

Week for Sustainability 2024

Type

- ★ Event Organizatoin
- Products and Services
- ◆ Information Sharing
(WEB, Shops, YouTube, SNS, etc.)

Hokkaido Prefecture

- ◆ Insight management. Inc.
- ◆ Meiji Holdings Co., Ltd.
- ★ HOKKAIDO COCA-COLA BOTTLING CO.,Ltd.

Tohoku region

Miyagi Prefecture

- ◆ Calbee, Inc.

Kanto Region

Ibaraki Prefecture

- ◆ IBARAKI CO-OP Consumers' Co-operative
- ◆ FEED ONE CO., LTD.

Tochigi Prefecture

- ◆ Ikenoiri Farm
- ◆ TOCHIGI CO-OP Consumers' Co-operative

Gunma Prefecture

- ◆ Consumers' Co-operative CO-OP GUNMA

Saitama Prefecture

- ◆ Co-opdeli Consumers' Co-operative Union
- ◆ Consumers' Co-operative CO-OP MIRAI

Chiba Prefecture

- ★ Chibanian Part-Time Agricultural School

Tokyo Metropolis

- ★ Afu shokudo
- In You Co., Ltd
- ◆ Cotrico Inc.
- ◆ NISSHIN SEIFUN GROUP INC.
- ★ NIPPON ACCESS,INC.
- ◆ Top's Inc.
- ★ Morinowa Co.,Ltd.
- Kirin Holdings Company, Limited
- Japan Airlines Co., Ltd.
- ◆ Maruha Nichiro Corporation
- ◆ Showa Foods Ltd.
- ◆ MS&AD Insurance Group Holdings, Inc.

Kanagawa Prefecture

- ◆ FEED ONE CO., LTD.

Hokuriku Shinetsu Region

Ishikawa Prefecture

- ◆ AGRI FIVE NPO

Niigata Prefecture

- ◆ Consumers' Co-operative CO-OPDELI NIIGATA

Nagano Prefecture

- ★ Kita Alps Organic Project
- Kirin Holdings Company, Limited
- ◆ Consumers' Co-operative CO-OP NAGANO
- ★ The University of Nagano

Toyama Prefecture

- ★ Morinowa Co.,Ltd.

Tokai Region

Aichi Prefecture

- ★ Otoufu factory ishikawa Inc.
- Tsumugite Farm
- ◆ Mamirika's

Shizuoka Prefecture

- ◆ Okara R & D Laboratory

Mie Prefecture

- ◆ TOBAMI

Kinki Region

Osaka Prefecture

◆ OSAKA IZUMI CO-OPERATIVE SOCIETY

● Sunplaza Co., Ltd.

Kyoto Prefecture

★ Cuoncrop Co., Ltd

Japan Agriculture Corporation

★ Tanto Soup, Tanto Farm

Hyogo Prefecture

◆ NISSHIN SEIFUN GROUP INC.

Chugoku Region

Yamaguchi Prefecture

◆ Nissui Corporation

Kyushu Region

Fukuoka Prefecture

◆ NPO Hakata Honeybee Project

★ Aeon Kyushu Co., Ltd.

Miyazaki Prefecture

◆ SUGIMOTO SHIITAKE

Oita Prefecture

◆ NPO Kitakyushu Gyobu

Nationwide

- ◆ AccountAgent Co., Ltd.
- ★ MEL Council
- ★ Japan Co-operative Alliance
- Japan Organics Recycling Association
- S&B FOODS INC.
- ★ Oisix ra daichi Inc.
- The Earth Corporation
- Daizu-days Co., Ltd.
- ◆ NISSHIN SEIFUN GROUP INC.
- Nissui Corporation
- ◆ SHOWA SANGYO CO., LTD.
- ◆ Tsuchimusubi LLC
- ★ Japanese Consumers' Co-operative Union(JCCU)
- Japan Agriculture Corporation
- Tanto Soup, Tanto Farm
- ◆ HOUSE FOODS GROUP INC.
- Mitsubishi Shokuhin Co., Ltd
- Meiji Holdings Co., Ltd.
- MORINAGA MILK INDUSTRY CO.,LTD.
- ◆ MS&AD Insurance Group Holdings, Inc.

Overseas

- DELTA International Co., Ltd.
- Meiji Holdings Co., Ltd.
- ◆ MORINAGA MILK INDUSTRY CO.,LTD.

Week for Sustainability 2024

- Type
- ★

Event Organizatoin
- Products and Services
- Information Sharing
- ◆

(WEB, Shops, YouTube, SNS, etc.)

Hokkaido Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Insight management. Inc.	◆	Sustainability Festival 2024	Insight management. Inc. shares the lectures and activities of the JICA training course "Sustainable Food System Strategy for Local Industry Development". This course is designed for participants from developing countries to learn and practice the sustainable food system strategy.	URL
Meiji Holdings Co., Ltd.	◆	Efforts to Reduce Greenhouse Gas Emissions from Dairy Farming	Meiji Group has become a member of the 'Doto Carbon Farming Study Group' to reduce greenhouse gas emissions in the dairy and livestock industry. (Carbon farming refers to agricultural method that aims to reduce greenhouse gas emissions by capturing CO2 from the atmosphere into the soil and improving the quality of soil.) In collaboration with dairy farmers, we will promote initiatives focused on the evaluation, research, and practice of "Carbon Farming" in Betsukai Town, Hokkaido, the largest milk producer in Japan.	URL
	●	Meiji Organic Milk - Promoting circular agriculture -	Meiji Group produces and sells "Meiji Organic Milk, " a certified organic JAS standard milk. We use only raw milk squeezed from dairy cows raised using methods based on the concept of organic farming at our designated dairy farm in Tsubetsu-cho, Abashiri County, Hokkaido. Organic dairy farming is conducted with consideration given to the perspectives of raising cows on organic feed and in an environment friendly to the cows in order to reduce the burden on the environment. We provide new milk values while supporting dairy farming that also takes into consideration the environment and cow health.	URL
HOKKAIDO COCA-COLA BOTTLING CO.,Ltd.	●	Horizontal PET bottle recycling "Bottle to Bottle"	Hokkaido Coca-Cola Bottling Co.,Ltd. is committed to promoting a circular economy through its "Bottle-to-Bottle" initiative, which focuses on the collection and recycling of used PET bottles to create new PET bottles. This horizontal recycling process significantly enhances the sustainability of plastic resources.Our 100% recycled PET bottles reduce CO2 emissions by approximately 60% per bottle compared to those made from petroleum-derived materials. In line with our sustainability goals, the Coca-Cola system in Japan aims to switch all PET bottles to sustainable materials by 2030. This includes both recycled PET from our Bottle-to-Bottle initiative and plant-based PET materials.To further support this initiative, we have introduced the slogan "Remove, Peel, Return," which is designed to promote clear behavioral changes among consumers. This campaign encourages participation in recycling efforts and aims to raise awareness about the importance of achieving a plastic circular economy.	URL

HOKKAIDO COCA-COLA BOTTLING CO.,Ltd.	◆	Recycling and Utilization of Waste	Hokkaido Coca-Cola Bottling Co.,Ltd. is committed to its "Zero Emission" initiative, which aims to recycle all waste generated from its factories. Since 2001, the company has consistently achieved its goal of 100% waste resource recovery. By products from beverage production, such as coffee grounds and tea leaves, are converted into compost. Additionally, in collaboration with Calm Kakuyama, we have been using coffee grounds as bedding for cattle since August 2020. The used bedding is subsequently repurposed as biomass energy material. Moreover, tea leaves are provided to Rakuno Gakuen University for research into eco-feed for livestock. This eco-feed contributes to reducing waste while ensuring safe and sustainable meat production. By integrating these sustainable practices, Coca-Cola Bottlers Hokkaido is playing an essential role in building a sustainable society.	URL
	★	Coffee soap making to learn upcycling	Hokkaido Coca-Cola Bottling Co.,Ltd. conducts programs that allow participants to experience upcycling through the creation of coffee soap made from coffee grounds, a byproduct of our coffee production. This initiative promotes awareness of sustainability practices.Participants engage in hands-on activities, fostering a deeper understanding of how they can contribute to environmental conservation. The program encourages individuals to think about actionable steps they can take for the planet starting today. Additionally, we introduce key concepts related to the Sustainable Development Goals (SDGs) and share insights into our recycling efforts.	URL
	●	Donation of products to "Community Fridge Eniwa"	Hokkaido Coca-Cola Bottling Co.,Ltd. is committed to supporting a safe and sustainable community for residents of Hokkaido. Through our Community Fridge initiative, we distribute our products to individuals in need and aim to reduce food waste by donating near-expiration products. Annually, we donate 120 cases of our products, equivalent to 2,880 bottles.The Community Fridge operates 24/7 as an unmanned food bank, allowing individuals who require assistance to access food and daily necessities without the constraints of time or privacy concerns. This approach fosters a supportive environment where community members can obtain essential items at their convenience.	URL
	◆	Efforts to Conserve Water Resources	Hokkaido Coca-Cola Bottling Co.,Ltd. is committed to responsible water resource management as part of our business activities. We are dedicated to returning an equivalent amount of water to nature that we use in our products. Our initiatives focus on three key principles: "Reduce" to minimize water usage, "Recycle" to circulate water used in the manufacturing process, and "Replenish" to nurture local water sources.One of our prominent efforts includes tree-planting activities at Shirahatayama in Sapporo's Kiyota Ward, which serves as a vital water source. By enhancing the water retention capacity of these forested areas, we aim to contribute positively to the environment and ensure sustainable water resources for the community.	URL

