

JCCU's sustainable seafood activities

-Current achievements and issues after 2020-

November 7, 2019



Japanese Consumers' Co-operative Union

Merchandising Division / MATSUMOTO, Satoshi

What Is Consumer Co-op / What Is JCCU



■ The Characteristics of Japanese Consumer Co-ops

Consumer Cooperatives Act regulates consumer co-ops; the act classifies the co-ops into categories according to the type of business and does not permit consumer co-op to do banking business. Each consumer co-op is permitted to do business only in the prefecture where it is registered. In principle, non-members are not allowed to use co-op's services.

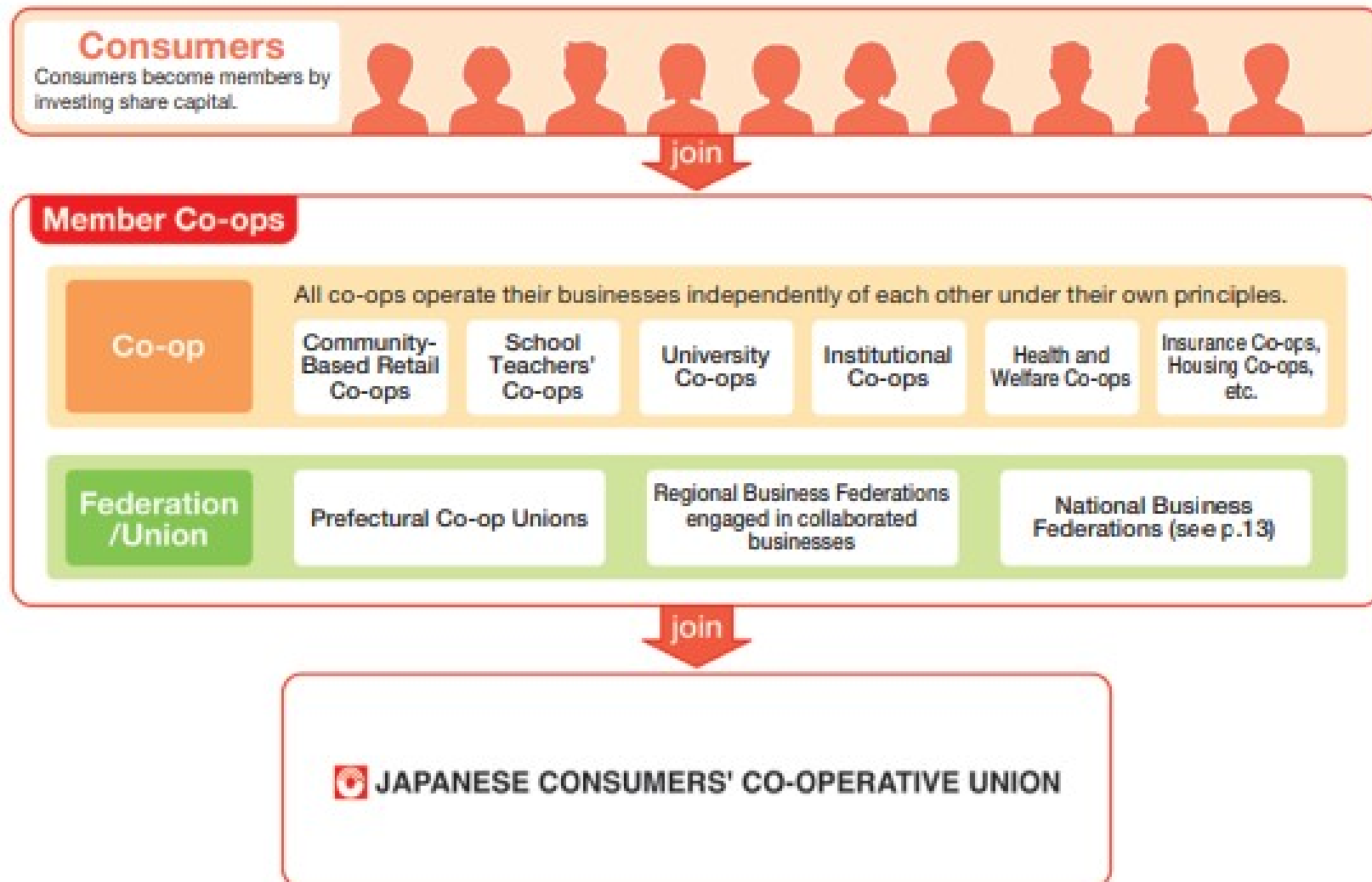
■ What is Japanese Consumers' Co-operative Union(JCCU)

Japanese Consumers' Co-operative Union (JCCU) was established in March 1951 as the national federation of consumer co-ops in Japan. Today, about 320 consumer co-ops and consumer co-op unions join JCCU and the total of gross sales of the member co-ops is about 3.5 trillion JPY, with total 29 million members. JCCU is the largest consumers' organization in Japan.

