

Food and Agriculture issues and Consumer Co-operative Task

In 2009, JCCU established a Committee for Food and Agriculture Issues.

The committee held discussions across the country, vigorously, exchanging opinions with its member co-ops. In October 2009, the committee submitted an 'opinion report' which did not compromise with the National 'Basic Plan for Food, Agriculture and Rural Areas'.

Besides, the committee examined and set up a direction for Co-op's businesses and activities concerned with food and agriculture. This was compiled and published under the title 'Issues on Agriculture and Food, and Tasks of Co-operatives with a sub-title "to connect farm and home" in May 2010.

JCCU has called on member Co-ops to embark on more positive implementation of programs to connect farm and home. This booklet is nationwide distributed not only to the Co-ops, but also to agricultural producers, relevant organizations, governments, researchers, and Co-op's business partners.

The report sets out guidelines for Co-op, members and the community to play their respective roles and task.



this issue

JCCU 60th General Assembly **P.1**

News from member Co-ops **P.2-3**

Events **P.4**

The 60th Annual General Assembly of JCCU

(The next medium-term plan and all bills were approved)

The 60th Annual General Assembly of the Japanese Consumers' Co-operative Union (JCCU) was held on June 18, 2010, in Tokyo. The General Assembly was honored to receive congratulatory messages from Dame Pauline Green, the President of ICA read on her behalf, and three other guests, two from the Ministry of Health, Labor & Welfare and the other from JA-ZENCHU, (Central Union of Agricultural Co-operatives) and by the attendance of 878. The total registered representatives were 867.

JCCU President Mr. Toshifumi Yamashita spoke at the opening of the Assembly. In his address, Mr. Yamashita stressed the need for JCCU to continue to focus on food safety and risk management of CO-OP products thus promoting and increasing trust of members regarding Co-op organization and business.

In addition, the president ended his greetings by making reference to the decision made during the UN General Assembly in December 2009; that 2012 be made the "International Year of Cooperatives".

With reference to this resolution the president emphasized the need for co-operatives to keep examining their value and role that they play in the community.

During the Assembly eleven agenda items, including the 2009 activity report and account settlement, and 2010 business plan and budget were passed with a majority approval.



Mr. Toshifumi Yamashita (JCCU President)

Anniversary celebration of Kagawa Toyohiko

(Founding father of Japanese Consumer Co-operative Movement)

Kagawa Toyohiko, born in Kobe in 1888 is the founding father of the Japanese Consumer Co-operative Movement. He stood on the front-line of social reform movements in Japan during his life time. In 1951 he founded the Japanese Consumers' Co-operative Union. Last year 2009 was the 100th anniversary of his self-devotion for the poor in Kobe city. His memorial celebrations are being organized by JCCU and other organizations related to him across the nation.

JCCU takes advantage of this memorial occasion to review the good works of Kagawa towards the consumer movement and calls for consumer co-operatives nationwide to go back to their roots to study brotherly economics from Kagawa Toyohiko that highlights on the principles and values of co-operatives in the spirit of mutual help.

Co-op Net Milk Project

Co-op Net Group (Co-op Ibaraki, Tochigi Co-op, Co-op Gunma, Chiba Co-op, Saitama Co-op, Co-op Tokyo, Co-op Nagano, Co-op Niigata) a business federation of 8 retail co-ops in the Tokyo Metropolitan area promotes fund-raising activity through the purchase of CO-OP brand milk from their home delivery and the store business to support the UNICEF nutrition program for the Mozambique children.

By contributing 1 Yen to UNICEF through the sale of one pack CO-OP brand milk, the nutrition program for the Mozambique children is supported. The Milk Project has donated more than 48 million yen in the past two years.

Also as part of international exchanges, Daimon Elementary School in Saitama-city has been exchanging pictures with some elementary schools in Mozambique.

On June 30, a presentation ceremony of the pictures drawn by kids in Mozambique was held at the school. The Embassy of the Republic of Mozambique in Tokyo and UNICEF presented a letter of appreciation to the school, and students' representatives received the pictures from Mozambique.

In April, Daimon Elementary School in reciprocation sent 52 pictures drawn by the 6th grade pupils, portraying what is likely to be the daily life style of the elementary kids in Maputo, the capital city of Mozambique.



NEWS from the member Co-ops Co-op members and producers' exchange program

Tottori Co-op, Tottori

A mini "sanchoku" (direct transaction with farmers) exchange forum was organized on June 12 by the Tottori Co-op to promote milk and meat produced in the area to the co-op members. The aim of the forum was to raise a platform of discussion between producers and co-op members to deepen understanding between the two parties in the area of the dairy farming livestock industry.

Many applications were received, however a total of 81 members including children were selected to participate in the forum.

The day was favored by a good weather. Participants were divided into two groups of adult and children.

For the children group paper play, quiz, ice-cream making and milk squeezing were the game of the day.

The adult group also had their discussion under the shade of a tree, sitting on crossed-legs.

It was a pleasant occasion for the kids and at the end of it all of them were very satisfied.



Scene of adult group discussion



Kids paper play and quiz



Milk squeezing by kids



Scene at luncheon party

Networking Event as part of FCO-OP Member Activities FCO-OP, Fukuoka

On May 27, June 2 and June 8, 2010, as part of FCO-OP members' activities, a welcome event was organized for housewives who had just re-located to Kurume city as a result of their husband's transfer.

Twenty newly families with small children participated in the event. The occasion provided a chance for the new families to interact with the local residence people and exchange information concerning their welfare and general life in their new settlement.