Tohoku Region

Miyagi Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Calbee, Inc.	◆	Miyagi Coastal Forest Restoration Everyone's Forest Creation Activities,	Calbee, Inc. has entered into an agreement with Sendai City in Miyagi Prefecture to participate in the "Miyagi Coastal Forest Restoration Everyone's Forest Creation Activities," aimed at promoting forest development in disaster-stricken areas. Led by Calbee's East Japan branch in Sendai, the initiative commenced on October 7, 2023, with a tree-planting event. This effort serves as a reconstruction support initiative that contributes to the community through the care and preservation of coastal disaster prevention forests, which were lost during the earthquake. By engaging in these activities, We are committed to fostering sustainable environments and enhancing biodiversity, ensuring that these vital ecosystems are preserved for future generations.	URL

Kanto Region

Ibaraki Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
IBARAKI CO-OP Consumers' Co-operative	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative "One More Rice: Eat One Extra Bowl of Rice a Week," encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube
	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
IBARAKI CO-OP Consumers' Co-operative	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP's direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
	◆	Food Drive, Change "mottainai" to "arigato. thank you".	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL

IBARAKI CO-OP Consumers' Co-operative	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL
FEED ONE CO., LTD.	◆	Realization of a resource-recycling society through the utilization of food loss	Feed One Co., Ltd. effectively utilizes "fried meal," a dried and processed form of food waste generated from convenience store bento boxes, as part of the ingredient mix in its feed for poultry and pigs. This innovative approach contributes significantly to food recycling efforts.	URL
	◆	Manufacture and sale of beekeeping feed	Feed One Co., Ltd. is engaged in beekeeping, which not only produces honey but also plays a vital role in the pollination of crops. The honeybees used for crop pollination significantly contribute to the pollination of plants in the natural environment, thereby supporting biodiversity conservation. Our company produces substitute pollen products, “Bee Hatcher” and “Bee Breed,” which are specially formulated feeds designed to support beekeeping during critical periods, such as the rearing phase and times when pollen availability is low. These products enhance the management of honeybee populations, which are essential for the pollination of both agricultural crops and wild plants.	URL

Tochigi Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Ikenoiri Farm	◆	Sustainable Efforts - Things that We Can Do	Ikenoiri Farm focuses on sustainability from the ground up. During Sustena week, we will consider how to create a sustainable community through its production activities under the theme "Starting with What We Can Do Nearby"	
TOCHIGI CO-OP Consumers' Co-operative	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube

TOCHIGI CO-OP Consumers' Co-operative	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP's direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
TOCHIGI CO-OP Consumers' Co-operative	◆	Food Drive, Change “mottainai” to “arigato. thank you”.	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL
	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL

Gunma Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Consumers' Co-operative CO-OP GUNMA	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL

Consumers' Co-operative CO-OP GUNMA	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL
				Youtube
	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP’s direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
	◆	Food Drive, Change “mottainai” to “arigato. thank you".	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL
Consumers' Co-operative CO-OP GUNMA	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL

Saitama Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Co-opdeli Consumers' Co-operative Union	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube
Co-opdeli Consumers' Co-operative Union	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP’s direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
	◆	Food Drive, Change “mottainai” to “arigato. thank you”.	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL

Co-opdeli Consumers' Co-operative Union	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL
Consumers' Co-operative CO-OP MIRAI	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
Consumers' Co-operative CO-OP MIRAI	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube
	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP's direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②

Consumers' Co-operative CO-OP MIRAI	◆	Food Drive, Change “mottainai” to “arigato. thank you”.	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL
	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL

Chiba Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Chibanian Part-Time Agricultural School	★	Solar sharing	Chibanian Part-Time Agricultural School is actively engaged in initiatives to reduce carbon emissions through agrivoltaics.	URL
	◆	Lectures and promotion of early-growing paulownia trees, which are highly effective in adsorbing Co2.	Chibanian Part-Time Agricultural School also engages in sustainable practices through the involvement of office workers from the Tokyo metropolitan area in farming. Taking care of the Earth is crucial for humanity.	URL

Tokyo Metropolis

Member Name	Type	Name of Initiative	Initiative	Link
Afu shokudo	★	Offering menus with sustainable seafood products	Afu Shokudo will serve a special menu, "Katsuo no Tataki" (seared bonito), featuring sustainably sourced seafood (MEL certification) from September 24 to September 27 at the cafeteria located on B1 of the MAFF main building.	URL① URL②
In You Co., Ltd	●	IN YOU MARKET	We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste. These efforts promote awareness and foster a culture of sustainability within our communities.	URL
Cotrico Inc.	◆	Sustainable x Community, Agriculture and Design	Cotrico Inc. aims to realize a sustainable society through THE POWER OF DESIGN. We have been visualizing various initiatives deeply related to agriculture, such as local initiatives, branding, agricultural and welfare cooperation, and specific skill systems in agriculture, through DESIGN. We convey not only the appearance but also the “story” and “value” behind agriculture and the importance of sustainable purchasing. For example, we will communicate the attractiveness of producers, BRANDING DESIGN that conveys the appeal of Regionally rooted agricultural products, and videos that convey the thoughts of people involved in agriculture through social networking services and other means. Through DESIGN, we communicate the value of the Region and the many people involved in agriculture, forestry, and fisheries, and encourage “small steps” toward sustainable consumption.	URL note Youtube Instagram
NISSHIN SEIFUN GROUP INC.	◆	Sustainable seafood served at the company cafeteria	Nisshin Seifun Group is addressing the social issue of depleting marine resources through its initiatives that encourage changes in consumer behavior in daily life. One such initiative involves the offering of "sustainable seafood" menus in its employee cafeteria at the headquarters, utilizing seafood certified by the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC).	URL

NIPPON ACCESS,INC.	●	Expand of frozen meal kit "Stock Kitchen"	Nippon Access Inc. launched the frozen meal kit "Stock Kitchen" in 2019, which is designed as an all-in-one solution to minimize waste. This innovative product features ingredients that are pre-portioned for optimal use, significantly reducing food waste at the consumer level. Additionally, the frozen format extends the shelf life of these meal kits, leading to less waste during distribution. This dual approach not only addresses customer needs and market demands but also plays a vital role in contributing to food waste reduction efforts.	URL
	★	Conducting in-house Food drive	Nippon Access, Inc. is initiating a food drive to encourage employees to bring in surplus food from their homes. In collaboration with our labor union, we will also request support from other areas within the company. The collected food will be donated to food banks with which we have established ongoing partnerships.	URL
	●	Introduction of products that are friendly to both the body and the environment	Nippon Access, Inc. is excited to introduce new products featuring plant-based meat (soy meat) as part of our 'Karada Smile Project,' which is designed to promote a balanced diet and encourage healthy, delicious eating habits. Our two new offerings are crafted to deliver smiles for both personal health and the environment.	URL① URL②
Top's Inc.	◆	Promotion of feed conversion to reduce waste loss at manufacturing plants	Top's Inc. is actively working to reduce production waste at its factory, where Western-style confections are manufactured. Specifically, the company has partnered with a feed conversion service to address the waste generated during the manufacturing process, including the trimmings from sponge cakes.	
Morinowa Co.,Ltd.	★	Thinking about agriculture and rural areas with high school students	Morinowa Co., Ltd. collaborates with high school students in seminars focused on the relationship between urban and rural areas. Through district events and high school cultural festivals, we aim to create opportunities for discussions and reflections on agriculture and local communities.	
Kirin Holdings Company, Ltd.	●	Holds Kirin School Challenge	Kirin Holdings Company, Limited has been conducting an annual one-day workshop titled "Kirin School Challenge" since 2014, targeting junior and senior high school students. In collaboration with JUNE, this workshop introduces participants to initiatives in sustainable forestry (supporting FSC certification) and sustainable agriculture (supporting Rainforest Alliance certification). The workshop is designed to empower students to think critically about environmental issues and encourages them to communicate their ideas and actions to their peers.	
Japan Airlines Co., Ltd.	●	Farmer's soup made with "imperfect" vegetables	Japan Airlines is not only working to reduce its own food waste by improving yield rates and recycling food residues from the cooking process, but also working to reduce food waste in its supply chain. In the supply chain, for example, broccoli stems, asparagus stalks, and onion peels are disposed as "inedible parts," even though they can be eaten with great flavor if cooked creative way. In addition, a part of the harvest is discarded as "imperfect" because of the size or shape, even though it is grown passionately by the farmers. JAL is working to reduce food waste in the supply chain by using "inedible parts" or "imperfect crops" and cooking them in creative ways. They are cooked in a soup called the "Farmer's Soup" and have been offered to customers in our airport lounges at Haneda and Narita. Currently, our "Farmer's Soup" is made with "imperfect edamame," and we plan to successively introduce soups made with "imperfect" vegetables such as sweet potatoes, lotus roots, ginger, and green onions. Please try it when you use our airport lounges.	URL (Japanese) URL (English)

