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Images from the Nagasaki 2015 Peace Action



Above: Mr. TAUE Tomihisa - Mayor of Nagasaki, delivering the Peace Action Message.

He did not touch on the story of the atomic bombing of the two cities Hiroshima and Nagasaki but rather expressed his thought about the elimination of nuclear weapons with the participation of the entire citizenry of Japan.



Recitation drama "survivors of soul miracle - No More Hibakusha"



Announcement of appeal for peace by the "Children's Peace Conference"



2015 Peace Action in Hiroshima and Nagasaki

At the occasion of the 70th anniversary of the atomic bombing of Hiroshima and Nagasaki, Japanese consumer co-operatives promoted the "peace action 2015" with various activities including peace parades and seminars by co-op members nationwide to share the wish of Hiroshima and to express their objection against war and the abolition of nuclear weapons.

The Hiroshima event which was held for three days from August 4 to 6 was co-sponsored by JCCU and the Hiroshima Prefecture Consumers Co-operative Union. It was attended by 1,500 co-op members from 68 co-ops nationwide.

The Nagasaki event was held for two days from August 7-8 under the co-sponsorship of JCCU and the Nagasaki Prefecture Consumers Co-operative Union and was attended by 900 co-op members from 52 co-ops nationwide.

The Hiroshima event took as its main theme "Inheritance and creation - 70th year since atomic bombing, building a peaceful future" by taking a fresh look at the atomic bomb survivors stories, sharing their experience and renewing our commitment to promoting the abolishment of nuclear weapons.

Niji-no Hiroba Event

This event consisted of two parts, the 'Niji-no Stage (Rainbow stage)' and the 'Minna-no Hiroba (Everyone's space)', was held on the afternoon of August 5, at the Hiroshima Prefectural Sports Center 'Green Arena'.

For part one, curtains were opened to a violin and piano performance which received great applause from the audience.

Mr. MATSUI Kazumi, Mayor of Hiroshima in a greeting emphasized on the "elimination of nuclear weapons and lasting world peace" by walking together in harmony and strengthening efforts towards nuclear disarmament.



Mr. MATSUI Kazumi, Mayor of Hiroshima

After the mayor's speech, the students of the Hiroshima Municipal Motomachi high school introduced "a-bomb painting" which was produced through interviews and hearings from a-bomb survivors experience.

There was also a performance of a creative drama on the theme of the atomic bombing by the Hiroshima Municipal Funairi high school drama club.

At the 'Minna-no-Hiroba' many events were held including booths from various Co-ops nationwide featuring their peace activities, including peace messages and peace songs.



New release "Co-op Quality whole fruit" series

JCCU has launched a new series of its sub-brand Co-op Quality products which represent co-op products rich in taste.

The new luxurious series "Co-op Quality Whole Fruit Series" consisting of three fruit products ("blueberry" "strawberry" "marmalade") was released on September 1.

The series are produced without using sugar or syrup, but rather utilizing the sweetness of the fruit and fruit juice.

More than 80 percent of the registered monitor of co-op members evaluated the products to be delicious and were particularly satisfied with the raw material and the production technique.

The low-sugar content of 35 to 38 degrees and the refreshing sweetness is the main feature of the products.

In order to take advantage of the texture and taste, two types of blueberry were used. The strawberry provides refreshing sweetness and the marmalade enables exquisite balance of sweetness and bitterness.



"Coop Quality whole fruit" series



Ready to eat image

JCCU Releases Business Summary

JCCU summarizes the July 2015 business turnover of the 64 community-based co-ops nationwide.

Total turnover is higher than the value recorded in the same month last year with an increase of 4.4% to a value of 214.4 billion JPY.

The store turnover increased by 3%, while the home delivery increased by 2.6%.

The amount of home delivery sales 133.142 billion JPY accounting for 62.1% of the total turnover of the community-based co-ops.

Of these, the individual delivery sales alone increased by 5.3% to a value 86.7 billion JPY.

ICA-AP training program for Managers of Consumer Co-ops

The first batch of the 2015 training program for managers of consumer co-operatives organized by ICA-AP in collaboration with Japanese Consumer Co-operative Union (JCCU) was held from July 27 to August 9, with Miyagi Co-op and Co-op Net Business Association providing the training grounds, the facilities and resource persons.

The training program which lasted for 14 days was attended by 5 co-operative manager members from Shree Warana Vibhag Sahakari Grahak Mandal Ltd., India (Mr Patil Raviraj Vilasrao), Pohang iCOOP cooperative, Korea (Ms Kim Hyun Jin), the Abra Diocesan Teachers and Employees Multi-Purpose Cooperative, Philippines (Mr Jerick Valeros Marean), and Saigon Co-op, Viet Nam (Ms Nguyen Bich Ly and Ms Bui Thi Giang Thu) in the areas of store operation and management.

Participants were selected after having met the requirements of the interview conducted by the ICA-AP secretary to the consumer committee in Malaysia Business Office.

A comprehensive program, consisting of different training modules that covered the training proposals requested by the trainees to address their difficult challenges in their work place, was designed by the host organizations.