As the representative of member co-ops, JCCU communicates with a variety of organizations, advocates consumers' co-operative movement, and makes policy proposals. JCCU also develops and supplies CO・OP Brand Products to its member co-ops, and supports the development of member co-ops' businesses and activities.

■ Relation between JCCU and Member Co-ops

JCCU and its member co-ops operate their businesses independently of each other and do not constitute headquarters/branch relationships.



JCCU's Product Business



There are two main functions of product business of JCCU.

•**Development of CO・OP Brand Products:** JCCU develops and improves CO・OP Brand Products to meet members' demand in their daily lives. The total number of the products is about 5,300 with sales turnover of 417.3 billion yen (at the retail price) covering 15.1% of the total sales of retail co-ops. (as of March 31, 2019)

•**Distribution of products to member co-ops nationwide:** JCCU manages the distribution of CO・OP Brand Products comprehensively from ordering to logistics and delivery, cooperating with manufacturers for optimal management.

In addition to above, JCCU operates joint purchasing of products including national brand products and imports, makes home delivery catalogs, and organizes product promotion planning in cooperation with member co-ops.

Brand Statement



CO・OP Brand Products born from the desire of each individual member.
"That's delicious!", "Good as I thought."
We hope CO・OP Brand Products make you smile always.

5 commitments

- ① Pursuing the development of better quality products by placing importance to safety and reliability
- ② Pursuing the development of valuable products by listening to and incorporating the opinions of members
- ③ Fostering empathy by connecting thoughts
- ④ Bringing smiles and good health at dining table
- ⑤ Contributing to local communities and society

Environmentally friendly initiatives in the CO-OP product business



(1) Development and dissemination of products that address lifestyle issues and social issues through the participation of co-op members

Since the 1960s, CO-OP has been working on the development and popularization of products that lead to environmental conservation, such as the prevention of water environmental pollution by “better detergents” and the improvement of environmental burdens in fields and surrounding areas by reducing agricultural chemicals directly from production.

Around 1990, when global environmental problems began to be pointed out, CO-OP began collecting milk cartons as a recycling campaign for union members, and toilet paper, tissue paper, and draining garbage bags that utilized collected resources with the participation of union members. The development and popularization of the company and the proposal of how to save resources by refilling products.

Since 1990, CO-OP have certified CO-OP products that reduce environmental impact as “environmentally friendly products” and have started to put “Environmental Unification Mark”.



(2) “New Environmental Policy of Co-op for 2020” (Formulated in 2010)

The level of environmental considerations in society as a whole has increased, with the establishment of social mechanisms with certifications such as MSC and FSC.

JCCU's CO-OP products will pursue more objectivity by proactively introducing socially recognized external standards and mechanisms, and contribute to the expansion and improvement of social standards.

CO-OP will strengthen the participation and communication of CO-OP members.

We commit to the contribution to the achievement of the Sustainable Development Goals (SDGs).

Declared at the 68th Annual General Assembly of Japanese Consumers' Co-operative Union



We have been dedicating ourselves to the realization of a more human lifestyle and sustainable society under the "Ideal of Japanese Consumer Co-ops Movement for the 21st Century", adopted at the JCCU Annual General Assembly in 1997. The SDGs which aim to leave no one behind are consistent with our philosophy.

We declare that we will work both locally and internationally to achieve the SDGs through seven actions.



We will continue to review and improve our products and lifestyle for a sustainable production and consumption.

We will develop the cycle of responsible consumption and production aiming for a sustainable society. We will develop and supply products giving consideration to people all over the world while being mindful of the limited natural resources. We will review and improve our consumption behavior and lifestyle through learning activities about ethical consumption and sustainable society.



We will spread the use of renewable energy and promote Global Warming Countermeasures.