Maruha Nichiro Corporation	◆	Promoting the handling of certified sustainable seafood products	Maruha Nichiro Corporation is actively promoting the handling of sustainably certified seafood, including products bearing the MSC "Marine Stewardship Council" ecolabel and the ASC "Aquaculture Stewardship Council" label. By choosing products that display these certifications, customers contribute to the protection of marine environments and ensure that fishery resources are managed sustainably. The MSC ecolabel is a symbol of seafood sourced from well-managed fisheries that consider both marine resources and environmental sustainability. Similarly, the ASC label signifies responsibly farmed seafood. Together, these certifications provide assurance that the seafood is harvested in a manner that supports the health of our oceans and fish stocks. As part of our commitment to sustainability, we have set a goal in September 2024 to deliver 15% of our seafood sales by 2030 from internationally recognized sustainable certifications such as MSC and ASC. We aim to achieve SDG Goal 12, "Responsible Consumption and Production," and Goal 14, "Life Below Water," with our customers.	URL
	◆	Conduct fisheries resource surveys	Maruha Nichiro Corporation, with over 140 years of history rooted in the sea, has thrived through the invaluable gifts of nature and its life force. To ensure that future generations inherit sustainable marine resources, we are investigating the management status of the seafood we handle. As of fiscal year 2021, 71% of the seafood under our management was found to be sustainably managed. However, the remaining 29% exhibited insufficient data or required improvements in management practices. Through regular assessments, we aim to enhance our understanding of the management status of our seafood products. Based on this data, we will consider ceasing the handling of products that are at risk of extinction or those that have not shown improvement in management over an extended period, particularly if there are concerns about overfishing, while also working to improve the status of these resources.	URL
Showa Foods Ltd.	◆	Use whole salted salmon from head to tail!	Showa Foods Ltd. has a deep-rooted connection with salmon, a beloved fish in Japanese cuisine. Every autumn, salmon return to Hokkaido, adding vibrant flavors to our dining tables. With years of experience operating a specialized salmon store, we are committed to ensuring that no part of the fish goes to waste. We will be sharing innovative cooking methods that maximize the use of the entire salmon, demonstrating how to utilize every part of this fish effectively.	URL
MS&AD Insurance Group Holdings, Inc.	◆	Growing vegetables in an environmentally friendly way in a rooftop vegetable garden	MS&AD Insurance Group Holdings, Inc. is committed to promoting urban agriculture by offering 25 rooftop garden plots at the Surugadai Building for local residents and employees. Our initiative emphasizes sustainability by utilizing minimal organic fertilizers based on soil assessments and employing only organic pesticides that comply with the Organic JAS standards, thereby considering biodiversity in our operations. To enhance the gardening experience, we collaborate with partner organizations that provide hands-on cultivation guidance and workshops for our users. As of the 2023 fiscal year, in-person instruction has resumed, allowing participants to engage directly in the cultivation and harvesting of their chosen vegetables.	URL
MS&AD Insurance Group Holdings, Inc.	◆	Sustainable seafood initiatives at the company cafeteria	MS&AD Insurance Group Holdings, Inc. has been implementing sustainable seafood initiatives since October 2019 at the Surugadai Building and from August 2020 at the Chiba New Town Center cafeteria. We have established a monthly "Sustainable Seafood Day," during which we provide cafeteria users with dishes made from sustainable seafood. Even during periods of increased work from home due to the COVID-19 pandemic, we continued to offer sustainable seafood options, ensuring that our commitment to sustainability remained strong. By allowing employees to engage directly with these sustainable choices, we aim to enhance their understanding of our sustainability initiatives and inspire them to change consumption behaviors.	URL

Kanagawa Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
FEED ONE CO., LTD.	◆	"Holds Food and Nutrition Education seminars Publishing Food and Nutrition Education website"	Feed One Co., Ltd. hosts annual food education seminars for local elementary, junior high, and high school students, providing an enjoyable opportunity to learn about "correct food knowledge" and "the importance of food". In addition to the seminars, Feed One Co., Ltd. offers valuable resources on its website under the section "Learn About Feed One." This platform provides essential knowledge for selecting livestock and aquatic products, including differences between domestic and imported goods, as well as distinctions between wild-caught and farmed products. By conveying this to younger generations, we help them develop the ability to make food choices and raise awareness about health.	URL① URL②
	◆	Initiatives to Achieve Sustainable Aquaculture	Feed One Co., Ltd. has launched a fishmeal-free feed that does not rely on natural marine resources. As the depletion of global natural marine resources becomes a pressing issue, conventional aquaculture feeds predominantly use fishmeal derived from wild fish as a primary ingredient. Our newly developed "fishmeal-free feed" eliminates the use of natural resources, contributing to the realization of sustainable aquaculture.	URL Youtube
	◆	Efforts to Expand Milk Consumption	Feed One Co., Ltd. actively engages in initiatives to promote milk consumption during periods of decreased demand, such as school vacations. To support this effort, the company implements internal campaigns, donates to food banks, and publishes milk-related content and recipes on its educational website. Additionally, we utilize our official X account to share videos encouraging milk consumption. Furthermore, at our headquarters and across our nationwide branches, we purchase locally produced milk (shelf-stable milk) to serve to our guests. This approach not only promotes the consumption of milk but also supports local dairy farmers and fosters community engagement.	URL X投稿① X投稿②

Hokuriku Shinetsu Region

Ishikawa Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
AGRI FIVE NPO	◆	Let's eat up the fields!	Agri Five NPO operates a small vegetable shop in Ishikawa Prefecture, where we sell organic vegetables harvested from our nearby farm, free from pesticides and chemical fertilizers. Our commitment to sustainability is reflected in our practice of utilizing all produce, including the imperfect ones. Imperfect vegetables are creatively prepared in our kitchen and served as lunch or bento options. Located just 200 meters from our fields, we ensure that every vegetable, regardless of its shape. Through our efforts, we aim to contribute to a future where agriculture and food systems bring joy to the planet.	URL Facebook Instagram

Niigata Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Consumers' Co-operative CO-OPDELI NIIGATA	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL

Consumers' Co-operative CO-OPDELI NIIGATA	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube
	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②
	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP's direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
	◆	Food Drive, Change “mottainai” to “arigato. thank you”.	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL
	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling “imperfect” agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL

Nagano Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Kita Alps Organic Project	★	Hakariuri Market 2024 in Shinano-Omachi	Kita Alps Organic Project is a citizen's organization made up of volunteers that promotes the formation of a sustainable recycling-oriented society and organic agriculture with a low impact on the environment. Every year, we hold the “Hakariuri Market”, where you can bring your own empty bottles and bags and buy only the amount you need, and shop by scale and bulk sales. Local farmers and businesses sell items such as organic vegetables, local agricultural products, baked sweets, drinks, honey, and local craft goods on a scale and in bulk. There are also workshops on making vegetable boxes from local wood and bamboo baskets made from bamboo from abandoned bamboo forests. We aim this market to be the place to think about sustainable lifestyles and reducing unnecessary resources.	URL
Kirin Holdings Company, Limited	●	Activities to protect the ecosystem of The Large Shijimi Blue, which grows and multiplies clara from cuttings.	Kirin Holdings Company, Limited is collaborating with Shiokawa Elementary School in Ueda City to promote the growth of Sophora flavescens, the only edible grass for the endangered butterfly species, Shijimiaeoides divinus (Ooluri Shijimi). With the permission of landowners near the Mariko Vineyard, we will take cuttings to propagate seedlings. These seedlings will be planted in the school's flower bed by the end of August and nurtured until they are ready for transplantation. In May of the following year, the mature plants will be relocated to a designated regeneration area at Chateau Mercian Mariko Vineyard. We will also hold the event with Earthwatch volunteer activities.	URL
Consumers' Co-operative CO-OP NAGANO	◆	Sustaina Week Special Site	Co-opdeli Group will establish a special webpage during the Sustaina Week 2024. This initiative aims to showcase various services and efforts provided by Co-opdeli Group related to the sustainable production and consumption of food, as well as agriculture, forestry, and fisheries. Our focus is a promotion of "shopping that connects to the future".	URL
	◆	Eat one extra bowl of rice a week - One More Rice!	Co-opdeli Group is actively promoting the initiative “One More Rice: Eat One Extra Bowl of Rice a Week,” encouraging individuals to gradually increase their rice consumption to support rice producers. Japan's rice industry faces numerous challenges, including a continuous decline in consumption, rising production costs, and an aging farmer population with a shortage of successors. By encouraging everyone to enjoy one additional meal of rice each week, we aim to provide tangible support to rice farmers and contribute to the preservation of Japan's rice paddies. This initiative not only bolsters the local agricultural economy but also aims to enhance food self-sufficiency in the country.	URL
	◆	Hanayuki Farm Organic Beef Initiative	Co-opdeli Group is addressing significant challenges in Japan's livestock industry, which faces issues such as low feed self-sufficiency and a shortage of successors among producers. Despite sourcing "domestic" meat, a large portion of the feed is imported, with only 9% of beef feed being domestically produced. Additionally, the aging farmer population exacerbates the problem. To promote sustainable food production, Co-opdeli Group is actively engaging in the "Direct Production Hanayuki Organic Beef" initiative. This effort aims to enhance food self-sufficiency while also fostering the next generation of producers. We encourage everyone to explore our initiatives, including the highlights from the Sustainability Award 2023 video.	URL Youtube
	◆	Feed Rice Initiatives - Rice-Fed Pork Project	Co-opdeli Group launched the "Rice-Fed Pork Project" in 2008, driven by the desire to protect Japan's rice production. This initiative focuses on cultivating rice specifically for animal feed, allowing us to provide our members with high-quality pork raised on this locally sourced rice. By incorporating domestic rice into the feed, we aim to revitalize Japanese agriculture and livestock industries.	URL① URL②

