

## JCCU presented 87 million yen to Miyazaki prefecture

On August 5, Japanese Consumers' Co-operative Union (JCCU) presented 87 million yen donated by consumer co-ops in Japan to Miyazaki prefecture in the eastern corner of the Kyushu Island, as a support fund for Miyazaki's cattle producers and the industry's players fighting against the "foot-and-mouth disease" (FMD).

JCCU, having received a request for financial assistance from the Miyazaki prefecture, appealed to its member co-ops nationwide to organize a fund raising in May 2010. Individual members of respective co-ops made donation through the store outlets and the home delivery channels. A total amount of 87 million yen was raised by 87 co-ops. Mr. Higashikokubaru, Miyazaki's governor and Mr. Yamashita, president of JCCU attended the presentation ceremony. Mr. Yamashita commented; 'This money is a result of members' contribution across the nation. Please use it for the reconstruction of Miyazaki's cattle production and farming'. Mr. Higashikokubaru replied that they would use it with appreciation.



(L-R) Mr. Yamashita; Mr. Higashikokubaru



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## 2010 Peace Action in Hiroshima

### Conveyance and creation ~ from Hiroshima to build a peaceful future

From August 4 to 6, 2010, Japanese Consumers' Co-operative Union and Hiroshima Consumer Co-operative Union held the '2010 Peace Action in Hiroshima' in Hiroshima city. The event aimed at conveying the experience of the horrors of atomic bombs and to support bomb victims, as well as to promote the abolishment of nuclear weapons. It was well attended by a total of one thousand members from fifty-seven Co-ops.

'2010 Peace Action in Hiroshima' took as its main theme 'Conveyance and creation ~ from Hiroshima to build a peaceful future'. Useful discussions on the topic *'Through conveying the experience of the atomic bomb and the war, we will build a peaceful future by preventing these disasters from ever happening again'* were made by participants. They shared Hiroshima's feeling and participants had a chance to think about the importance of peace among people and nations.

'Hiroshima Niji no Hiroba' is an event name that took place at Hiroshima Prefectural Sports Center 'Green Arena' on August 5. The event consisted of two parts. The first part was a lecture from Mr. Shigenori Takemoto, ex-chairperson of Co-op Kobe and ex-president of JCCU. He gave an impressive speech titled 'The Last Tomato ~Hiroshima in my own words' and told his own experience of the atomic bomb which moved the audience.

Mr. Tadanori Akiba, Mayor of Hiroshima city, also delivered his speech followed by Ms. Toshiko Hashino, a board member of Co-op Hiroshima who reported the delegation's activity at the 2010 Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons (NPT) in New York.

The second part consisted of events held in 28 booths set up by co-ops from all over the nation, and some peace organizations. In those booths, exhibition showing pictures featuring peace drawn by Hiroshima children, and craft shop featuring 'No nuclear weapons' and others were displayed.

Participants visited these booths and engaged in various exchanges.



Mr. Shigenori Takemoto delivering his speech

## Health promotion project for senior citizens

Cooperating with Akabira city government, Otaru University of Commerce, Co-op Sapporo and Hokusho University will start a health promotion project for the city's residents aged 60 and over in Hokkaido.

The universities and the city government will hold a physical fitness assessment event combined with a senior exercise class, and Co-op will provide transport to convey participants to and from the event site using its free shopping bus.

The aim of the event is to increase cheerful healthy seniors, thus helping to control the increase in medical expenses of these senior citizens as well as to establish a new business model to revitalize depopulated areas.

Since 2008, Otaru Univ. of Commerce and Co-op Sapporo have been collaborating to seek business solutions on the issue of low birthrate and population aging. This event is a part of their collective project.

Akabira city was selected as the project site since the city has a Co-op store and also has high population ratio of people over 60.

The Health Care Department of Akabira city commented: 'In the current fragile financial condition, we are very grateful since such events couldn't have been held by us alone.'

