



# Consumer Co-ops' Food Waste Reduction Initiative

---

Japanese Consumers'  
Co-operative Union

Sustainability Dept. of  
Member Relations Div., JCCU

# What is Japanese Consumers' Co-operative Union (JCCU) ?



- **JCCU** is a national federation of consumer co-ops in Japan, joined by primary, prefectural, and business federations of consumer co-ops.
- **Established in** : March 1951
- **Member Co-op** : 314 consumer co-ops and consumer co-op unions
- **Sales** : 439.7 billion JPY (as of March 2021)



## ● Main Businesses and Activities

### 1 . CO-OP Brand Products development and supply

- ① Development of **CO-OP Brand Products**
- ② Mail Order and **Online** Retail Business
- ③ **Development and operation of Business Platform**

(e.g., products quality management, logistic, information system)

### 2 . Roles as the Sole National Federation of Consumer Co-ops in Japan

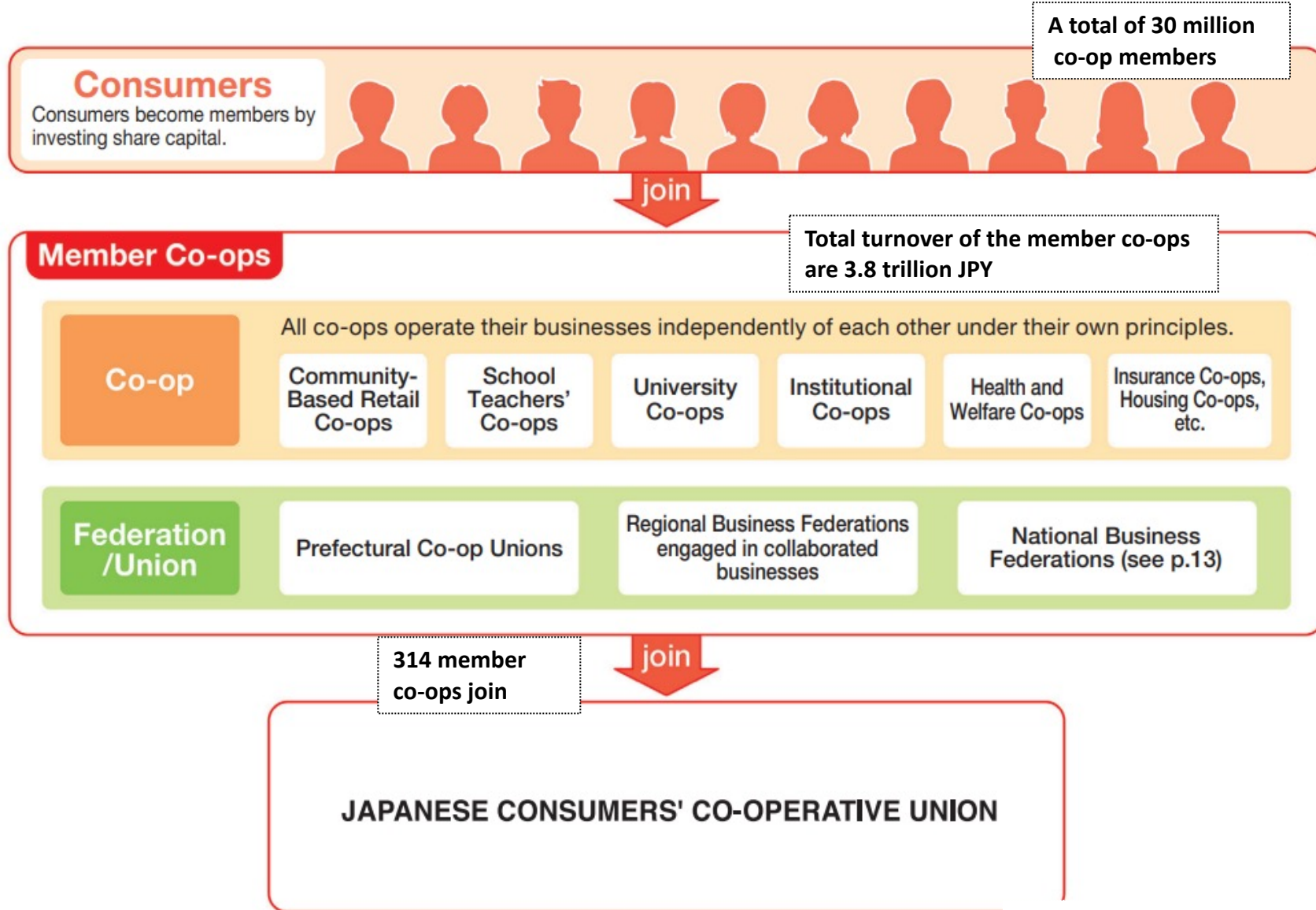
- ① Formulation of **National Policy of businesses and activities** of consumer co-ops nationwide
- ② **Liaison and coordination with co-operatives, organizations, governments** etc., at both national and international levels
- ③ **Submit comments on social issues** related to diverse lifestyles etc.