Consumers' Co-operative CO-OP NAGANO	◆	Chura-shima (beautiful island) Support Project	Co-opdeli Group launched the "Chura-shima (beautiful island) Support Project" in 2010, driven by the desire to protect the sea and natural environment where sea turtles thrive. A portion of the sales from Okinawa's Iheyajima mozuku seaweed is donated to the "Chura-shima Support Fund," which supports initiatives aimed at preserving the island's beautiful natural surroundings.	URL① URL②
	◆	Sado Island Japanese Crested Ibises(Toki) Support Project	Co-opdeli Group launched the "Sado Island Japanese Crested Ibises(Toki) Support Project" in 2010, driven by the commitment to support rice cultivation that coexists with local wildlife. A portion of the sales from CO-OP's direct-produced Niigata Sado Koshihikari rice and its processed products is donated to the "Sado City Fund for improvement of the Toki s habitat." This fund aids in the creation of rice paddies that serve as feeding grounds for Toki bird.	URL① URL②
	◆	Food Drive, Change "mottainai" to "arigato. thank you".	Co-opdeli Group is actively engaged in food drive initiatives through its member cooperatives by installing dedicated Food Donation Boxs in stores and member facilities, as well as promoting these activities during events. This initiative encourages individuals to donate food items collected from their homes to food banks and other organizations in need. To maximize our impact and reach as many people as possible who require food assistance, we are strengthening our collaboration with local food banks and expanding the number of locations for our Food Donation Boxs.	URL
	◆	Reducing Food Losses with Ingenuity.	Co-opdeli Group is actively addressing food loss throughout the entire food chain, from production and manufacturing to logistics and consumption. Recognizing that edible food is often wasted at various stages, we are implementing several initiatives to combat this issue. We are committed to handling "imperfect" agricultural products, extending product delivery deadlines, and donating food that may otherwise be wasted during logistics to food banks. Additionally, we encourage our members to participate in food drive activities aimed at preventing household food waste.	URL
The University of Nagano	★	The "Breakfast for Health" initiative	The University of Nagano has initiated a project led by third-year student Haruhiko Imamura from the Faculty of Health and Development, which aims to provide breakfast to local residents at the R-DEPOT Café in Nishigo Town. In light of the rising issues of breakfast skipping and solitary dining, the students aspire to promote community health and invigorate the local community. The first event was held on July 27, 2024, offering a trial menu featuring ingredients sourced from Shinshu at an affordable price. Participants expressed their satisfaction, with comments such as, "I had a wonderful time," and "It was great to have a proper breakfast after so long." While this initiative is still in its experimental phase, the students plan to continue hosting breakfast events approximately once a month.	URL Instagram
	●	Invention of healthy walnut snacks	The University of Nagano has launched an initiative by three fourth-year students from the Department of Food Health, led by Haruhiko Imamura, to propose a new snack called the "Soy Walnut Bar" at the Japan Walnut Conference held on July 25 in Tōmi City. This confectionery, made from okara (soy pulp) and walnuts—one of Tōmi's specialty products—was developed as part of the seminar's activities to support the city's health promotion efforts, with assistance from Assistant Eiko Toida. During a tasting event held on campus on July 4, approximately 130 samples were prepared and quickly consumed within just ten minutes, reflecting significant interest in the product.	URL
	◆	Sustainable Archives	The University of Nagano is actively promoting sustainability through the release of archive content, including videos and other materials focused on sustainable initiatives.	URL
	★	CSI Public Lecture "Innovation in Utilizing Greenery"	The University of Nagano is conducting workshops to explore potential projects utilizing underused hilly and mountainous areas in Nagano City, addressing forest-related challenges through the collaborative efforts of Team Yamassho. These workshops aim to develop actionable business plans while engaging directly with the local environment. The second session (Vol. 2) is scheduled for September 28 (Saturday).	URL

The University of Nagano	★	The 3rd The University of Nagano SDGs and Community Contribution Idea Competition	The University of Nagano has been organizing the "University of Nagano SDGs and Community Contribution Idea Competition" since 2022, aimed at promoting activities that leverage students' creative thinking to achieve the SDGs and enhance regional revitalization and development. This initiative is supported by local businesses.	URL
--------------------------	---	---	---	---------------------

Toyama Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Morinowa Co.,Ltd.	◆	The challenge of recycling-oriented agriculture using unused resources	Morinowa Co.,Ltd. is engaged in the production and sale of approximately 1,100 tons of shiitake mushrooms and other cultured mushrooms annually. We utilize wood sawdust and chips in equal quantities as materials for our cultivation process. Traditionally, the spent cultivation substrates were treated as industrial waste and not effectively utilized. However, we have initiated efforts to return these substrates to abandoned farmland. Moving forward, we are committed to developing a new circular agricultural system that leverages various underutilized resources. This includes abandoned farmland, neglected bamboo groves, food waste, agricultural residues, and livestock manure. Our approach aims to create a sustainable ecosystem that maximizes resource efficiency and minimizes waste.	URL
Morinowa Co.,Ltd.	★	Food and Agriculture Education through Mushroom Picking and Harvesting Experience	Morinowa Co., Ltd. is participating in the Toyama Gourmet Food Festival 2024, organized primarily by Toyama Prefecture, to provide experiential events that deepen understanding of agriculture.	

Tokai Region

Aichi Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Otoufu factory ishikawa Inc.	★	Edamame Harvesting Food Education Experience	Otoufu factory ishikawa Inc. is committed to supporting Japanese agriculture through our corporate philosophy of exclusively using domestically produced soybeans. We utilize approximately 3,300 tons of domestic soybeans annually, with around 2,500 tons sourced from contract farming, making us a market leader in tofu production from domestic soybeans. This initiative plays a vital role in promoting sustainable agricultural practices within Japan. In addition, we believe in nurturing the next generation’s understanding of food through education. To achieve this, we established the "Daizukids Club," a volunteer group focused on food education to local children. Our program emphasizes "co-learning" through food, encouraging families and communities to engage in activities that foster connections. Through the "Daizu Project," we offer experiential learning opportunities for children, guiding them from soybean cultivation to cooking. This year, we will host activities centered around edamame harvesting and cooking, providing children with hands-on experience in food preparation.	
Tsumugite Farm	●	Growing vegetables and rice in natural cultivation	Tsumugite Farm is dedicated to cultivating vegetables and rice through natural farming practices. Our initiatives focus on the cultivation of agricultural products that contribute to the reduction of greenhouse gases(Mieruka) while promoting the use of regional resources in agriculture. By creating environments conducive to biodiversity, we foster habitats for various plants and animals, thereby maintaining ecosystem health. This approach increases the humus content, leading to a thriving microbial community in the soil.	URL

Tsumugite Farm	●	Locally produced and locally consumed café menu	Tsumugite Farm operates a farmers' café that highlights the importance of local agriculture. We serve lunch and bento boxes primarily featuring vegetables and meats sourced from our own farm as well as local farmers. A key aspect of our menu is the active use of "imperfect" vegetables, which would otherwise go to waste. In our efforts to reduce waste, we utilize composting systems for organic waste, promoting a circular economy within our operations.	URL
Mamirika's	◆	Protection of the Japanese honeybee	Mamirika's is committed to biodiversity conservation through our beekeeping activities with the native Japanese honeybee. We actively report on the status of these bees via our social media platforms, including Instagram, Facebook, and X.	X Instagram

Shizuoka Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Okara R&D Laboratory	◆	Sustainable Initiatives to Recycle Okara Generated in the Tofu Production Process and Contribute to a Circular Society	We operate a certified course based on three pillars: learning, reflecting, and communicating about food and raw materials through the concept of "transforming food that is destined to be discarded into new food products." Through our activities, we aim to raise consumer awareness, which in turn contributes to society. While learning, practicing, and enjoying these efforts, we also strive to expand our network of like-minded individuals and spread these initiatives.	URL① URL②

Mie Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
TOBAMI	◆	Organic JAS cultivation without fertilizers	Toba Farm is committed to organic JAS cultivation without the use of fertilizers, focusing on reducing CO2 emissions. Instead of relying on imported materials, we aim to create a self-sustaining production system by utilizing photosynthesis from the grasses grown within our farm.	URL