Prof. Toshikazu Aiuchi of the Graduate College of Otaru Univ. of Commerce, also mentioned: 'I hope this program will be a new model of a social action program by cooperation among government, industry and academia.'

## NEWS from the member Co-ops

### Increase participation of production area visit

#### Co-op Net Federation

Co-op Net Federation, consisting of eight Co-ops in Kanto-Shinetsu area, hosts many exchange programs to build a mutually rewarding relationship between consumers and producers. On July 23, it announced last year's achievement.

Co-op Net's exchange programs include visits to production areas, manufacturing plants and workshops to learn about Co-op Net's products from producers and manufacturers.

These events are to deepen members' knowledge about producers as well as products they purchase daily, by seeing and getting them familiarize with production process.

Last year Co-op Net organized 962 events (3.7% increase from the previous year) with 31,105 participants (9.5% increase).



Farm site visit

Of all the programs, production area visit grew in popularity as participants were allowed to have practical farming experience. Last year Co-op Net had 130 farm visits with 7,010 participants, which is an increase of 21.5% and 82.6% respectively from the previous year. Kids' participation greatly increased by 2000, which is also more than double that of the previous year. This increase is as a result of increase in kids' programs.

## Co-op Hiroshima establishes Agricultural Corporation

### Co-op Hiroshima

Co-op Hiroshima has established an agricultural production corporation 'Heartland Hiroshima Co., Ltd.' in Kitahiroshima-ward in Hiroshima prefecture, making it the first Japanese co-operative to enter the agricultural industry. The opening ceremony was held on July 28.

The corporation is registered as a subsidiary of Co-op Hiroshima and has 1ha farmland in Kitahiroshima-ward. It will produce hydroponically cultivated spinaches and ground-cultivated carrots from next spring.

Co-op Hiroshima had been preparing for the establishment since last year. Together with the members, the Co-op has been thinking about issues on food and agriculture such as food safety and security and self-sufficiency rate. It concluded that getting involved in food production is the best way to treat these food issues as an immediate problem.

Staff members to be involved in the corporation's actual production were sought from Co-op staff. They had been trained in an agricultural co-operative 'Sengoku-no Sato' in Kitahiroshima-cho since last June. \*JA Hiroshima-Hokubu assisted Co-op Hiroshima to obtain leasehold of the farmland.

The project will start next year. Mr. Hiroshige Yokoyama, chief director and president of Heartland commented: 'I hope our production will contribute to both Japanese agriculture and social welfare'.

The contribution the project will offer would include effective utilization of abandoned farmland and employment of disabled persons in their hydroponic cultivation.



Establishment Ceremony

\*Japan Agricultural Co-operatives

## Expansion of local capacity by Co-op

In 2008, Co-op Okinawa developed *mozuku gyoza* (seaweed Chinese dumpling) in cooperation with Katsuren fishery co-operatives in Uruma city. The initial aim of the project was to donate part of the sales of the product to support high school students who are practicing traditional performing arts. However, the product became popular among consumers and during the first six weeks after its release into the market 360,000 packages were sold thus making a substantial contribution to the local community.

Mr. Ishihara staff in-charge of Co-op Okinawa's CSR division commented: *'Co-op alone could not have done such a project. It is a fact that a special local product produced under the cooperation between a local industry and an enterprise can be a local financial source especially when members purchase the products. This activity could trigger the creation of new businesses and/or employment; call back young generations who have left the island, and can make the island sustainable.'*

Following the success of the mozuku gyoza project, Co-op Okinawa has formed a project under the name "team Izena" with which Co-op can connect other business enterprises, local people and engage in production activities that would help expand the region's capability.

Mr. Ishihara commented that, people's good appraisal for the mozuku product is essential to the succession of the project and further development of the island. To what extent will Izena Island going to be changed in the future? Mr. Ishihara and other people involved in the project are looking forward to a bright future for the island and expresses delight for the success of the mozuku product.