We have set ambitious greenhouse gas emissions targets as our "2030 Environmental Target" to confront the climate change that threatens the sustainability of the Earth while conserving energy and introducing renewable energy. To develop into a society which does not rely on nuclear energy, we will promote renewable energy generation and encourage more members to use renewable energy.

Co-op Action Plan for

SUSTAINABLE DEVELOPMENT GOALS



We will expand health promotion and promote welfare services and mutual help.

We will promote health activities from viewpoints of diet, exercise, and social involvement. We promote both businesses and member activities to help consumers have a safe and healthy diet. We value preventive care for geriatric and lifestyle diseases, promote welfare business and mutual aid activities, and participate in community-based integrated care systems in cooperation with local authorities and other organizations.



We will participate in creating a society where everyone can live with a sense of security.

We will participate in creating local communities where no one is left behind and everyone can live with a sense of security. We value the cooperation with local authorities and other organizations and play an active role in local communities both through our businesses like mobile stores and meal delivery services and our activities like watching over the elderly.



We will eliminate poverty and hunger from the world and promote support for children.

Aiming to achieve a society where no one is left behind, we will deepen the understanding of problems the world is facing, value the spirit of mutual aid and support children all over the world through various activities including UNICEF fundraising. We will learn and discuss child poverty and expand activities such as children's cafeteria, food bank or food drive activities in order to break the cycle of poverty.



We will promote activities to eliminate nuclear weapons and to achieve the world peace.

We will promote the peace movement with people all over the world to eliminate nuclear weapons and achieve the world peace to realize the nuclear-free world. We will inherit the experience of the atomic bombings and the war memories to succeeding generations and contribute to the world peace under pacifism that is one of the fundamental principles of the Constitution of Japan.



We will promote gender equality and create an inclusive society.

We will contribute to the realization of gender equality and social inclusion through our activities in local communities. We will create livable consumer co-operatives where everyone can work with motivation.

SDGs and ethical consumption (from "Ethical by CO-OP" book)



誰も取り残さない社会の実現のために—— 生協ができること

持続可能な開発目標 SDGsとは

SDGsとは、2015年9月国連において「今、全世界が取り組むべき課題」として採択された目標で、発展途上国・先進国に関わらず、世界中全ての人が目指すべきゴールです。誰一人取り残さない社会の実現を目指し、今現在世界で生きている人々だけでなく何世代も先の人々が、この地球上で人間らしく生活し続けられるために必要な17の目標が掲げられています。

SUSTAINABLE DEVELOPMENT GOALS



SDGs 17の目標

SDGsと 生協の 取り組み

2016年に日本政府はSDGs実施戦略を決定しました。その方針の中で、協同組合はSDGsのステークホルダーのひとつと位置づけられており、生活協同組合（以下生協）はSDGsの実現に貢献することが期待されています。

また、SDGsの17の目標のベースとなっている「誰も取り残さない」という理念は、生協の理念や活動と重なっていることから、SDGsの趣旨に賛同し目標の実現に貢献するため、2018年6月、日本生協連第68回通常総会にて「コープSDGs行動宣言」を採択しました。

コープSDGs行動宣言——私たちは、以下の7つの取り組みを通じて、世界のみんなとともにSDGsを実現していきます

持続可能な生産と消費のために、商品とくらしのあり方を見直していきます

健康づくりの取り組みを広げ、福祉事業・助け合い活動を進めます

誰もが安心してくらし続けられる地域社会づくりに参加します



核兵器廃絶と世界平和の実現をめざす活動を推進します

世界から飢餓や貧困をなくし、子どもたちを支援する活動を推進します

地球温暖化対策を推進し、再生可能エネルギーを利用・普及します

ジェンダー平等（男女平等）と多様な人々が共生できる社会づくりを推進します

TOPIC 第1回「ジャパンSDGsアワード」においてSDGs推進副部長（副理事長）賞を受賞
日本生協連は「エシカル消費」に対応するプライベートブランド（コープ商品）の開発・供給、ならびに全国連合会として、SDGsの達成に向けた全国の生協のさまざまな取り組みを事業および活動の商業から支援していることが評価され、受賞となりました。

私たちのお買い物で変えられる未来—— SDGsとエシカル消費

エシカル消費とは？

エシカル消費とは、買い物をするときに自分視点だけでなく、環境や社会など他者への視点をプラスする消費のことです。生協ではこれを「誰かの笑顔につながるお買い物」と表現し、「地域」「環境」「社会」「人々」の4つの視点で進めています。