Kinki Region

Osaka Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
OSAKA IZUMI CO-OPERATIVE SOCIETY	◆	Food Drive Initiatives at Coop Stores	Osaka Izumi Co-operative Society is actively addressing food waste by encouraging members to donate surplus food through a food bank. These donations benefit children's cafeterias, welfare facilities, and volunteer organizations. A designated collection box is permanently located near the service corner of our stores for this purpose. For details regarding the types of food we seek and other donation guidelines, please visit our website.	URL
	◆	"Food Recycling Loop" Initiative	Osaka Izumi City Consumer Cooperative recycle food waste from unsold items in our stores and from our agricultural processing rooms into compost. This compost is then used to grow vegetables, which are sold in our Co-op stores and through delivery services, creating a food recycling loop. The resource recovery rate within this framework is 78% (as of the 2023 fiscal year)	URL
Sunplaza Co., Ltd.	●	Visualization of Greenhouse Gases and Efforts to Reduce Them	Sunplaza Co., Ltd. is collaborating with local producers to obtain greenhouse gas reduction labels for various products, including tomatoes, cucumbers, eggplants, onions, leeks, and mandarins. By showcasing these labels in our retail spaces, we aim to effectively communicate our commitment to reducing greenhouse gas emissions to our customers. During Sustena Week, we will intensify our efforts to share information with customers, highlighting the importance of choosing products that contribute to environmental conservation.	URL

Kyoto Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Cuoncrop Co., Ltd	★	Ecoscoring for plant-based cooking classes	ABC Sustainable and My-Eco-Ruler, a service of Cuoncrop Co., Ltd. collaborated on a project. ABC Sustainable offers plant-based cooking classes to explore the value of food with younger generations. My-Eco-Ruler visualizes eco-scores in food and agriculture, promoting value creation. In August, a plant-based cooking class was held in Kyoto for inbound tourists, featuring steamed vegetables from Kyoto and soy milk matcha lattes made with matcha from Kyoto. ABC Sustainable ambassadors assisted international participants, and My-Eco-Ruler visualized the GHG reduction impact of the menu. Participants enjoyed a delicious and fun experience while contributing to the environment.	URL Instagram
Japan Agriculture Corporation Tanto Soup, Tanto Farm	★	"Tanto Farm" Practicing Organic Farming with Everyone	Japan Agriculture Corporation Tanto Soup, Tanto Farm is located in the lush satoyama of Nantan City, Kyoto, where fireflies dance in a natural paradise. We prioritize the health of both people and the planet by cultivating vegetables without the use of pesticides or chemical fertilizers. Our commitment to organic farming allows us to practice a sustainable agricultural model, where seeds are sown in nutrient-rich soil, nourished by water and sunlight. This cycle enhances microbial life in the soil, improving its fertility. Delicious vegetables not only promote our health and happiness but also contribute to biodiversity in the soil, which in turn supports the richness of both terrestrial and marine ecosystems. The produce from Tanto Farm is delivered to our customers through Tanto Soup, and is also available for purchase by restaurants and individuals. With a vision to increase the number of farmers in Japan for a sustainable future, we regularly invite participants to engage in organic farming practices. Over the years, our community has grown, and we have embraced various challenges together. We encourage you to join us in this rewarding journey toward sustainable agriculture.	URL

Hyogo Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
NISSHIN SEIFUN GROUP INC.	◆	Supporting challenged people aiming to become pastry chefs	Nisshin Flour Milling Inc. has been conducting the "Kobe Sweets Consortium (KSC)" project since 2008, in collaboration with the social welfare organization, Prop Station, to support individuals with disabilities who aspire to become pastry chefs. The project aims to contribute to the realization of a universal society where everyone, regardless of age, gender, disability, or cultural background, can unleash their potential and engage in activities. This year, in addition to workshops held in Tokyo and Kobe, sessions will also be conducted in Kanazawa, symbolizing hope for recovery following the Noto Peninsula earthquake that occurred this year.	URL① URL②

Chugoku Region

Yamaguchi Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
Nissui Corporation	◆	Participation in upcycling public-private partnership projects	Nissui Corporation has been actively participating in the public-private partnership project "ONE FOR OCEAN" since the 2021 fiscal year, collaborating with Yamaguchi Prefecture, Maruki Group, and TerraCycle Japan. The "ONE FOR OCEAN" initiative aims to raise awareness about marine debris issues by upcycling ocean plastic waste collected from coastal clean-up efforts into shopping baskets. A portion of the ocean plastic retrieved during these clean-up activities is transformed into "upcycled shopping baskets," which are currently being utilized at 14 locations throughout Yamaguchi Prefecture, including Maruki Group stores and roadside stations.	URL① URL②

Kyushu Prefecture

Fukuoka Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
NPO Hakata Honeybee Project	◆	Bees are the heroes of nature!	The NPO Hakata Honeybee Project has been learning about the importance of the environment together with children through Japanese honeybees and sharing the joy of protecting our rich natural environment. To date, the project has been involved in a variety of activities, including on-site lessons at schools, environmental education, and comprehensive learning opportunities. As a result, children's environmental awareness has increased and the local biodiversity has improved. Going forward, through the SCAFFF 2030 Project, the project will continue to work with local residents to realize a sustainable society where people and honeybees can coexist.	URL
Aeon Kyushu Co., Ltd.	★	Let's choose, shopping for the future	Aeon Kyushu Co., Ltd. has been actively engaged in initiatives aimed at creating a sustainable future for Kyushu. Through our "SCAFFF 2030 Project," we are committed to contributing to local communities by working together with our customers to foster a richer and more sustainable environment. At Aeon Kyushu, we will host a PR event for sustainable products featuring the "Mieru Label" agricultural goods at two locations: Aeon Fukuoka Store Dates: September 20 (Friday) to September 23 (Monday) Location: Front of the agricultural section Time: 10:00 AM – 6:00 PM Activities: We will showcase sustainable products from Fukuoka Prefecture, sell One Health certified items, and promote the "Mieru Label" agricultural goods. Aeon Kagoshima Store Dates: September 21 (Saturday) to September 23 (Monday) Location: Hana no Hiroba Time: 10:00 AM – 6:00 PM Activities: This event will feature sustainable products from Kagoshima Prefecture, organic vegetables and processed goods, and the promotion of the "Mieru Label" agricultural products.	

Oita Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
NPO Kitakyushu Gyobu	◆	LALALA Onsen Gomatsubo ♪ - “People, Onsen, and Creatures”	NPO Kitakyushu Gyobu is engaged in various activities aimed at highlighting the relationship between people, hot springs, and living organisms. With the theme “People, Hot Springs, and Living Creatures,” we are exploring modern interactions and the fascinating aspects of these connections from one of the world’s premier hot spring cities. Our goal is to develop new attractions that emphasize Beppu’s identity as a city renowned for both hot springs and biodiversity. Our efforts include researching and promoting the unique Onsen Gomatsubo, a tiny aquatic snail rediscovered in the Kamekawa hot spring waterway after nearly 60 years. We collaborate with various stakeholders to conduct diverse research and educational initiatives related to this creature. Historically, there have been few efforts to connect hot springs with local biodiversity in a way that enhances community charm. However, from the hot spring hub of Beppu, we are pioneering innovative approaches. Our monthly surveys in its natural habitat have been ongoing for over two years, demonstrating our commitment to thorough research. Additionally, we have partnered with the local community to open an inn named after the Onsen Gomatsubo, utilizing vacant properties with hot spring access. This initiative aims to attract visitors and reinvigorate the Kamekawa area. Our activities also extend to cultural engagement, with the creation of a theme song for the Onsen Gomatsubo, composed by a talented accordionist and featuring choreography by local youth.	URL① URL② Instagram

Miyazaki Prefecture

Member Name	Type	Name of Initiative	Initiative	Link
SUGIMOTO SHIITAKE	◆	Reviving Satoyama through Shiitake Cultivation!	In SUGIMOTO SHIITAKE's unique process, shiitake mushrooms, oak forests, and even stag beetles come together to regenerate nature. 🌿 Sawtooth oak logs give life to delicious shiitake mushrooms, while the trees naturally regrow, absorbing more CO2 and supporting biodiversity. Humans help by thinning forests, creating more space for growth and protecting the land from floods. And stag beetles? They return old shiitake logs to rich soil, continuing the cycle of life. Discover the beauty of Satoyama and the vital role of nature in our latest blog post! "The revival of Satoyama from shiitake mushroom cultivation."	URL① URL②