### 3 . Support for member co-ops

- ① Liaison • Coordination • Communication
- ② **Support their businesses and co-op members' activities**
- ③ Support their organizational operation and legal compliance



# Relations between JCCU and Member Co-ops



Figures as of March 2021

# Consumer Co-op 2030 Environmental Sustainability Policy and Food waste reduction target



## ● Consumer Co-op 2030 Environmental Sustainability Policy

<Policy Slogan>

- Passing on to the children of the future, a prosperous earth where all people can live as human beings

<"10 Action Guidelines" and "2030 Goals">

- The policy is composed of “10 Action Guidelines”, our specific action plans, and “2030 Goals”, our ideal future visions.
- The **action guideline** for the reduction of food waste and food loss is “We will promote the reduction of food waste and food loss generated by the co-op businesses and members' households” and the **2030 goal** is “We will reduce food waste by 50% by 2030 compared to FY2018.”

## ● Action guideline, goal, and monitoring indicator for reducing food waste and food loss

Category	10 Action Guidelines	2030 goals of co-ops nationwide	Monitoring Indicators, KPI
Activities to save and recycle resources	⑥ We will promote the reduction of food waste and food loss generated by the co-op businesses and members' households.	We will reduce food waste by 50% by 2030 compared to FY2018.	<ul style="list-style-type: none"> <li>✓ Amount of food waste</li> <li>✓ Food recycling rate</li> </ul>

# Extending delivery date of processed food



- “1/3 rule” is a common retail practice in Japan that wholesalers have to supply products to retail stores before 1/3 period of the products’ best-by dates passes. JCCU appeals co-ops nationwide to extend it from 1/3 to 1/2 in terms of processed products (both PB and NB) which have more than 180 days until their best-by dates.

Consumer co-op	List of products	detail
Miyagi Co-op	Soft drinks, confectionery (best-by date 180 days or more), cup noodles, packaged instant noodles, retort pouch, seasonings, soups, canned foods, processed agricultural products, processed marine products, frozen foods	Delivery due date to members’ house
Co-op Kobe		Apply to products with best-by date of 180 days or more
Co-op Mirai		Apply to products with best-by date of 180 days or more
U CO-OP		
Co-op Kyushu Business Federation	Soft drinks, confectionery (best-by date 180 days or more), cup noodles, packaged instant noodles, retort pouch, seasonings, soups, canned foods	Delivery due date to members’ house
Osaka Pal Co-op	Soft drinks, confectionery (best-by date 180 days or more), cup noodles, packaged instant noodles, retort pouch, seasonings, soups, canned foods, processed agricultural products, processed marine products, frozen foods	Delivery due date to members’ house
Co-op Sapporo	Soft drinks, confectionery (best-by date 180 days or more), cup noodles, packaged instant noodles, retort pouch, processed food	Apply to products with best-by date of 60 days or more

