

## JCCU welcomes new employees

JCCU held a welcome ceremony at its headquarters in Tokyo on Tuesday April 1 for its 44 new employees. Mr. SHIMADA Hiroyuki, Managing Director/CEO gave a welcome note and presented the new recruits appointment certificates.

It was followed by a message from Mr. ASADA Katsumi President. In his message he made it clear to the new employees that co-op is the greatest consumer organization in Japan with 27 million members who look to co-op with high expectation for improvement in their livelihood through co-op business.

He, therefore, called on them to actively involve, and support the business which is now facing stiff competition from other retail companies.

Half of the new employees have been seconded to JCCU member co-ops for a two-year training in store and home delivery operations which is a great opportunity for them to understand the nature of the co-op as mutual-help organization. Upon return, they are expected to share the experience to lead to the growth of JCCU and Japanese Co-op movement as a whole.



## JCCU Launches "CO-OP Product Museum"

On March 31, 2014 JCCU opened "CO-OP Product Museum" at its headquarters Co-op Plaza, Shibuya Tokyo.

The Opening Ceremony marked the culmination of collaborative efforts that included contributions from members, producers and co-op staff in the development and improvement of CO-OP products.

CO-OP product is one of the oldest private labels in Japan. Since "Co-op butter" the first brand label was put on the market in 1960, Co-op products have gained members unflinching support and it has grown to 4,000 items and sales volume of about 400 billion JPY.

In the museum, visitors would be introduced to the history and the characteristic of Co-op Products developed at each time from the 1960s to present and to understand the thought of members, co-op staff and manufactures regarding the planning, production and marketing of the product through watching videos and photographs displayed on panels in the museum.

In addition, activities such as environmental conservation measures and the quality assurance system through the production process of co-op products are also introduced.

The Museum is divided into three zones by theme;

1. the "encounter" zone that displays Co-op products that have been nurtured by members "thought" through the long history of nearly 50 years. There is also a large video screen fixed on the wall where videos of CO-OP products are projected onto.

Also popular Co-op products and new releases are displayed together with an introduction of an easy-to-understand graphic images and the episodes of stages of Co-op products.

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2. The "friendship" zone allows visitors to interact with CO-OP Products through seasonal exhibitions.
3. The "talk" zone: allows information exchanges from visitors about the product.



Encounter Zone



Table where products are projected onto screen



Episode unit

## JCCU New Release Product Line-up

### CO-OP fair trade Ceylon tea

JCCU launched in April 1, 2014, CO-OP fair trade Ceylon tea bags which received the double authentication of Rainforest Alliance Certification and International Fair-trade Certification. It is now available at all co-op store.

This product is using 100% Sri Lanka high-grown Dimbula tea leaves grown in an environment ideal for tea cultivation. It has a refreshing unique taste and gorgeous fragrance that can be enjoyed at an affordable price.



This is JCCU's second certified Fairtrade product after "CO-OP charcoal roasted coffee" which was launched on March 1, 2013.

### Liquid Laundry Soap

This laundry soap complex combines the benefits of synthetic detergent and soap.

As the surfactant is blended with (76%) of synthetic detergent (24%) of soap, the merit of both soap and synthetic detergent is fully achieved.

The product has features of high detergency unique to soap, as well as soft finishing and suppresses the occurrence of soap scum that occurs when using hard water.

It washes well even in small amount, making it economically efficient. Again, there is a feeling of rose scent during washing.



## JCCU submits petition to the Ministry of Health, Labour and Welfare.

Japanese Consumers' Co-operative Union submitted "the petition about future social security system" to the Ministry of Health, Labour and Welfare on April 17, 2014.

During the fiscal 2013, JCCU formed an exploratory committee to investigate and discuss what the content of the social security should be and provided suggestions that could help make the social security sustainable for years to come.

Based on the report, JCCU requested the government to strengthen measures in the following areas during future social security reform:

The report asks for a "comprehensive community care system" that is local-based, in order that everyone living in the society may realize comfort based on mutual help.

It also demands the enhancement and strengthening of independence support and nursing care prevention system for the users.

For healthcare, it asks for maintenance of the universal national health insurance system.

The report also touched on Child-rearing and Education and asks for measures against children's problems of poverty and parents' burden-of-expense mitigation in child-rearing

and education and for the promotion of work-life balance which is compatible for all child-rearing families.

It asks for review of minimum pension-benefits system, and consideration of mitigation of payment burden as well as strengthening of information dissemination to allow nationwide debate with the participation of the younger age group.

Mr. ASADA Katsumi, President and Mr. WADA Toshiaki, Managing Director of JCCU, called on Ms. MURAKI Atsuko the Administrative Vice-Minister of the Ministry of Health, Labour and Welfare and handed the petition to her.