Nationwide

Member Name	Type	Name of Initiative	Initiative	Link
AccountAgent Co., Ltd.	◆	Posting information about initiatives on the website	Account Agent Co., Ltd. prioritizes the reduction of greenhouse gas emissions as a key objective and is actively expanding the adoption of renewable energy and investing in energy-efficient facilities. We are minimizing energy consumption by transitioning our company vehicles to electric models and promoting work from home, which allows for a reduction in office space. From the product design phase, we consider environmental impacts and aim to minimize CO2 emissions across the entire lifecycle—from raw material procurement and manufacturing to transportation, usage, and disposal. Our efforts extend throughout the supply chain, where we collaborate with our partners to establish and comply with environmental standards. In pursuit of a circular economy, we are enhancing product recyclability and expanding repair services to reduce waste. We also emphasize environmental awareness among our employees through internal training, encouraging eco-friendly practices in daily operations. Additionally, we engage with environmental organizations and participate in community initiatives such as reforestation. To ensure transparency, we regularly measure and publish the progress and outcomes of our activities. By adopting a long-term perspective, we continuously strive for improvement, contributing to the realization of a sustainable society.	URL① URL②
MEL Council	★	What we can do through MEL	MEL Council actively contributes to the Sustainable Development Goals (SDGs) and carbon neutrality through the internationally recognized Japanese seafood eco-label, MEL certification. We engage with many children through outreach classes and parent-child workshops to educate them about sustainable practices in the seafood industry.	URL Instagram
	◆	MEL Ambassador Initiatives	MEL Council recruits ambassadors who actively support the MEL initiatives, collaborating with them in MEL-certified seafood tasting and MEL promotional events. These ambassadors play a crucial role in spreading awareness about sustainable seafood through their social media platforms.	Instagram Youtube
Japan Co-operative Alliance	★	"Shokuiku(Food and Nutrition Education)" activities related to sustainable food and agriculture based on direct sales of agricultural products	Japan Co-operative Alliance aims to connect producers and consumers at agricultural direct sales centers, which serve as hubs for food and farming activities, in order to promote sustainable community development. Through educational initiatives, we are committed to reducing food loss, preserving local food culture, and advancing environmentally friendly agricultural practices.	
	●	"Shokuiku(Food and Nutrition Education)" Sommelier Training Course to develop human resources to link food and	Japan Co-operative Alliance conducts the "Food Education Sommelier Training Course" to cultivate human resources that serve as a bridge between food and agriculture. Through our food education initiatives, we address various challenges related to food and farming.	URL

Japan Organics Recycling Association	◆	Expand use of domestic bio-based liquid fertilizer	Japan Organic Recycling Association is focused on promoting the use of bio-liquid fertilizers, which are organic liquid fertilizers obtained through the anaerobic digestion of organic waste materials such as livestock manure, food waste, and sewage sludge. This process, facilitated by microorganisms, offers benefits to suppliers, manufacturers, and users alike. In the current fiscal year, the Association will operate a consultation room to provide support on various topics related to bio-liquid fertilizers. These include the production process, general methane fermentation systems, the components and characteristics of bio-liquid fertilizers, and application methods (including timing, location, transportation, and distribution equipment). Additionally, we will advise on utilizing solid fractions separated from bio-liquid fertilizers as compost or renewable bedding materials, as well as developing plans for local implementation of bio-liquid fertilizers. We will also publish a collection of advanced case studies, summarizing information from methane fermentation facilities in 2023 and sharing insights from farmers utilizing bio-liquid fertilizers in 2024. To further our mission, we will host a symposium aimed at expanding the use of bio-liquid fertilizers on November 29 at the Equine and Livestock Hall in Chuo City, Tokyo.	URL
	●	Find the biomass mark!	Japan Organics Recycling Association is dedicated to promoting the understanding and use of biomass, a resource that has supported our lives for centuries. While society has often favored the convenience of fossil resources, we believe it is now time to embrace biomass once again. Our project aims to create products utilizing biomass across the nation, showcasing their environmental benefits. The Biomass Mark serves as a visible indicator of products that contribute to environmental sustainability. It embodies our commitment to connecting the desires to "create," "communicate," and "utilize" sustainable resources. Look for the Biomass Mark in your community—its design features a "clover extending from the Earth," making it easily recognizable. For the 2024 fiscal year, we will introduce biomass-marked products on our website and participate in notable exhibitions such as the "Sustainable Materials Expo" (October 29-31 at Makuhari Messe) and "EcoPro" (December 4-6 at Tokyo Big Sight). These events will provide ample opportunities to discover numerous Biomass Mark-certified products. We invite you to join us at these exhibitions and explore how biomass can play a vital role in sustainable living.	URL① URL②
S&B FOODS INC.	◆	Posting relevant articles on the company's SNS	S&B FOODS INC. is committed to enhancing awareness of sustainability during Sustena Week by sharing articles on our initiatives through various social media platforms, including Facebook. Our goal is to engage consumers and heighten their interest in sustainability practices.	URL
	●	Organic and Fair Trade Initiatives	S&B FOODS INC. is proud to introduce our "ORGANIC SPICE" series, certified by Organic JAS and Fair Trade International, as a cornerstone of our sustainability efforts. Through this initiative, we aim to showcase our commitment to sustainable sourcing of spices and herbs, as well as our collaborative partnerships with spice-producing regions.	URL① URL② URL③
	●	Creating products that respond to changes in the social environment	S&B FOODS INC. is dedicated to extending product shelf life through innovative packaging that helps reduce food waste. Our commitment to sustainability includes offering a range of products designed to accommodate diverse customer needs, including those with food allergies and Halal certification. We are committed to promoting these initiatives, which emphasize diversity and environmental responsibility in the food industry.	URL

Oisix ra daichi Inc.	★	Learn about sustainability through a true or false quiz!	Oisix Ra Daichi Inc. is hosting an online quiz event that aims to enhance participants' understanding of sustainability in an engaging way. When you think of the term "sustainable," what comes to mind? Many might feel that it requires special knowledge. However, this quiz provides a fun opportunity to learn more about sustainability and possibly realize that you are already taking sustainable actions! The quiz consists of five questions, where participants answer with "true" or "false." To encourage participation, we will randomly select 30 participants to receive a gift set of upcycled snacks from our food waste solution brand, "Upcycle by Oisix." Upon completing the quiz, a submission form will be provided for those who answer all questions.	URL
	●	Upcycle by Oisix	Oisix Ra Daichi Inc. has been offering products under the brand "Upcycle by Oisix" since 2021, aimed at upcycling previously unused ingredients. We encourage curiosity about food by asking questions like, "What does this part of the vegetable taste like?" and "This discarded ingredient looks delicious!" Our initiative seeks to connect these simple prompts to a world free from food loss.	URL
	●	Fuzoroi Radish	Oisix Ra Daichi Inc. launched its delivery brand Radish Boya (established in 1988) with a commitment to creating a sustainable society. In 2021, we initiated the "Fuzoroi Radish" program aimed at reducing food loss and supporting producers. This initiative reflects our core value of "connecting nature's blessings to the next generation." By offering a diverse range of "imperfect" ingredients that do not conform to traditional retail standards, we seek to challenge conventional perceptions of food distribution. Our goal is to address issues throughout the supply chain, from production to consumption, by utilizing these unique products.	URL
	◆	Stories that connect production with consumption	Oisix Ra Daichi Inc. operates the editorial department of Daichi o Mamoru Kai, which launched Japan's first organic produce delivery system in 1985. Emphasizing "transparent relationships," we connect producers and consumers by sharing stories through our monthly publication, "NEWS Daichi wo Mamoru."	URL
	◆	Farble Online	Oisix Ra Daichi Inc. is actively engaged in disseminating information through its online magazine, "Farble Online," which incorporates insights on the environment, health, and safety. The title "Farble" symbolizes our mission to connect the "Farm" and "Table", while also reflecting our vision of making the distant future achievable—"Far" (far away) and "able" (possible). Through "Farble Online," we address social issues surrounding food and highlight the landscapes revealed through our culinary experiences. As stewards of the connection between farms and tables, we take responsibility to explore the possibilities of "the future of food" alongside our customers.	URL
The Earth Corporation	●	Sale of GAP-certified agricultural products	The Earth Corporation embraces the concept of 'co-production' in collaboration with farmers, focusing on both cultivation and sales. By increasing the number of GAP (Good Agricultural Practices) certified farms, we aim to promote environmentally friendly agricultural practices that benefit the planet. However, many regions across the country face challenges in selling their certified products, which can hinder their market potential. Our approach goes beyond merely obtaining certifications; we provide comprehensive support that extends to marketing and distribution. This holistic strategy strengthens the operational capacity of local producers. Our commitment to building robust supply chains contributes to both environmental stewardship and economic resilience in agricultural communities and expands the availability of delicious vegetables across Japan.	URL