# Member co-ops ① Prevention of food wastes

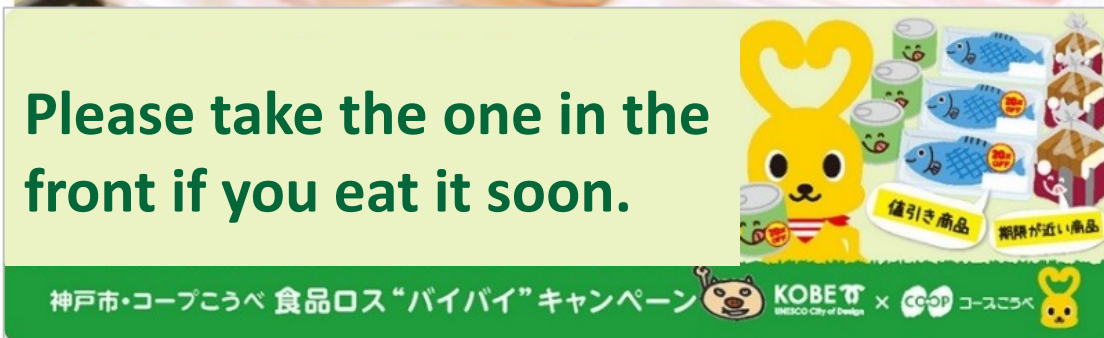
## “Take the one in the front” campaign

### ✓ Co-op Kobe

An initiative to encourage consumers to buy products close to their expiration dates or good before dates. At first, 34 co-op Kobe stores in Kobe city started, and all 160 Co-op Kobe store started it by 2019.

### ● other initiatives

- Improve supply-demand forecasting and proper ordering
- Review display limits in stores
- Pre-order sales of seasonal products
- Sales innovation (sale in small portion, price discount, loyalty point system)
- Lottery sale of products limited in number.



# Member Co-ops ② Creation of Recycling loop

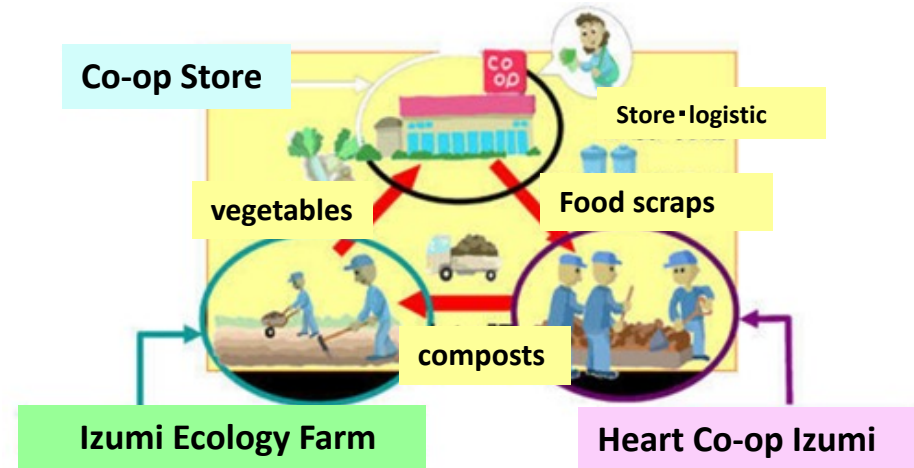
## Food recycling loop (focusing on compost)