生協の歴史とエシカル消費

長い歴史の中で商品や活動を通じて様々な社会課題に向き合ってきた生協は、エシカル消費と関係性が深いといえます。

1969



1970 産地の取り組み



1990



2010



SDGsとエシカル消費

エシカル消費はSDGsの17の目標を実現するための重要な手段です。商品を使う側である消費者の「地域や環境、社会や人々のことを考えた商品を選びたい」というニーズの基盤には、商品を作る側である生産者に「エシカルな視点を持った商品作り」の意識を高めることにつながります。このように、商品を作る側と使う側がそれぞれの責任を認識したときに、世界は変わり「未来に続く（＝持続可能な）社会」につながると期待されているのです。

日常のお買い物に「エシカル」な視点をプラスすると……



未来へ続く世界の実現のために
私たち生協は、エシカル消費にこれからも積極的に取り組んでいきます。

Concept of JCCU's procurement of seafood products



JCCU has been strengthening the efforts of "Ethical Consumption" since FY 2017.

JCCU has formulated the "Concept of JCCU's procurement of seafood products" in July 2017



Concept of JCCU's procurement of seafood products

JCCU encourages cooperative members to meet the expectations of the cooperative members while treating the connection with the production area. JCCU aims to promote cooperation with producers and business partners and to enhance the sustainability of fishery resources.

Main issues and efforts to date

- (1) Development of certified products such as MSC / ASC, migration from existing products to certified products and expansion of use.
⇒ Joint development of certified products with member co-ops. Support for acquiring CoC certification (multi-site) for member co-op store PC (Process Center)
- (2) Communication with co-op members: Support for public relations (catalog pages and stores) and learning activities.
⇒ Publication of learning materials for co-op officers and members. Promotions such as "Environment Month" and "Ethical Month".
"Logo / Basic Information Manual".
- (3) Efforts to support the environment and people and society in the production area. Support improvements to sustainable and responsible fisheries / aquaculture.
⇒ Support for the Shrimp Aquaculture Improvement Project in Sulawesi, Indonesia (from July 2018). Initiatives with domestic production areas and producers (Iwate Prefecture / Wakame, Okinawa Prefecture / Mozuku)
- (4) Promote social efforts and collaboration to promote responsible procurement, including measures for IUU fishing and traceability.
⇒ Participation in international platforms (GDST from April 2018, GSSI from July 2018). Sponsorship of Sustainable Seafood Week and TSSS.
- (5) Continue to develop and supply CO-OP products that are "limited to production areas" and "domestic materials" to support the fishery industry in Japan.

Environmentally friendly products on sale



MSC (Marin Stewardship Council : 海洋管理協議会) 海のエコラベル

MSC認証商品紹介サイト→ <http://goods.iccu.coop/lineup/eco/msc.html>



ASC (Aquaculture Stewardship Council : 水産養殖管理協議会)



マリン・エコラベル・ジャパン (MEL)



※国内外取引先のCoC認証を受けた加工場で委託製造したコンシューマーパックを主に供給。

Learning materials for co-op members, executives and staff

“Ethical by CO-OP”



海のエシカル

私たちの毎日の食卓に欠かせない、魚、貝、エビといった魚介類。今、そういった「海の恵み」は少しずつ減ってきています。未来の子もたちまで、おいしい海の恵みがいつまでも続くためのコープ商品の取り組みを紹介します。

海の資源を守る

漁期や漁獲量などを制限し、水産資源を守ります。

MSC認証
持続可能な漁業を推奨する独立した非営利団体です。MSC海のエコラベルと認証制度を用いて、海洋の健全性に貢献することを目指しています。

MSCとは
1997年に設立されたMSC (Marine Stewardship Council: 海洋管理協議会) は、持続可能な漁業を推奨する独立した非営利団体です。MSC海のエコラベルと認証制度を用いて、海洋の健全性に貢献することを目指しています。

海のエコラベル
MSC認証
持続可能な漁業を推奨する独立した非営利団体です。MSC海のエコラベルと認証制度を用いて、海洋の健全性に貢献することを目指しています。

MSC認証のしくみ

海の資源を守る基準があります (漁業認証)
海から家まで確実に届けます (加工認証)

持続可能な漁業とは?
～CO-OPフィッシュソーセージ原料・アラスカ産スケソウダラの場合～
漁業のサステナビリティ実現のために、厳しい資源管理、漁業管理などが行われています。