Ms. Muraki (left) and Mr. Asada (right)

## "Regional Protection Agreement" of Co-op and Local Governments spreads

JCCU and member co-ops initiative to conclude "Regional Protection Agreement" with various local governments is an area with great achievement.

The dinner home delivery service is being used by 93 thousand households nationwide and delivery is done each time by same person for five days a week.

For Co-op, taking advantage of the inherent opportunity to meet directly with the elderly and community members living alone makes it possible for the increasing "Regional Protection Agreement" with local governments.

Until now, 80 co-ops in 39 prefectures have concluded 677 agreements with local governments to watch over elderly citizens who live alone through regular visits to their homes for delivery of ordered products.

At the end of March, 2013, the number of agreement concluded by 41 co-ops from 28 prefectures was 231. With reference to the present figure the number of co-ops have increased by 2.9 times, while the agreement conclusion number has increased by 2.9 times.

The number of cities, wards, towns, and villages where agreement have been concluded is 503, which is equivalent to about 30 percent of the total number of cities, towns and villages nationwide (1,742).

On March 27, Co-op Mirai was among the nine organizations to receive a note of appreciation from Mr. TSUHATA Osamu, Mayor of Mitaka city at the ceremony to honor organizations which have played a role to reduce the number of crimes in the cities.

The agreement conclusion has led to lifesaving and co-op considers this activity as support for community improvement that allows everyone to live in peace and with a sense of security.



## Launch of Internet Site for textbook ordering

Kinki University Co-op (Higashi-Osaka) has launched an Internet site for full textbook selection and ordering for Kinki university students.

The site which is given the name "Text-it" was fully commissioned this April. This is the first of its kind in the University Co-op across the country.

Access can be made from PC or from smartphone thus reducing the burden of textbook purchase by the students.

The Kinki University Higashi-campus has more than 22,000 students. During the beginning of the academic year long cues are the general trend at the campus bookshop for students seeking to purchase textbooks.

Through "Text-it" terms of complicated textbook selection is simplified, the long cues have reduced and the labor required for the purchase of textbook has also reduced.

The order site is available 24 hours. If an order is received before midnight, the ordered book will be available for collection the next day at a designated place within the Higashi-Osaka campus.

The University Co-op has also started joint project of e-book version of textbooks with a major bookstore in Japan "Kinokuniya".

By this, students can be allowed to use the e-book version of the textbook in class via smartphones without having to carry heavy textbooks.

Through this innovation, Kinki University creates an atmosphere conducive for learning for the university students.



## News in Brief

### Philippines Typhoon Haiyan Emergency Fund-raising

A relief campaign the "UNICEF Philippines Typhoon Urgent Fund-raising" was organized by U Co-op between November and December 2013 at the Store and Home Delivery outlets. Members responded generously to this by raising 15.9 million JPY.

On March 24, Ms. KADOMOTO Takako, a board member, and a staff of U Co-op visited Japan Committee for UNICEF and presented a note representing the amount of the fund to Mr. HAYAMI Ken, the Executive Director of Japan Committee for UNICEF.

Ms. Kadomoto took the opportunity to ask for updates about the current situation in the typhoon disaster-hit areas in the Philippines. It was told that the typhoon resulted in serious damage causing more than 6,000 people dead with people who received damage reaching 14.1 million.



Ms. KADOMOTO Takako presenting a note representing the amount of fund-raising to Mr. HAYAMI Ken

### Co-op Kobe starts after-school child care business

In Japan, many elementary school children go to "after-school child care hall/center" because their parents work late. Despite the need for these centers, there is still shortage, posing a problem for many families.

In April 2014, Co-op Kobe started a child-care support business by commissioning "after-school child care center" Terakoya" for elementary school children.

The facility aims to offer value-added service in an atmosphere/environment safe and sound for the children and help them build confidence and acquire the necessary basic skills to succeed in school and beyond.

The center operates during school terms from 3.00 pm to 6.30 pm daily. For every 10 children there is one instructor.

In addition, the children are provided with programs that enrich their social experience such as cooking, tea ceremony, english lesson, playing outside etc.



### Co-op Home Dinner Delivery exceeds 100,000 meals in 5days

On April 15, Co-op Mirai announced that the number of ordered dinner boxes delivered to members through the home delivery business "Co-op Deli" in a week of five days exceeded 100 thousand meals.

The total meals orders received between April 14 to 18 was 101,210.

During this regular 5 days a week delivery visit, Co-op delivery staff listen to opinions and

requests related to dinner delivery directly from the members, which are used to reflect on the improvement process of the lunch making.

Since about 6.5 percent of users are aged 65 and over, it is supposed that the delivery facility contributes to the community development through the provision of meals as well as the direct communication the Co-op delivery staff have with the elderly people in the area.

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