

At the 'Minna-no Hiroba' Many events were held including setting up of booths by various consumer co-ops nationwide featuring their peace activities, including peace message calligraphy writing performance and peace song concert.



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Booth introducing peace activities by consumer co-op.

During the period of August 4 to 6 a total of 21 subcommittee meetings were held with the participation of about 1,000 people pushing for a nuclear weapon-free world including monuments and Hiroshima bomb ruins tours. "2017 Children's Peace Conference" was held where the children discussed ways to build a brighter future and appealed for peace.

## 2017 Peace Action in Hiroshima and Nagasaki

At the occasion of the 72<sup>nd</sup> anniversary of the Atomic Bombings of Hiroshima and Nagasaki, Japanese consumer co-operatives promoted the "peace action 2017" with various activities including peace parades and seminars by co-op members nationwide to share the wish of Hiroshima and Nagasaki 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-organized by JCCU and the Hiroshima Consumers Co-operative Union. It was attended by 2,550 coop members from 70 co-ops nationwide. The attendance this year is almost double that recorded last year. The Nagasaki event was held for two days from August 7-8 under the co-organization of JCCU and the Nagasaki Prefecture Consumers Cooperative Union and was attended by 1,060 co-op members from 42 co-ops nationwide.

### Peace Action in Hiroshima

The Hiroshima event took as its theme "Learning and understanding the heart of Hiroshima by the younger generation – your inheritance". The significance of these activities is to convey peace messages to the younger generation after the atomic bombing and the calling of their leadership in the creation of a peaceful world.

### "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, "Niji-no Stage", curtains were opened to a brass band performance by Hiroshima school children.

Mr. MATSUI Kazumi, Mayor of Hiroshima in a greeting emphasized on a collective effort to realize a peaceful world without nuclear weapons.

Taken turns, HONDA Eiichi, the President of JCCU urged the audience to continue effort, without losing the memory of the atomic bombing, to eliminate nuclear weapons as soon as possible. Thereafter, Hiroshima Numata High School drama group had a performance on the theme "Wind Train" which depicts the situation in Hiroshima city before and after the atomic bombing.

In addition, an interview movie of Mr. TANAKA Terumi, a representative committee member of the "Hibakusha Appeal signature campaign" which has been undertaken since last year, calling for approval of Hibakusha Appeal signature campaign was shown.



Mr. MATSUI, the Mayor of Hiroshima



Honda, the President of JCCU



State of the monument tour



2017 Children's Peace Conference

## Kyoto Co-op held children's Eco class

On August 8, Kyoto Co-op held a summer vacation Children's eco class at Kyoto Prefecture Gymnasium (Shimadzu Arena Kyoto).

The theme was about global warming in relation to food loss. 33 primary school students and 27 parents attended.

The participants learned about what food loss was and why it occurs through the lecturer's explanation and through game "Food Loss Tag."

Food loss was described as anything occurring in the process from production to consumption in the following manner such as, irregular-sized vegetables at the production site, misprints of the packaging material at the processing site, food items in which the expiration date is past at the supermarket, leftovers of disliked foods at the dining tables, etc.

During the second half of the class participants learned about what global warming was, its cause and measures and the relationship between global warming and food loss.

Some of the children made comment like, "it was the first time to hear that 1/8 of food is being scooped. Henceforth I would like to eat without leaving anything even for things I dislike". "What I learned at the eco-class today made me think that global warming is an issue for everyone and I want to have more chance to study again." "I think everyone should cooperate with each other in order to prevent global warming".



## News in Brief

### Food for infants supporting parenting households "CO-OP Kirakira Step" received the 11th Kids Design Award

"CO-OP Kirakira Step", a food brand for infants jointly developed by Japanese Consumers' Co-operative Union and Co-opdeli Consumers' Co-operative Union, was awarded the 11th Kids Design Award.

The award initiative was founded in 2007 as an award system for the NPO corporation Kids Design Association.

The three design missions of the award are; "Contribution to the safety and security of children" "Pioneering children's creativity and the future" and "Easy to give birth and raise children".

It aims to pick up outstanding products, facilities, programs, research activities for children, adults caring for children and child rearing, and for the general public.

This time, "CO-OP Kirakira Step" contested in the "product design department which helps parents give birth and raise children" and won the Kids Design Award.

This is the first time CO-OP Brand P (JCCU's PB) has received a prize in this contest.

"CO-OP Kirakira Step" mainly focuses on frozen food for infants and kids that are rare in Japan. Under the supervision of a national registered dietitian, JCCU has designed the optimal size, texture, ingredients selection and additional recipes according to the child's age and it is responding to the growing needs for child-rearing households.

In addition, information such as allergen and salt equivalent are displayed on the front of the package in an easy-to-understand manner.

JCCU conducted 8 group interviews, with a total of 99 people including 33 infants through registered monitors of Co-op members who are actually raising children to get their views at the prototype stage of development and exchanged views about the product.

JCCU will continue to extend this support in the future



### JCCU renews rice package of co-op products.

JCCU switches packaging materials of rice products to the use of eco-friendly rice ink from September 2017 starting with Co-op rice products being handled at Co-opdeli Consumer Co-operative Union and subsequently switch those being handled at Co-op Kinki a business federation and U Co-op in spring 2018.

Rice ink is environmentally-friendly and contributes to CO2 reduction and waste reduction by using resin derived from non-edible part of rice bran oil which is by-product of rice, as an alternative to petroleum-derived based ink.

In fiscal 2016, JCCU with the corporation of experts, formed the "2030 Environmental Targets Review Committee" to discuss and submit report on countermeasures against global warming.

In the report it was mentioned that the standards of products and services and how they are designed will have a major impact on the environment and society. It was also concluded that it is important to continue to thoroughly consider environmental conservation aspects such as resource saving, reuse and recycling in business management.

JCCU considers global warming countermeasures to be an urgent issue in order to realize a sustainable society and will strive to develop and disseminate eco-friendly products.



An example of products printed with Rice ink logo in package (left)

Rice ink logo by Rice Ink Consortium (right)