## 'Sefter Energy Liquid' detergent launched JCCU released new compact type detergent on September 1

JCCU released a new compact type liquid detergent 'Co-op Sefter Energy Liquid' having high detergency at low doses (10g/30L water) with only one rinse needed. The detergent was on sale on September 1, 2010 at all Co-op stores and through the home delivery services.

'Co-op Sefter Energy Liquid' contains balanced laundering ingredients and protease, which possesses as high detergency as the existing detergent. You need to apply only about 2 teaspoons (10g, 2/3 of the existing detergent) per 30L water.

With more than 250 members participating in monitoring the development of this new detergent, no doubt, this new product reflects members' opinions such as fragrance and doneness of rinse.



Co-op Sefter Energy Liquid  
400g bottle      300g for refill

## Co-op incorporating members voice in product renewal Renewal of Radiant Beauty (RB) cream foundation

On September 1, 2010 JCCU released a radiant beauty cream foundation renewed under the concept of "full-scale make of adult". This cream foundation will answer members' demand for a high quality foundation that would offer solution to skin dryness especially in the fall and winter.

The product has high humidity retention power for women in their 40s and 50s.

During the initial stages, JCCU collected opinions from 878 members, who are users, to serve as the base line for renewal. Sample products together with questioners were sent to the members to inquire about the feeling of use of the product. Again JCCU carried out interview to simulate the members' (users) opinion regarding the shape and design of the container.



"RB" Series  
High quality cream foundation

## Inauguration of a Planning Committee for IYC 2012

Following the UN declaration of 2012 as the International Year of Co-operatives (IYC), a planning committee has been inaugurated on August 2, 2010, to serve as a steering organ to plan activities and events to commemorate the occasion. The '2012 International Year of Co-operatives Planning Committee' was inaugurated with participation from various organizations and individuals in Japan.

The first Committee meeting was held in Tokyo, with participation of about 50 including scientists, staffs from co-operatives, NPOs and other organizations where a decision was made in connection with the Committee's system, constitution and operation manners. The Committee's chairperson is Mr. Katsuto Uchihashi (economic analyst), and Mr. Toshifumi Yamashita (president of JCCU) became the vice-chairperson while Mr. Hirofumi Uzawa (member of Japan Academy, honorary professor of The University of Tokyo) became the Committee's honorary advisor.

The Committee will inform the public about co-operative's value and role along with organizing various projects for further development and expansion of co-operatives.

The Committee will establish a board meeting as its lower body to plan various projects such as reaching out to every region of the country, information transmission, organizing forums, promotion of studies, and cooperating with government.

## News in Brief

### ●JCCU-ILO Program

The Japanese Consumers' Co-operative Union (JCCU) in collaboration with ILO and the Co-operative Facility for Africa (ILO/COOP Africa) organized a 5-day training program for African Co-operative Leaders. The aim of the training program was to introduce participants to the good business practices of the Japanese co-operatives especially their strong membership-based approach through lectures and study visits with the intention of helping to build up African co-operatives' capacity in order to bring about a "renaissance" of the co-operative movement in Africa.

As part of the training program participants were introduced to the various kinds of co-operative activities in Japan, the role of members in co-operative business and co-operative social responsibilities. Participants also paid study visits to consumer co-operative business centers, vendors, *sanchoku* farms and factories.



Scene at the lecture room (JCCU headquarters)



Field visit to a health co-op

## Publication

### ●A Brief Chronicle of the Modern Japanese Consumer Co-operative Movement

In commemoration of the 50<sup>th</sup> anniversary of JCCU, the history of the modern Japanese consumer co-operative movement and its related "information packet" were published in Japanese. Now it is obvious that an English version of the history book would be necessary and helpful to our international readers. Hence a translated version in English is made available on JCCU website in PDF format for interested readers.

Website link: [http://jccu.coop/eng/aboutus/pdf/a\\_brief\\_chronicle.pdf](http://jccu.coop/eng/aboutus/pdf/a_brief_chronicle.pdf)

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