

NEA International Workshop on Post-Accident Food Safety Science



Promoting Fukushima Products: Consumers' View

~From the cooperation with Fukushima and Fukushima co-operative~

FCO-OP

Director Chie Sato

What is Co-operative?



Currently, there are 284 co-operatives that are members of ICA in 95 countries around the world. The number of union members is more than 10 million people as the largest NGO (non-governmental organization) among the United Nations. In addition, common definitions, value, and principles for co-operative have been defined as "ICA Statement on the identity of the co-operative."

※ICA=International Co-operative Alliance

Co-operative principle

The co-operative principles are 7 guidelines by which co-operatives put their values into practice.

- ① Voluntary and Open Membership
- ② Democratic Member Control
- ③ Member Economic Participation
- ④ Autonomy and Independence
- ⑤ Education, Training and Information
- ⑥ Co-operation among Co-operatives
- ⑦ Concern for Community



Co-operative in Japan

We, Co-op (co-op), are also one of the "cooperative." Through various projects and activities, we aim to achieve better life and society by cooperation with people having same thoughts and wishes.

Agricultural cooperative, fishery cooperative, forestry cooperative, cooperative association, worker cooperative, housing cooperative, credit cooperative, and others are also "co-operative." The total member is about 62,500 thousands, and the total sales is about 16 trillion yen/year.

Fukuoka Prefecture Overview

(March, 2016)

The prefecture is located in the northern part of Kyushu area. It has the largest population (about 5.1 million people and about 2.21 million households) in Kyushu area. The population density is greater than 1,000 / km², and it is the fourth in Japan.

In industrial total production, the proportion of tertiary industry is extremely high as about 80%.

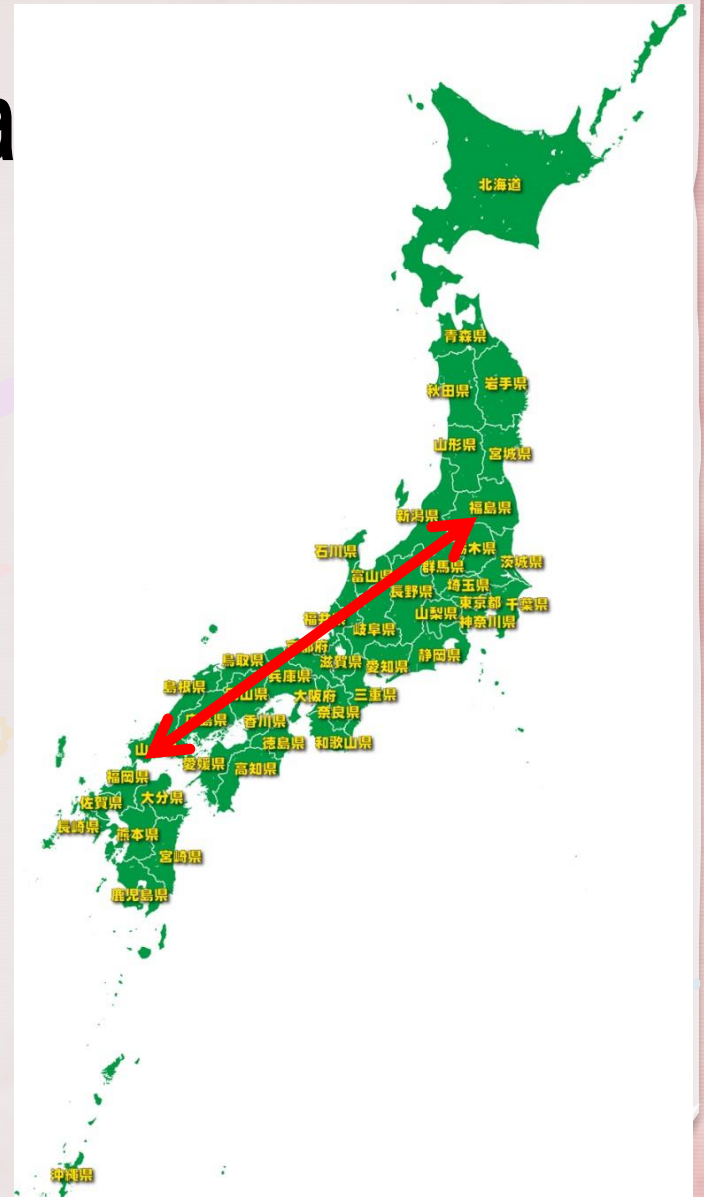
On the other hand, mining and manufacturing industry is main in Kitakyushu-city, and agriculture such as "wheat" or "strawberry" (second place nationwide in production) is thriving in the southern part of the prefecture.



Location of Fukuoka

Distance from
Fukushima City to
Fukuoka city is
approximately 1,100km.

※By the way, distance from Fukuoka is
200km to Busan Korea
850km to Shanghai China



FCO-OC Overview (March, 2016)

【Area】 Fukuoka Prefecture

【Member】 approx. 470 thousands households

【Capital】 19.8 billion yen

【Sales】 52.4 billion yen

【Main business】

Supply of food or commodity by delivery or at stores, welfare, fraternal insurance, etc.