The information sharing included mapping of their favorite shops, good stores and hospitals in the area. They also exchange information about their previous settlement and what surprised them when they first came to Kurume.

Finally, FCO-OP offered some food testing samples and the housewives exchanged their e-mail addresses for further contact among themselves.

Co-op Child-Raising Support Fund

On June 22, Co-op Sapporo announced its launch of 'Ehonga Todock' activity, as a part of child-raising support financed by Co-op Child-Raising Support Fund.

This is a two-year-long activity to provide books (three times in a year, one book in each time) to member families with small children.



Bakery operated by welfare business institution started in Co-op Okinawa Store

A Social Welfare Business institution "Atelie Seed" opened a bakery named "Bread Home-Atelie Seed" in Co-op Okuba store of Co-op Okinawa.

The welfare institution aims at supporting social independence of disturbed, mentally deficient and disabled persons.

In preparation to commence operation, the bakery group cooperated with the local government, some companies and other supporting group to develop new bread. More than 50 kinds of fresh-baked bread are to be sold.

With Co-op cooperating with other organizations a new work place for physical disabled persons could be opened.



Rice planting experience for Co-op members and families Co-op Kyoritsusha, Yamagata

On May 30, Co-op Kyoritsusha in cooperation with JA Yamagata organized a Rice Planting event for co-op members and families. 91 participants from 28 families participated in the event, which has a history of 15 years.

After the opening ceremony a representative from the local producers demonstrated to the participants the technique and way of planting the rice.

The actual planting with a staff of the local producers given advice and assisting participants who were having

problems with the planting followed this.

Earlier on the producers had made grid lines to make planting easier for the participants.

Even though some kids fell on their backside in the mud, others loosing the grid line, or accidentally bent the planting lines the total experience got was overwhelming.

After the planting, a potluck party was organized for them to close the day.



A typical scene during the rice planting

Co-op Net Stores to achieve 225 tons of CO₂ reduction Plans to reduce 1% CO₂ emission at Co-op Net Stores

Started on June 21 2010, Co-op Net Federation (eight affiliated Co-ops in Kanto area) began to turn off light of some showcases in the food, drinks and frozen food sections at 79 stores of their six member Co-ops with sales area between 1000 to 1500 square meters.

This exercise is part of Co-op Net voluntary CO₂ reduction program to stop global warming.

It is estimated that this initiative will reduce 225 tons CO₂ emission that will lead to saving electricity cost by about 5.9 million yen.

Prior to this challenge, a research was performed to find out customers reaction towards this exercise but members reported no significant discomfort rather some of them strongly request for the expansion of the program.

Co-op Net plans to reduce 1% of CO₂ emission from its business by 2012, compared to levels at 2002.

JCCU International Committee held first meeting

JCCU international committee members held their first meeting this year on July 13, 2010 at the headquarters of JCCU. The committee members consist of representatives from 10 consumer co-operatives nationwide and the main objective is to provide a steering role for the international activities in the regional co-ops. The committee shares views on subjects such as sustainable society, poverty reduction, gender equality, consumer right from local and international perspective.

In this first meeting two guest speakers from an NGO network (JANIC) were invited to update members on the activities of the NGO particularly their involvement in promoting the Millennium Development Goal program for poverty reduction in the third world countries. JCCU is looking for the possibility of collaborating with JANIC to support the achievement of the United Nations Millennium Development Goals.

The meeting called for member participants to gather information about the international activities in their various regions for JCCU to develop a database that could serve as an activity reference for international activities among the consumer co-operatives.

JCCU intends increasing Co-op "FAN" by persuading regional co-ops through the committee members to reach out to foreign residence in their various regions to join co-op and participate in co-op activities.

News in Brief

●International Day of Co-operatives

Every first Saturday of July is the International Day of Co-operatives and it is celebrated by co-operatives around the world.

This year the 88th commemoration was uniquely held on July 6, 2010 in Tokyo, Japan.

The topic was "Co-operative Enterprise Empowers Women". In Japan 13 Co-operative societies sent representatives totaling 194 to attend the occasion. Opening greetings was given by the chairman of the Japanese Joint Committee of Co-operatives (JJC), followed by three presentations with titles; 1) women's power support co-operative organization, 2) examples of gender equality activities being practiced at Co-op Net Business Federation and 3) creation of gender equality society with co-operatives.



A typical scene

It was a very successful gathering and all the three speakers gave the attendees lots of food for thought.

Upcoming Events

● ICA Asia Pacific Regional Board Meeting to be held in China

ICA Regional Board Meeting for Asia-Pacific will be held in Beijing (China) from September 1-5 in conjunction with ICA Regional Assembly at the Beijing International Convention Centre. The Asia Pacific Co-op Forum takes a theme, "Co-operatives-The Sector of Global Importance" and the Co-operative Government Dialogue will highlight on "Social Economy and Co-operatives".

●JCCU-ILO Program

African Co-operative Leaders will pay a study visit to JCCU from August 1 to August 8, 2010. This program is being organized by JCCU in collaboration with ILO. Six participants from four different African countries and ILO officer in-charge will take part.

*JCCUNews is published by the International Department.
For inquiries contact the address below:*

Download the previous issue from http://jccu.coop/eng/pdf/201006_jccunews.pdf

Co-op Plaza
3-29-8, Shibuya, Shibuya-ku
Tokyo 150-8913
+81(3)5778-8103 tel
+81(3)5778-8104 fax
<http://jccu.coop/eng/>
email:kokusai@jcu.coop