

# Management of Distribution of Food from Fukushima Prefecture (福島県からの食品の取引管理)

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Co-op Fukushima  
Managing Director  
Nonaka

# Co-op Fukushima introduction

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□ Co-op Fukushima is operating in Nakadoori area and Hamadoori area with 190,000 members (about 35% of households in the area).



□ Total members of Co-op is 20 million households (one third in nationwide).

**Monthly Co-op committee**

# Co-op Hobara store after the earthquake (Date City)



★9 stores of Co-op Fukushima had large damages in the Great East Japan Earthquake

★People bought foods at store fronts without knowing of radioactivity, because they didn't enter the stores.

★Air radiation dose: 20 $\mu$ Sv/h at that time

# Progress one by one in the view of residents

- Workshops about "What is radioactivity?"
- Measured actual external exposure by glass badge
- Learned how to measure radioactivity contained in meals and how to understand results.
- Learned meaning of ND, minimum limit of detection, etc.
- Secured safety by WBC in addition to meal investigation
- Shared our rights to be afraid of radioactivity
- Investigation for external exposure dose by co-op of the country

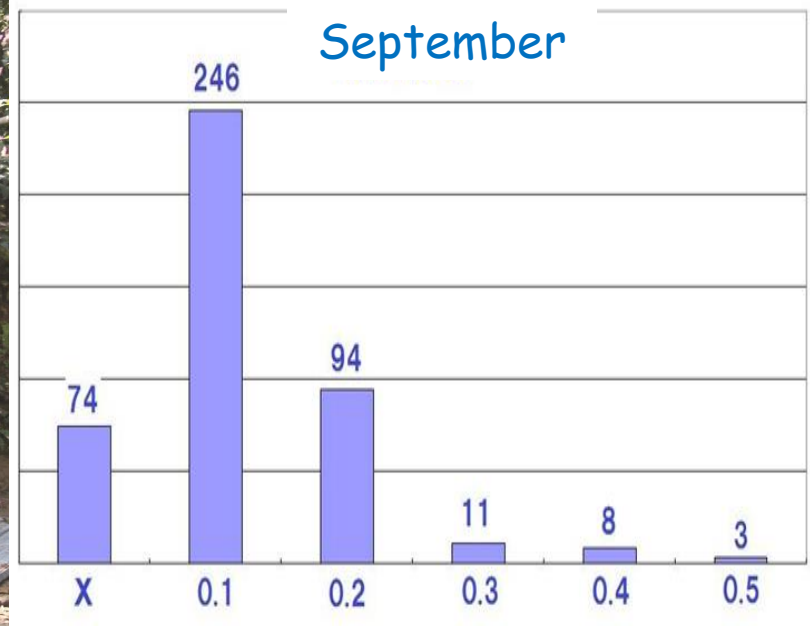
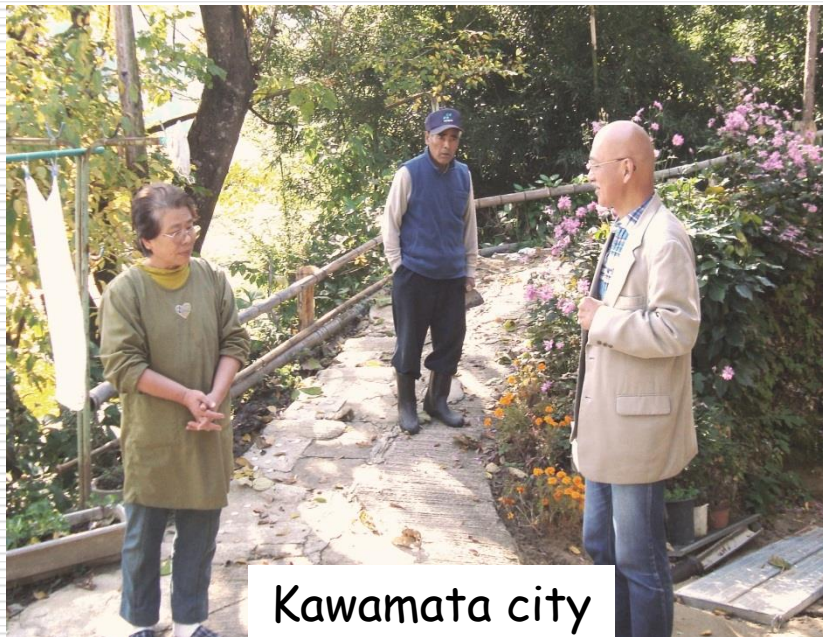
# Workshops about radioactivity from April, 2011

## Important to be afraid of radioactivity rationally



# Care for individuals with relatively high dose after glass badge measurements (November, 2011)

- We called residents with relatively high dose after measurements, and we measured dose at their houses and gave them consultation.



