19/18(%)
Co-op Mirai	394,555	100.9	3,553,086	102.4
Co-op Sapporo	291,703	99.0	1,811,207	102.8
Co-op Kobe	255,991	100.8	1,711,690	99.6
U Co-op	175,077	99.2	1,798,207	100.5
Miyagi Co-op	130,891	121.3	952,601	127.5
Osaka Izumi Co-op	93,662	100.6	542,099	101.6
Kyoto Co-op	80,235	101.2	555,262	101.7
Pal-system Tokyo	76,914	102.2	514,531	103.3
Osaka Palcoop	60,981	100.8	441,316	102.2
FCO·OP	58,722	102.2	517,790	102.9



## Community-Based Retail Sales by Type of Operation



**Household-Subscription Rate** 

to Community-Based

**Retail Co-ops** 

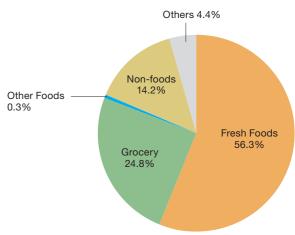
over 50% / 5 prefectures

40 to 50% / 15 prefectures 30 to 40% / 17 prefectures

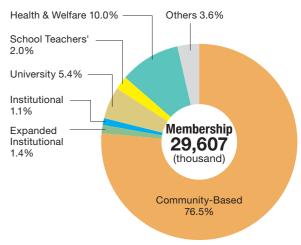
20 to 30% / 9 prefectures

less than 20% / 1 prefecture

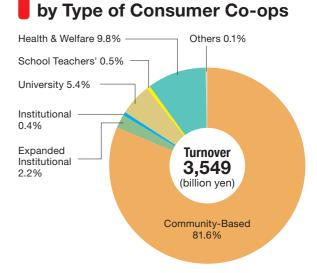
## Percentage of Community-Based Retail Sales by Product Category



## Percentage of Membership by Type of Consumer Co-ops



# Percentage of Turnover



National average rate is 38%.