Our important point of view

- ◎ Safety and peace based on the concept of risk analysis
- ◎ Voice of union members, and their participation and commitment
- ◎ Partnership with producer or business partners
- ◎ Food and agriculture
- ◎ Attention to people and society



After the Fukushima Daiichi nuclear power plant accident

Effort ① ～” Know and Learn”



◎Study meetings (by lecturers from co-op Fukushima or JA Fukushima Mirai)

Theme	Date
About Radioactivity	July, 2011
Radioactive materials and food contamination	Nov, 2011
Radioactivity problem (Food safety social meeting)	March, 2012
(Food safety course)	March, 2013
3 years after the accident	Jan, 2014

After the Fukushima Daiichi nuclear power plant accident

Effort ① ～” Know and Learn”



◎ Public relations through institution paper

Published contents of study meetings or feature articles below

Theme	Date
What is radioactivity?	June, 2011
Inspection of residual radioactivity	Aug&Sep, 2011 March, 2012
Radioactive materials and food contamination	Feb, 2012
Movement on radioactive substance	June, 2012
Radioactive material inspection now	March, 2013



inspection center of FCOOP

After the Fukushima Daiichi nuclear power plant accident

Effort ② ～” Think ”



◎Preliminary voluntary standard for residual radioactivity

Term	Contents
1989	Preliminary voluntary standard for residual radioactivity was established by the Chernobyl nuclear accident
Apr, 2012	Started discussions about review of the standard through the Fukushima accident (with committees including external experts)
Autumn 2012	Exchanged opinions with union members, and public relations through papers
March, 2013	Preliminary voluntary standard for residual radioactivity was abolished

Reconstruction activities for Fukushima Effort ① ~ ” Action”



◎Local briefing session (from 2012)



Laterals of Fukushima co-op reported local status, and union members discussed about “What we can do” with one another.

Reconstruction activities for Fukushima Effort ① ~ ” Action”



◎Union member visit in Fukushima (from 2013)



Reconstruction activities for Fukushima

Effort ② ~ ” Consumption ”



Changes in users and supply volume

	Users	Supply Volume (yen)
2013	approx. 1, 200	Approx. 1.1 million
2014	approx. 30, 000	Approx. 29 million
2015	approx. 48, 000	Approx. 57 million

Fukuoka confections were presented to emergency temporary housing depending on the number of products ordered, and they use the confections for tea parties. ⇒



Reconstruction activities for Fukushima Effort③～” Public Relations”



◎PR for products made in Fukushima at large events in Fukuoka! (from 2014)



★Sponsored by Nishinippon Shimbun
Smile!FukuokatoTohoku



★Sponsored by Fukuoka Pref.
Fukuoka Dekiru Market



★Sponsored by Love FM
LoveFM FESTIVAL

Reconstruction activities for Fukushima

Effort ③ ~ "Public Relations"



◎ "Fukushima agricultural products fair" in Fukuoka Tenjin station of Nishi-Nippon Railroad (2016)



The number of passengers is more than 130 thousands per day. This is one of leading terminal station in Kyusyu area.

Interviews by TV station or appearance on radio programs



Reconstruction activities for Fukushima

Effort ③ ~ "Public Relations"



◎Send info to media in Fukuoka!

◆福島県産農産物の冬ギフト エフコープ生協（福岡県篠栗町）は、福島県産農産物のギフト商品を取り扱っている。東京電力福島第1原発事故の風評被害に悩む生産者を支援しようと福島県内の出荷組合など18団体が企画した「福島応援隊」の商品。リンゴ、あんぽ柿、モモジユース、米などで、すべて放射性物質の検査をクリアしたもの。11月下旬〜12月中旬に届く。無料でカタログも送付している。エフコープサービスセンターII（0120）410120。



NEWS
◆福島県産農産物の応援フェア エフコープ生活協同組合は23日、福岡市・天神の西鉄福岡（天神）駅で「福島県産農産物応援フェア」を開いた。写真。福島第1原発事故以来続く風評被害の解消が目的。

「生活協同組合コープふくしま」執行役員の根本茂さん（54）によると、福島県産の農産物の単価は震災直後、震災前の約3割まで下落。現在は回復傾向にあるが「消費者の県産品へのイメージは良くない。農産物に問題はなく品質も良いことを知ってほしい」と話す。

会場では福島県産のサクランボ「佐藤錦」のほか、果物を加工したお菓子やジュースなどを販売し、夏に旬を迎える桃のギフトをPRした。エフコープII（0120）410120。

left : Nov10, 2015

right : July 25, 2016

Articles in Nishi-Nihon newspaper

“Reconstruction activities for Fukushima” by FCOOP were reported twenty-two times through news media in Fukuoka pref.

Reconstruction activities for Fukushima Effort④～” Others”



◎Offered Fukuoka Products to disaster-stricken area by ” Kumamoto earthquake in 2016” , and it is called “Takidashi.”

◎Invited Fukushima children to Fukuoka!

◎In Fukuoka, planted ”Sakura” of Tomioka-city in Fukushima



After 5 years of the Fukushima accident . . .



“Peach” or other products made in Fukushima, which have disappeared since the accident had happened, are recovering on shelves at supermarkets.



We feel happy when we see products made in Fukushima.



Thank you for your attention!

**The best wishes of everyone in
Fukushima prefecture.**

Feel free to contact us to ask any question or idea

FCOOP Union members section TEL:092-947-9003