# From October, 2011 Measurement for radioactive material in daily meal

(700 households have participated in measurements for 5 years)



← Saved two days households meals (6 servings) , and sent them to Co-op food inspection center.

Measured by germanium  
detector for 14 hours



# Conducted meal studies of **700 households** for 5 years

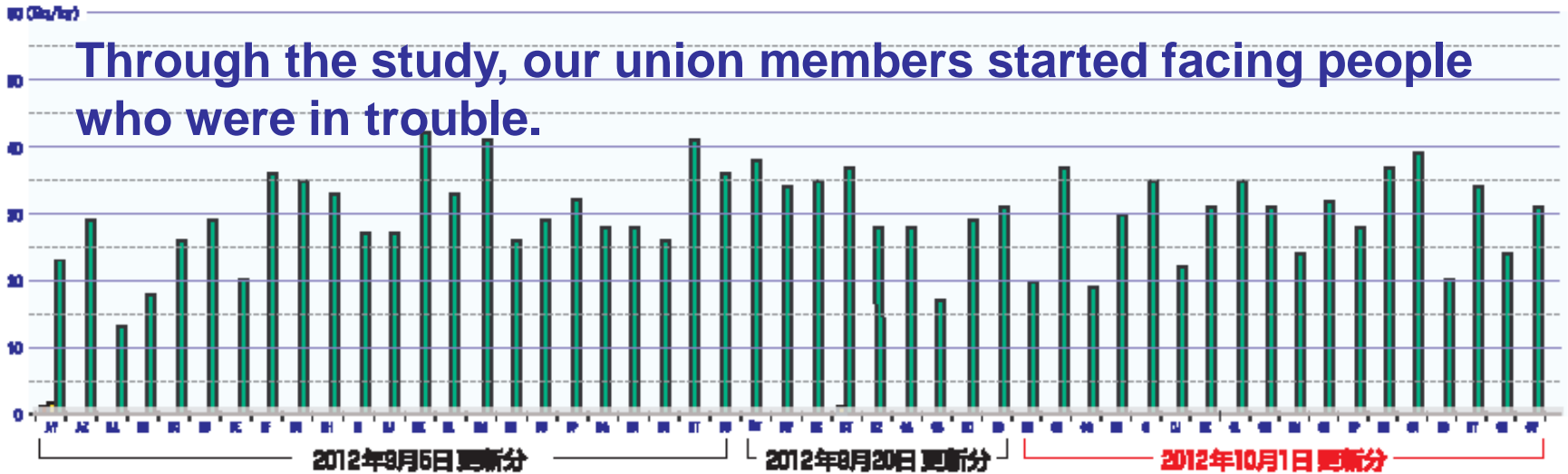
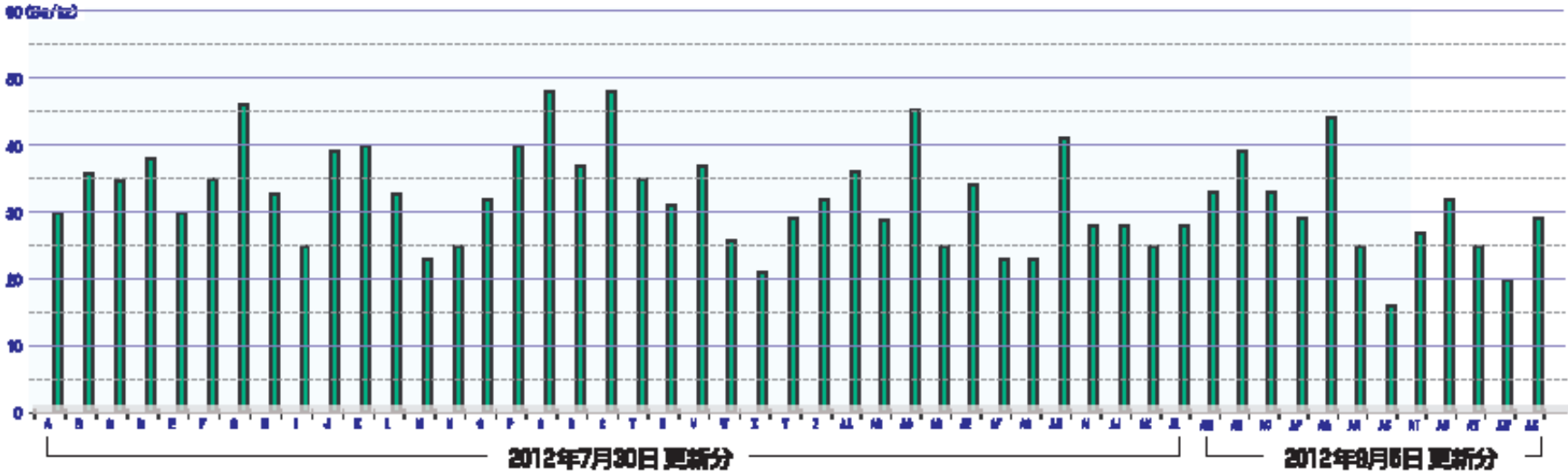
Co-op food inspection center



Parents and children in Fukushima experienced radioactivity inspection for apples.