Daizu-days Co., Ltd.	●	Production and sale of organic steamed soybeans during the conversion period	Daizu-Days Co., Ltd. is dedicated to revitalizing the organic food market and expanding the demand for organic agriculture and organic agricultural products. We manufacture and sell steamed soybeans using organic soybeans during the conversion period, promoting awareness and utilization of organic soybeans in this transitional phase. Our efforts are aimed at supporting the organic conversion of farmland, fostering a sustainable agricultural ecosystem.	URL
NISSHIN SEIFUN GROUP INC.	◆	Introduced product LCA as an evaluation indicator	Nisshin Seifun Welna Inc. has taken the lead among domestic food manufacturers by implementing the Product Life Cycle Assessment (LCA) method to evaluate the environmental impacts throughout the product life cycle, from raw material procurement to disposal. This innovative approach focuses on four categories of household products: dried pasta, pasta sauce, frozen pasta, and premixes. Utilizing a validation method evaluated by a third-party organization, Nisshin Seifun Welna calculates the carbon dioxide equivalent emissions associated with these products. By actively disseminating this information, the company aims to engage consumers in its efforts to promote sustainable society.	URL
	◆	Creating Environmentally Friendly Products	Nisshin Seifun Welna Inc. has launched environmentally friendly products, such as products that contribute to reducing CO2 emissions when boiling pasta at home, products using soybean meat, a vegetable protein that mimics the texture of meat, products in bottle containers made from biomass materials, and products with simplified packaging and paper-based packaging materials.	URL
	◆	Delicious recipes utilizing ingredients that tend to be left over	Nisshin Seifun Welna Inc. provides easy and delicious recipes that help reduce food waste and make the most of ingredients, such as our eco-friendly and economical okonomiyaki recipe—'Econo-mi-yaki'—which encourages using up food at home without waste, benefiting both the environment and your wallet.	URL
	◆	Utilize by-products of the manufacturing process for growing crops	Nisshin Seifun Group's Oriental Yeast Co., Ltd. is actively collaborating with agricultural organizations to utilize by-products generated during the manufacturing process, such as concentrated yeast cultivation liquid, as fertilizer materials for crop cultivation. Compared to traditional chemical fertilizers, our approach has been reported to enhance soil fertility, improve root development, and increase both crop yield and aroma.	URL
Nissui Corporation	●	Plastic reduction and our own eco-mark "Towards the Future Ocean"	Nissui Group has been actively working to reduce plastic usage across its entire supply chain since March 2021. We have set a goal to achieve a 30% reduction in plastic usage in product packaging by 2030. Our initiatives focus on maintaining essential functions such as product protection and quality preservation while pursuing sustainable utilization of limited resources. This includes reducing packaging size, thinning film materials, and re-evaluating materials, as well as eliminating unnecessary packaging. For example, in January 2021, we successfully reduced the thickness of the plastic trays used for our large grilled rice balls, resulting in an annual reduction of approximately 7 tons of plastic waste. To promote awareness of our environmental efforts, we have introduced a unique mark, "Towards the Future Ocean," on our product packaging. This label not only reflects our commitment to sustainability but also empowers consumers to make environmentally conscious choices.	URL① URL②

Nissui Corporation	◆	Spreading Smiles through Food Donations	Nissui Corporation has been dedicated to reducing food waste by donating products that, while still of high quality, are no longer suitable for sale to nonprofit organizations. This initiative, which began in 2008, has resulted in approximately 6 tons of food being provided each year to those in need. The primary items donated include frozen foods and canned goods, which are delivered to welfare facilities such as children's homes and mother-child support centers, where we receive heartfelt appreciation from the recipients. We will continue this initiative, which is aimed at reducing the waste of food that is still fit for consumption.	URL
	●	Expand use of fisheries eco-label	Nissui Group is committed to protecting our oceans and enhancing the sustainability of marine resources through key initiatives, including the acquisition of ASC (Aquaculture Stewardship Council) and MSC (Marine Stewardship Council) certifications, as well as the promotion of seafood products bearing these eco-labels. In August 2024, Nissui was recognized with the MSC Japan Award 2024 for its significant efforts in handling a large volume of MSC-certified seafood in Japan.	URL① URL②
	◆	Creating paper files using discarded rice	Nissui Corporation has initiated an awareness campaign aimed at reducing food loss among its employees by creating paper files made from discarded rice. This effort involves collecting various types of rice that would otherwise be wasted, including immature rice, insect-damaged rice, old rice unsuitable for consumption, expired disaster preparedness rice, and rice eliminated during the factory selection process. The paper files have been distributed to all employees across the company, including those in group companies, fostering a shared commitment to minimizing rice waste.	URL
Calbee, Inc.	◆	Chuck reduction efforts for stand-up packaged products	Calbee, Inc. is responding to customer feedback regarding the use of resealable zippers in our snack-sized stand-up packs. Starting in June 2024, we will transition select products that currently have a zipper usage rate of less than 50% to new packaging without zippers. This initiative is expected to reduce our annual consumption of petroleum-based plastics by approximately 40 tons. By eliminating unnecessary plastic components, we are committed to enhancing sustainability and promoting a circular economy.	URL
	◆	For Elementary School Students "Let's Learn from Potato Chips! Food Production for the Future"	Calbee, Inc. is proud to announce the launch of a new educational resource for elementary school students titled "Learning from Potato Chips! Sustainable Food Production for the Future," developed in collaboration with ARROWS Co., Ltd. Starting in April 2024, this curriculum will be available for use in fifth-grade social studies classes. This program engages students with the familiar topic of potato chips, using key ingredients such as potatoes and palm oil to teach them about sustainable food production. The curriculum is designed to make learning enjoyable while encouraging students to think critically about what they can do today to secure a sustainable food future. Through interactive lessons, we aim to empower each student to take initiative and make informed choices regarding food production and sustainability.	URL
SHOWA SANGYO CO., LTD.	◆	Responding to Climate Change	Showa Sangyo Co., Ltd. recognizes the significant impact of climate change on society and business activities. As a "Grain Solution Company," we handle a diverse range of grains, understanding that addressing climate change is a critical challenge that requires immediate action. In alignment with the TCFD (Task Force on Climate-related Financial Disclosures) recommendations, our group is committed to enhancing transparency in four key areas: governance, strategy, risk management, and metrics and targets. We ensure that we are well-prepared to face the challenges of climate change together with our partners and stakeholders.	URL

SHOWA SANGYO CO., LTD.	◆	Reduction of environmental impact	Showa Sangyo Co., Ltd. identifies the deterioration of the global environment as a significant risk in grain procurement, which is the core of our operations. Addressing environmental impact reduction is a key priority for our group. To ensure the achievement of our "Showa Sangyo Group Environmental Goals," we have established target values for the fiscal year 2025, which marks the final year of our Medium-Term Management Plan 23-25. Our objectives include "reducing CO2 emissions," "minimizing food loss," and "decreasing water usage (per unit)." Additionally, to accelerate our environmental initiatives, we have introduced a new target focusing on "reducing plastic usage (per unit)."	URL
	◆	Smart Plastic Action	Showa Sangyo Co., Ltd. is committed to addressing environmental issues through various initiatives. Plastic, known for its lightweight, durability, and versatility, is widely used, including in products like plastic shopping bags distributed by supermarkets and convenience stores. While Showa Sangyo does utilize plastic packaging for some of its products, it acknowledges that much of this material ultimately becomes waste, contributing to environmental burdens. To minimize the environmental impact of packaging, Showa Sangyo aims to develop eco-friendly packaging solutions. The company also distributes original eco-bags to employees, encouraging sustainable practices. Furthermore, we are participating in the Ministry of Agriculture, Forestry and Fisheries' "Plastic Resource Circulation Action Declaration." This initiative promotes the 3Rs—Reduce, Reuse, and Recycle—focusing on waste resource recovery and community cleaning activities.	URL
	◆	Efforts to achieve a food recycling rate of 99.9%	Showa Sangyo Co., Ltd. has been dedicated to transforming nature's bounty, including wheat, soybeans, rapeseed, and corn, into essential products like flour, premixes, vegetable oils, and syrup since its founding in 1936. By effectively utilizing by-products generated from our flour milling, fat and oil food, and carbohydrate businesses—such as bran, soybean meal, and gluten feed—we are able to create a business model that minimizes environmental impact. We believe that we play a vital role in building a more sustainable future for generations to come.	URL
	◆	Coexistence with Local Communities (CSR Activities)	Showa Sangyo Co., Ltd. is actively engaged in corporate citizenship initiatives, particularly in supporting food banks. Previously, the company disposed of products past their shipping deadlines, even if they were still within their expiration dates. However, we are now promoting the use of these products in social welfare facilities. By strengthening our collaboration with food bank organizations and partners throughout the supply chain, we are committed to reducing food waste. Additionally, Showa Sangyo is involved in donation and recovery support activities. We provide ingredients to sports organizations to promote healthy eating habits and support victims of disasters by aiding in their recovery efforts. Furthermore, our group regularly conducts cleaning activities in surrounding communities at various business sites and affiliated companies across the nation. We also contribute to local revitalization by sponsoring and participating in community events. Other initiatives include promoting community engagement and conducting one-coin fundraising efforts.	URL
	◆	Reduction of environmental impact (reduction of water consumption)	Showa Sangyo Co., Ltd. recognizes the critical importance of water resources in its business operations, especially as the threat of water risk intensifies due to climate change and a growing global population. In response, we established the "Water Usage Reduction Committee" in fiscal 2021 to focus on minimizing the environmental impact of our water intake. Our medium-term management plan for 2023-2025 sets ambitious targets to reduce our water usage intensity (measured as water usage excluding seawater divided by production volume) by over 9% compared to fiscal 2019 by 2025, and by over 12% by 2030. In fiscal 2022, we achieved a reduction of 6.5% compared to 2019, thanks to a review of existing processes and the implementation of effective measures. Going forward, Showa Sangyo is committed to the sustainable use of limited water resources and will continue its efforts to reduce water consumption.	URL