Some of the challenges were, to how to gain the competitiveness of the store, and how to retain staff and to raise members loyalty.

Upon arrival, the trainees received a 1-day orientation course at JCCU headquarters, where they received lectures on the Japanese consumer co-operative business and the Merchandising Policy of Consumer Co-op to gain insight to the retail business environment in Japan.

Trainees visited Co-op Net to receive lectures on structure and mechanism of business solidarity and social and environmental initiatives and then moved to Miyagi Co-op in Sendai for another 10 days training that allowed them to have a practical work experience at the store and to attend conventional meeting between the store manager and the chiefs of various sections. At the end of the training, an action plan was drawn by each trainee to address what they

intend implementing upon returning to their home countries.

The trainees returned home on August 9th. The second batch of the 2015 ICA-AP training will be held from November 23 to December 6.



At the roof top of eco-friendly concept store of Co-op Mirai to see the installation of solar panels



At the back yard of Miyagi Co-op store



Trainees holding their certificate of completion pose for a picture with staff of Miyagi Co-op

Summer vacation program for elementary school children

Every summer for the purpose of social inclusion of young children some Japanese consumer co-ops have been organizing various summer programs for school children.

One of such programs was organized by Iwate Co-op on July 27 to provide work experience for elementary school children at one of the co-op's store in Morioka city. On the day the weather was good, and eight sets of parent and child participated.

The program was designed in such a way that the children could experience the actual work at the store, observe the work process by touching and feeling.

Before work began the store manager briefed the children about the work code of the store thus: "saying welcome to customers", "refraining from making a loud voice", and "refraining from running around in the store".

The next was the practice of greetings, followed by the actual work of product display, work at the cash register and recycling classification..

With the products in their hands and having checked the expiry date to make sure that the product was safe, the schoolchildren tried to locate the place on the shelf where the products were to be displayed.

Using the recycling box outside the Co-op store the school children separated the PET bottles, milk cartons, egg packs and the aluminum cans.

At the end of the program the store manager presented the children certificate of participation, co-op product as souvenir and a reward ticket that can shop in the store.

The children were told to keep the valuable experience and the store manager hoped that the good memories will remain in their heart.

News in Brief

20th Anniversary of Co-op Tohoku Sunnet

In June 1990, the co-ops in the three northeastern prefectures of Japan, Iwate Co-op, Co-op Kyoritsusya in Yamagata Prefecture and Miyagi Co-op started to discuss the possibility of forming a business solidarity to enhance their business performance. The discussion resulted in the establishment of Co-op Tohoku Sunnet business federation in May 1995. Now, 10 co-ops in 6 prefectures in Tohoku region of Japan are affiliated.

This year in May, the business federation celebrated its 20th anniversary.

Through the unification of functions like purchasing to overcome the distribution turbulence and accounting, coupled with efficient management of projects, profitability of the affiliated co-ops have significantly improved.

There are currently 111 stores operated by the 9 co-ops within the federation and out of them 6 co-ops are united in merchandizing of groceries.

The total supplies of the affiliated co-ops stands 233.5 billion JPY and total membership stands 1.68 million.

In 2014, Co-op Tohoku Sunnet Federation started the nation's first "smart receipt system - electronic receipt" where in place of paper receipt the system sends the customer shopping data to his/her multi-function smartphone. The system started with Miyagi Co-op but had expanded to Iwate Co-op, Co-op Fukushima and Co-op Kyoritsusya.

In commemoration of the anniversary a large logistics center, approximately 43,000 square meters with total site floor area of about 28,700 square meters has been completed to serve the affiliated co-ops.

Apart from serving affiliated co-ops in store and home delivery businesses, the federation also supports the IT system and provides services for online internet business.

Co-op Kobe awarded the "Hyogo Universal Society Award"

Co-op Kobe was awarded the "Hyogo Universal Society Award - corporate sector-Governor's Award" which is a certificate of commendation, for their elderly watch-over activities at a presentation ceremony held on July 24 at the official residence of the governor.

The Governor's award recognized organizations rendering distinguished services to the citizens in the prefecture.

Co-op Kobe, taking advantage of the inherent opportunity to meet directly with the elderly and community members through regular visits to their homes for delivery of ordered products made it possible for the co-op to win the award.



The governor presenting certificate of commendation to a staff of Co-op Kobe

Nepal major earthquake emergency fund-raising

On Saturday 25 April 2015 a massive 7.8 magnitude earthquake struck Nepal. The earthquake affected the lives of at least 8m people and left many homeless.

ASADA Katsumi, President of JCCU had sent a letter of sympathy to the National Cooperative Federation of Nepal and besides through ICA, donated an amount of 10,000 USD as a consolatory present to the people of Nepalese.

Consumer Co-ops nationwide have also instituted emergency fund-raising since April 28 ending in September, and the amount realized will be donated through Japan UNICEF.

Co-op Kobe organized one month special emergency fund-raising with its members and a total of 45.7 million JPY were received. The amount has since been donated to the stricken area through Japan Committee for UNICEF.

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