The results of radioactivity measurement for actual meals  
(updated in 10/1/2012)

■ セシウム134 ■ カリウム40  
■ セシウム137 ■ 評価下限(1Bq/kg)以下



Through the study, our union members started facing people who were in trouble.

★Please refer to Co-op Fukushima home page for more information.

# Voice of participants in meal study

- ① I think I want to ease myself little by little, through such inspections diligently.
- ② The measurement for actual meals will be support for us to live here.
- ③ I want to know the origin of food materials used by other households, and I will gradually use foods made in Fukushima if safety of the foods is clear with data.



**Union members participating in meal study also measured radioactive material in their bodies by WBC.**

# Comparative study for external exposure in the country

Integrated dose of 321 people for 7 days (168 hours) in 18 prefectures



While capturing whole everyday life, supports for agricultural products in Fukushima Prefecture.

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- Measured and verified safety
- Share issues with stakeholders
- Request supports from Co-op, companies, and organizations in the country
- Deepen exchanges through mutual visits
- Utilize various channels

# Conference for sales promotion of fruits in Fukushima Pref. in April 22, 2012 (to share issues)

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- ❑ Japanese Consumers' Cooperative Union
- ❑ Co-op Net Union
- ❑ Uco-op Union
- ❑ Pal-system Union
- ❑ Co-op Tohoku Sun-net
- ❑ Fukushima Kenren
- ❑ Co-op Miyagi
- ❑ Co-op Aizu
- ❑ Co-op Fukushima
- ❑ JA Date Mirai
- ❑ JA Shin-Fukushima
- ❑ JA Zen-no Fukushima
- ❑ JA Chuokai
- ❑ Fukushima Prefecture Agriculture, Forestry and Fisheries Department

★A conference to support agricultural products in Fukushima was held by Co-op around the country, JA members of Fukushima, and Fukushima Prefecture Agriculture, Forestry and Fisheries Department, after 1 month of the nuclear accident.



# Actions to request supports from organizations for Fukushima products



★In Tokyo office of Co-op, with Fukushima JA officials

# Parents and children of Co-op Oita visited Fukushima



Want to optimize measurement results

# Exchange with producers is the key to expand interaction with others



★Co-op Fukushima has guided more than 6,500 people directly for five years after the nuclear accident.

# Salon activities in temporary housing



- More than 300 activities have been supported by Co-op around the country for 5 years

# Fukushima Cheering team (collaboration with JA and market)

29,800 cases  
(4,000 yen/case)  
sold for 5 years

100 yen from a  
box is donated  
to Kumamoto  
and Oita  
earthquake this  
year! ⇒



★Consumers around 47 prefectures have ordered every year.

# Co-op home delivery catalog for 6 prefectures in Tohoku

- Co-op in Tohoku 6 prefectures have continued support events for vegetables and fruits made in Fukushima from June 2001. **552,000 sets were sold, and sales have been 390 million yen for 5 years.**

40g×3 ..... 税込  
使いきりタイプのロースハムです。発色剤・保存料不使用。豚肉：北アメリカ産物、国内工場品(茨城)です。  
※18日

400g ..... 税込  
酸味が控えめなマイルドな味のマヨネーズです。  
※21日

たまねぎ素材をたっぷり使用し、醤油をベースにやや甘めに仕上げた和風タイプのドレッシング。  
※180日

※写真はイメージです

**特別企画 がんばろう ふくしま!**

福島県やその周辺の地域では福島第一原子力発電所事故の影響で新たな災害ともいえる「風評被害」に悩まされています。現在、農産物については政府が定めた暫定規制値に

**がんばろう東北!**  
がんばろうふくしま農産品応援ボックスは、6月1週～7月4週頃まで毎週ご案内する予定です。

1箱 ..... 税込  
出荷規制されていないのに風評被害で困っている、ふくしまの農産品を応援しましょう。

1399  
福島県産  
がんばろう ふくしま!  
農産品応援ボックス1箱 **500円**

古紙を含む再生紙を使用しています。 国産製材

# Finally, the meaning of Co-op Fukushima activities through Co-op of the country

- To protect our life is a basis of Co-op
- To tackle our anxiety to radiation breaking our life
- To clarify the fact of radiation by scientific methods
- To share information (**within the prefecture, outside the prefecture, and to all over the world**)
- The best effort to unfounded discrimination

**Ohtsura Niwa**, Chairman/Representative Director,  
Radiation Effects Research Foundation