Tsuchimusubi LLC	◆	Yaomusubi Project (800musubi Project)	Tsuchimusubi LLC is working on the Yaomusubi Project (800musubi Project) to achieve the earth's original cycle of recycling through the activation of soil microorganisms. We generate high value-added agricultural materials (soil and water culture) by combining organic materials that would normally be discarded, such as manure and household garbage generated by local livestock farmers, with our own biostimulants. We support pesticide-free and pesticide-reduced cultivation by supplying these materials to local farmers with the aim of improving the health of local soil (visualization of the amount of microbial activity).	URL
Japanese Consumers' Co-operative Union(JCCU)	★	Co-Op Sustainable Action	Japanese Consumers' Co-operative Union(JCCU) is committed to achieving the Sustainable Development Goals (SDGs) through various initiatives under the "Co-op 2030 Environmental and Sustainability Policy" promoted across cooperatives nationwide. Since 2023, we have been implementing the "Co-op Sustainable Action" program, which aims to increase awareness and action on environmental and social issues among our members. Through a range of engaging content, this initiative encourages cooperatives across Japan to "know," "learn," and "take action," thereby fostering a community dedicated to creating a sustainable world. In 2023, a total of 37 cooperatives participated, resulting in over 320,000 actions taken to address pressing environmental and social challenges.	URL
Japan Agriculture Corporation Tanto Soup, Tanto Farm	●	Tanto Soup" wants you to eat lots of vegetables	Japan Agriculture Corporation Tanto Soup, Tanto Farm is a farm-direct soup and salad shop that emphasizes the importance of agriculture. Our mission is to encourage people to consume more local vegetables while considering the health of both individuals and the planet. Our soups are crafted using "vegi-broth," a base made from vegetable trimmings, peels, and imperfect produce, slow-cooked to extract maximum flavor. We incorporate seasonal vegetables in abundance, ensuring nothing goes to waste. At Tanto Farm, our in-house agricultural operation, we grow vegetables without pesticides or chemical fertilizers, harnessing the power of nature for cultivation. By creating soups that utilize every part of our vibrant produce, we strive to promote health for both people and the planet through sustainable farming practices. Our frozen soups are designed for convenience, requiring only a quick microwave heating, and are packaged in eco-friendly cups. Customers can easily order our products from our online shop.	URL
HOUSE FOODS GROUP INC.	◆	Multi-site bundled energy network service in operation	House Foods Group Inc. is committed to achieving carbon neutrality by 2050 for Scope 1 and 2 emissions. We are actively promoting various energy-saving measures and the installation of solar panels. Starting in April 2024, we will launch a multi-site energy network service provided by JFE Engineering. This initiative involves setting up large gas cogeneration systems at our production facilities, allowing us to efficiently utilize the thermal energy generated. Additionally, the electricity produced will be shared among eight group companies across 18 locations, leading to a 16% reduction in CO2 emissions at the participating sites. Through our environmental initiatives, House Foods Group is dedicated to promoting health for both the planet and people. We aim to realize a sustainable food value chain while continuing to deliver diverse value to our customers.	URL
Mitsubishi Shokuhin Co., Ltd	●	Plastic recycling loop initiative	In collaboration with MATSUDA CO., LTD. (Kobe City, Hyogo Prefecture), we are working on plastic recycling in parts of the Kansai area with the aim of protecting the global environment. We are working to build an environmentally friendly recycling loop in which stretch film made from plastics discarded from our distribution centers is recycled at MATSUDA's plant, and the recycled garbage bags are reused at our distribution centers. In addition, at our exhibition (Mitsubishi-Shokuhin Diamond Fair 2024), we are promoting environmentally friendly initiatives, such as using garbage bags made through the recycling loop initiative.	URL① URL②

Meiji Holdings Co., Ltd.	●	Meiji the Chocolate	Meiji Group manufactures and sells Meiji the Chocolate, which is made in the "bean to bar" style, in which the manufacturer handles the entire process from cocoa beans to chocolate boards. Cocoa beans are produced in a sustainable manner in regions where Meiji's own farmer support program, "Meiji Cocoa Support, " is implemented.	URL
	◆	Strengthening efforts to recycle plastic resources	Meiji Group has drafted new targets for reducing plastic usage as part of our commitment to realizing a circular society. We will work to strengthen the recycling of plastic resources by reducing the new usage of petroleum-based plastics and decreasing the plastic usage of single-use plastic containers.	URL
	◆	Unique producer management support activities	Meiji Group is implementing unique producer management support activities to support farm management by improving the workability of dairy farmers' production sites. We aim to realize sustainable dairy farming on farm sites through advisory services provided by Meiji Group's professional staff.	URL
	◆	Enjoy crafts with Meiji chocolates boxes!	Meiji Group offers ideas for enjoying crafts using empty snack boxes on our website, "Director Jack's Craft Mastery LABO". The site includes recipes for crafts such as tissue cases and notepads using snack boxes, as well as videos of how to make them, and introduces familiar actions that can contribute to the SDGs by "reusing waste materials".	URL
MORINAGA MILK INDUSTRY CO.,LTD.	●	SDGs outreach program "How Delicious Dairy Products are Delivered"	Morinaga Milk Group is actively engaged in supporting the growth of the next generation through its outreach education programs. As part of this initiative, the company offers four distinct programs tailored to different age groups and themes. Among these, the SDGs outreach program encourages children to explore ways in which they can contribute to building a sustainable world.	URL
	●	Long Life Products	Morinaga Milk Group employs long-life technology to achieve a balance between deliciousness and shelf stability. This innovative approach involves sterilizing food and packaging containers separately in a sterile environment, allowing products to maintain a longer shelf life without the use of preservatives or additives. Among our product offerings, the "Morinaga Silken TOFU" stands out as it has received the Phase Free certification. This certification verifies the product's value in both everyday and emergency situations, highlighting its versatility and reliability.	URL
	◆	Providing information about Dairy Farming initiatives	Morinaga Milk Group is dedicated to collaborating with dairy farmers to ensure the production of high-quality and stable raw milk, aiming to deliver safe and delicious milk and dairy products to consumers. To achieve this goal, we engage in various initiatives, including farm visits, calf rearing programs, and dairy promotion activities.	URL
	◆	Conversion of okara into animal feed	Morinaga Milk Group is committed to creating a sustainable cycle that benefits both the environment and the economy. To this end, we are innovating in our tofu production process by mixing the byproduct, okara, with lactic acid bacteria to create a fermented feed. This feed is then sold to dairy farmers through our subsidiary, Morinaga Dairy Sales. By utilizing okara in this manner, we enhance the nutritional value of the feed provided to dairy cows. The high-quality raw milk produced by these cows is then used as a key ingredient in our dairy products.	URL
	●	Mount Rainier Deep Espresso	Morinaga Milk Group proudly produces and sells "Mt. RAINIER Deep Espresso," which is made exclusively from 100% Rainforest Alliance certified coffee beans. These certified farms are committed to protecting forests and ecosystems, conserving soil and water resources, and improving the working conditions and rights and well-being of farm laborers. By sourcing our coffee beans from these certified farms, we aim to contribute to the realization of a sustainable society. The Rainforest Alliance certification ensures that the coffee production process respects the environment and supports local communities, aligning with our corporate philosophy of sustainability.	

"MS&AD Insurance Group Holdings, Inc.	◆	MS&AD Green Earth Project: Reducing Environmental Impact through Paperless, etc.	MS&AD Insurance Group Holdings, Inc. is committed to protecting the global environment through our "MS&AD Green Earth Project," which focuses on sustainability in the insurance sector. Mitsui Sumitomo Insurance and Aioi Nissay Dowa Insurance are actively working to reduce paper usage by offering options such as "eco insurance certificates," "web policy documents," and "web maturity notifications." In addition, we promote environmentally friendly automotive repairs by encouraging the use of "recycled parts." For every selection made by our customers regarding these sustainable options, we make donations to initiatives aimed at protecting the Earth's environment.	URL① URL②
---------------------------------------	---	--	---	--

Overseas

Member Name	Type	Name of Initiative	Initiative	Link
DELTA International Co., Ltd.	●	Creating people's “future” with the blessings of the earth	DELTA International Co., Ltd. is actively engaged in initiatives that promote sustainable agriculture through collaboration with suppliers who share this commitment. Our focus extends to effectively utilizing agricultural products in areas such as quality assurance and product planning.	URL
Meiji Holdings Co., Ltd.	●	Meiji agroforestry chocolate	Through the production of agroforestry chocolate, Meiji Group supports Brazil's agroforestry farming method, known as "forest-creating agriculture, " and contributes to reforestation and biodiversity conservation in the Amazon, while supporting the stable livelihood of farmers.	URL
MORINAGA MILK INDUSTRY CO.,LTD.	◆	Mount Rainier Forest Project	Morinaga Milk Group is dedicated to environmental conservation to ensure the sustainable production of coffee, even in the face of climate change. We are collaborating with the Datterra Coffee in Brazil, where we source our coffee beans, on a reforestation initiative called the "Mt.Rainier Forest Project." Our ambitious plan aims to plant 300,000 trees by 2030.	URL