### ✓ Co-op Kobe



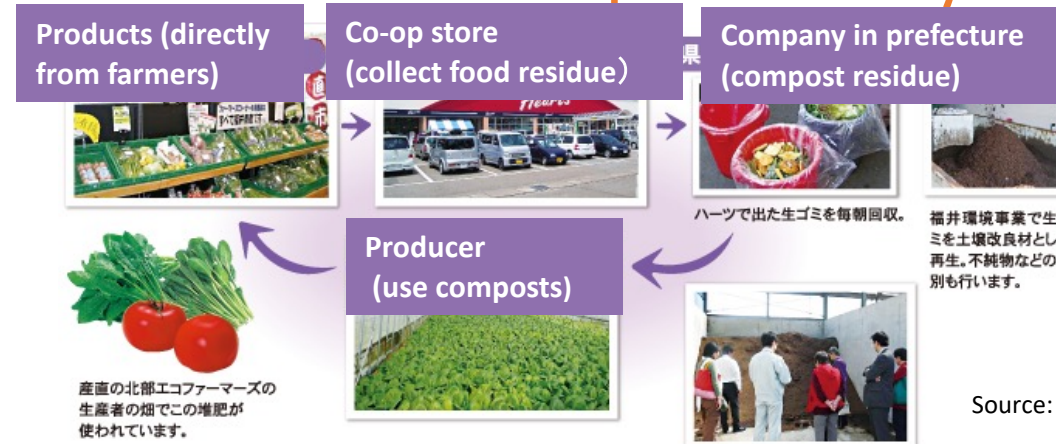
Source: Co-op Kobe Website

### ✓ Osaka Izumi Co-op



Source: Osaka Izumi Co-op Website

### ✓ Fukui Co-operative Society



Source: Fukui Co-operative Society Website

# Member Co-ops ③ Effective use of resources

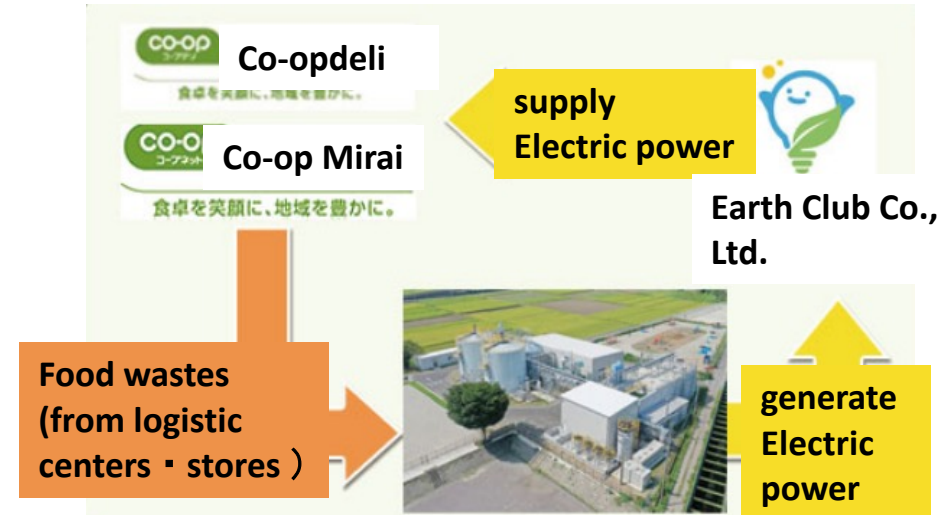


- Food waste recycle rate is 97% through Biomass power generation (Co-op Kobe's Food Factory in Rokko Island)



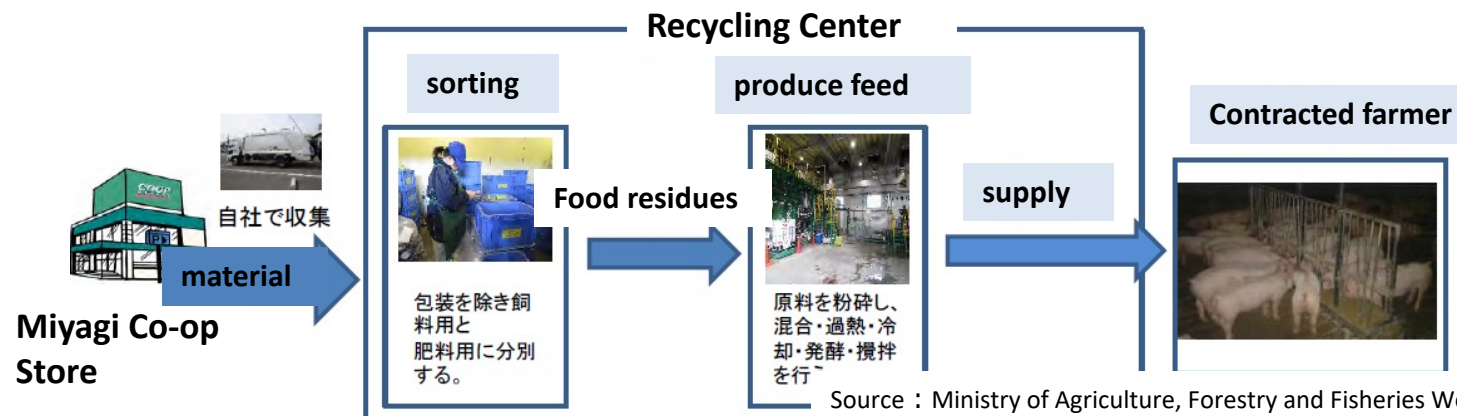
Source : Co-op Kobe

- New Energy Fujimino Co., Ltd Biogas Generation Plant (Co-op Mirai · Co-opdeli Consumers' Co-operative Union)



Source : Earth Club Co. Ltd.

