Promoting Fukushima Products: Consumers’ View

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

NEA International Workshop on Post-Accident Food Safety Science

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)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Radioactivity</td>
<td>July, 2011</td>
</tr>
<tr>
<td>Radioactive materials and food contamination</td>
<td>Nov, 2011</td>
</tr>
<tr>
<td>Radioactivity problem</td>
<td>March, 2012</td>
</tr>
<tr>
<td>(Food safety social meeting)</td>
<td></td>
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<tr>
<td>(Food safety course)</td>
<td>March, 2013</td>
</tr>
<tr>
<td>3 years after the accident</td>
<td>Jan, 2014</td>
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**After the Fukushima Daiichi nuclear power plant accident**

**Effort ① ～’Know and Learn’～**

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Published contents of study meetings or feature articles below

<table>
<thead>
<tr>
<th>Theme</th>
<th>Date</th>
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<tbody>
<tr>
<td>What is radioactivity?</td>
<td>June, 2011</td>
</tr>
<tr>
<td>Inspection of residual radioactivity</td>
<td>Aug&amp;Sep, 2011</td>
</tr>
<tr>
<td>Radioactive materials and food contamination</td>
<td>Feb, 2012</td>
</tr>
<tr>
<td>Movement on radioactive substance</td>
<td>June, 2012</td>
</tr>
<tr>
<td>Radioactive material inspection now</td>
<td>March, 2013</td>
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After the Fukushima Daiichi nuclear power plant accident

**Effort ② 〜” Think ”**

◎ Preliminary voluntary standard for residual radioactivity

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

Union member visit in Fukushima (from 2013)

Effort①～”Action”
Reconstruction activities for Fukushima

Effort ②〜”Consumption”〜

◎Delivery of products reminded of Tohoku (from 2013)
Reconstruction activities for Fukushima Effort ②～”Consumption”～
Exchanges with fruit producers and distribution of their fruits (from 2014)
Reconstruction activities for Fukushima

Effort ②〜”Consumption”

Changes in users and supply volume

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Supply Volume (yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>approx. 1,200</td>
<td>Approx. 1.1 million</td>
</tr>
<tr>
<td>2014</td>
<td>approx. 30,000</td>
<td>Approx. 29 million</td>
</tr>
<tr>
<td>2015</td>
<td>approx. 48,000</td>
<td>Approx. 57 million</td>
</tr>
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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

**Effort③～”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

Effort③〜”Public Relations”

◎Send info to media in Fukuoka!

left: Nov 10, 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

Effort ④～”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