- Food recycling focusing on Eco feed “liquid feed” (Miyagi Co-op)



Source : Ministry of Agriculture, Forestry and Fisheries Website



# Member Co-ops ④ Supply off-spec products



## ❑ Co-opdeli Consumers' Co-operative Union

Source : Co-opdeli Consumers' Co-operative Union Website

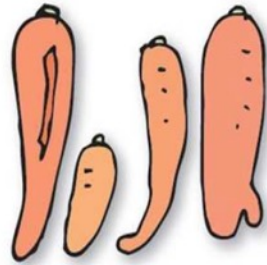


It provides co-op members with off-spec (off-specification) products directly from farmers, while explains members the reasons for being off-spec. Those products are flawed, different in size or weather-damaged, etc. but still tasty.

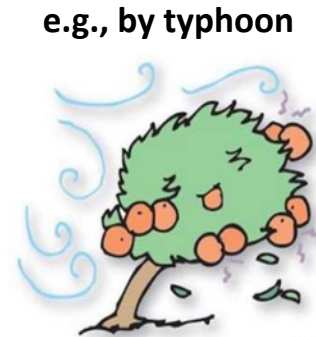
### Various size



### Odd shape



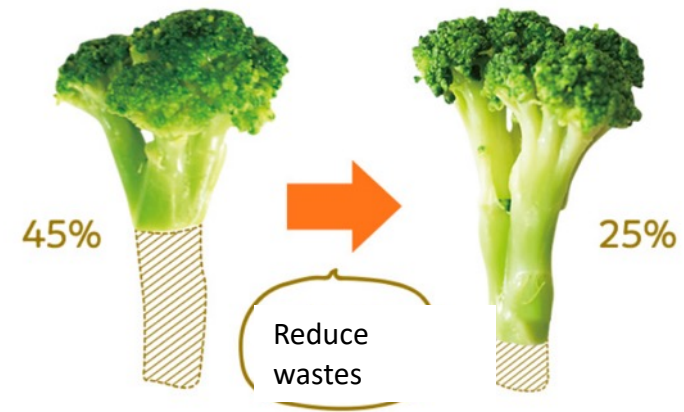
### Weather-damaged



Off-spec products on catalogue

## ❑ Palsystem Consumers' Co-operative Union

- Palsystem creates products from off-spec agricultural products and reflects the opinions of its members and producers. It also encourages to use products contributing to the reduction in food wastes.
- As an idea born from the members' voices, when it cuts the stems of broccolis, it leaves the stems longer than usual. As a result, it reduces the waste of broccoli from 45% to 25%.



Source : Palsystem Consumers' Co-operative Union Website

## ❑ What is food bank?

- Foodbank appeals companies and individuals to donate food that is safe enough to eat but cannot sell for various reasons. It gives the donated food free to facilities and people in need. This initiative spreads among many consumer co-ops. The following co-ops run foodbank on their own.

### ● Examples of Food bank run by consumer co-ops



Established by Miyagi Co-op in 2012 and now run by Co-op Tohoku Sunnet Business Federation.



Food Bank Kanagawa

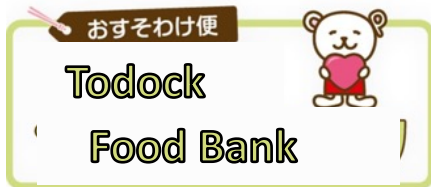
Established by co-ops in Kanagawa prefecture in 2018.



一般社団法人  
Fukuoka Food Bank Conference

Established by FCO•OP and an affiliated organization of Fukuoka prefecture

Fukuoka Food Bank Conference



Established by Co-op Sapporo in 2016.



Established by Osaka Pal Co-op in 2017 and specialized in Children's cafeteria

### ● Food Drive Initiative of Consumer Co-ops nationwide

- In food drive initiative, consumer co-ops collect surplus food from households for donation. The initiative is spreading nationwide with the participation of co-op members.

Total no. of sites they collect donation	store	Home delivery center	Other sites
529	386	123	<ul style="list-style-type: none"> <li>• at events</li> <li>• collaboration with governments and universities</li> <li>• in General Assembly</li> </ul>

Source : FY2020 Research by JCCU

## Member Co-ops ⑥ Co-op Members' Education and practices



- ❑ Co-op Kobe : It creates education tools for its members to learn environmental issues, at home, including a worksheet on reducing food wastes.



Source : Co-op Kobe document

- ❑ Kyoto Co-op : Co-op's monthly newsletters provide useful information. Recently, the number of articles about food waste issue is increasing.



Source : Kyoto Co-op Website

❑ **Palsystem** : It developed App “Mame Pal” by which members can order proper amount of food and enjoy cooking without burden and wastes.

- Their ordered products are recorded automatically in App, so it is easy to monitor their food.
- Prevent food wastes using push notification and the “expiration dates and best before dates alarm.”



<p><b>1</b></p> <p>Check what you have already before shopping</p> <p>ダブリがないように、食材をチェックしてから買い物。</p> <p><b>ヒント</b> 食材管理アプリ「まめパル」</p>	<p><b>2</b></p> <p>Use odd sized and fractured products</p> <p>青果はもちろん、ふぞろい品などを加工した食品を選ぶのもエコ。</p> <p><b>ヒント</b> 「もったいない」の声から生まれた商品</p>	<p><b>3</b></p> <p>Cook only amount you can eat</p> <p>作りすぎないことも大切。余った食材は次の日の一品に。</p> <p><b>ヒント</b> だいどころロク®余った食材でミニレシビ®</p>	<p><b>4</b></p> <p>Eat all edible parts</p> <p>野菜の葉や茎など食べられるところはまるごと調理。有機コア・フードならより安心。</p> <p><b>ヒント</b> KOKOCARA「オーガニックごはん」</p>	<p><b>5</b></p> <p>Store food smartly</p> <p>ほんのひと手間でおいしさ長もち。食材に合った方法を活用しよう。</p> <p><b>ヒント</b> だいどころロク®「野菜のおいしい保存&amp;活用テク」</p>
---	--	--	--	---



2021  
Co-op Mirai Web Online Exchange Festa

オープニング動画

理事長あいさつ

コープみらいWEB交流フェスタ 視聴上のご注意  
※上のボタンをクリック（タップ）して必ずお読みください

皆さんこんにちは！  
ブロック委員会ではコロナ禍でもコミュニケーションの方法を工夫しながら  
少しずつ活動を進めてきました。  
一日限りのオンラインイベントとなりますが、  
これまでのコープみらいの取り組みを皆さんに発信させていただきます。

## ✓ Online Learning (Online Exchange Festa)

- Several food waste initiatives by members
- Members watched a video and thought about “Wastefulness” in their everyday cooking such as food wastes generated by households, leftovers and “excessive removal” of vegetable skins.



Let's try to think about  
“Wastefulness”



ほべたんと「もったいない」を考えよう

キッチンでもったいないと思う気持ちがSDGsとどうつながっているのかな？をCSR推進部市原るり子さんに教えて頂きます。

出展者：組織と発信PJSDGs発信チーム



この動画、見ないなんてもったいない！



Let's try to think about “Wastefulness of Food” together

形にこだわらない、必要な時に必要な分だけ買う、使い切る工夫など…始めてみませんか？無駄をなくす暮らしを。

出展者：千葉4区ブロック委員会

# Achievement FY 2021



Category	10 Action Guidelines	2030 goals of co-ops nationwide	Monitoring Indicators, KPI
Activities to save and recycle resources	⑥ We will promote the reduction of food waste and food loss generated by the co-op businesses and members' households.	We will reduce food waste by 50% by 2030 compared to FY2018.	<ul style="list-style-type: none"> <li>✓ Amount of food waste</li> <li>✓ Food recycling rate</li> </ul>

- The total amount of food wastes (in FY2020) generated by 33 co-ops that submit regular reports based on the Food Recycling Law, increased by 1% compared to FY2018.
- On the other hand, the amount of food waste generated by 36 co-ops per 100-million-yen sales decreased by 27% compared to FY2018.
- Recycling rate was 78 %.