対象商品の一例

環境や地域社会に配慮した養殖

責任ある養殖業をすすめます。

ASC認証
ASC (Aquaculture Stewardship Council: 水産養地管理協議会) は、2010年に設立された、独立した国際的な非営利団体です。環境と社会に配慮した責任ある養殖業を推進することを目的としています。

おいしいブラックタイガーがいつでも食べられるように「スラウェシ島エビ養殖業改善プロジェクト」と「エビ養殖業改善協力金」について

スラウェシ島エビ養殖業改善プロジェクトとは?
日本生協連は、2018年7月よりブラックタイガーの主な産地であるインドネシアにおいて「スラウェシ島エビ養殖業改善プロジェクト」をスタートしました。これは、日本生協連・WWFジャパン・WWFインドネシア・BOMAR社 (コープのブラックタイガーの主な生産メーカー) の4者間協働となっております。

エビ養殖業改善協力金とは?

- 粗放養殖マークのついたブラックタイガー商品を購入。
- 対象商品1点につき3円が「エビ養殖業改善協力金」として上記プロジェクトに寄付。
- 寄付金は、以下のような活動につかわれます。

対象商品の一例

※対象商品が本プロジェクト対象養殖場での産品とは限りません。※加工パッケージデザインの対象商品も寄付金対象となります。

Recognition of MSC / ASC label of co-op members

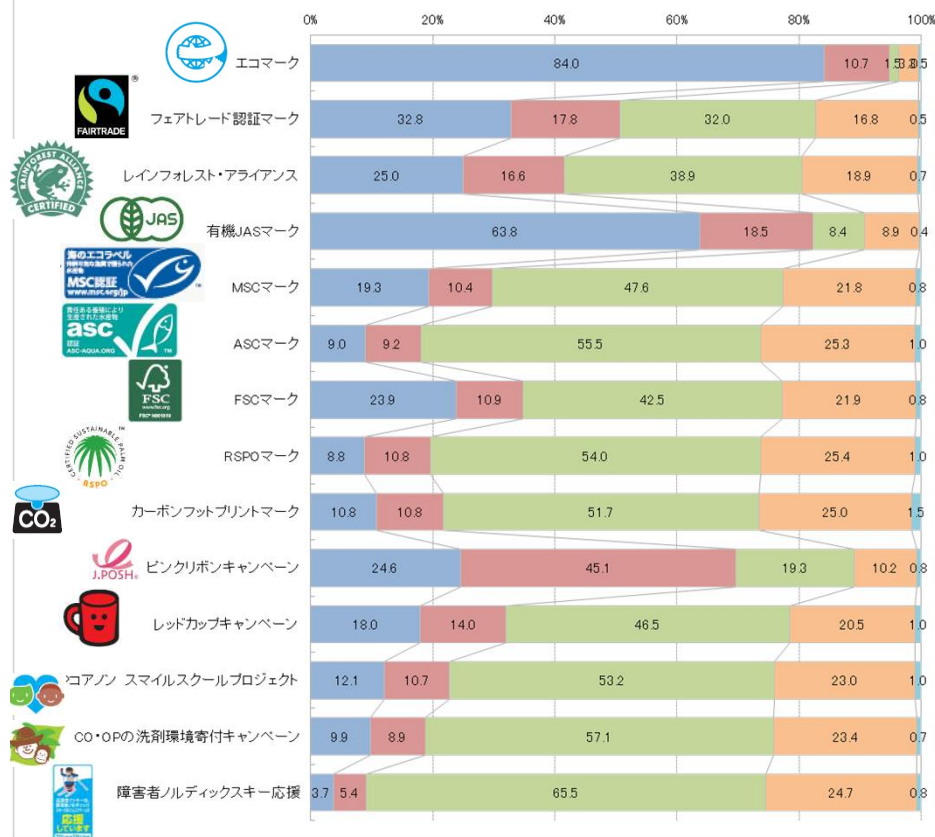
※From "JCCU / member monitors questionnaire" (December 2018 survey, Number of valid samples 3912)



[Q5]エシカル消費(倫理的消費)に関する商品などに、以下のマークがついている場合があります。これらのマークがついている商品を見かけたり購入したことがありますか。14種類のマークについて伺います。(答えはひとつ)

I have bought / I have seen but never bought / I have not seen / do not know / No response

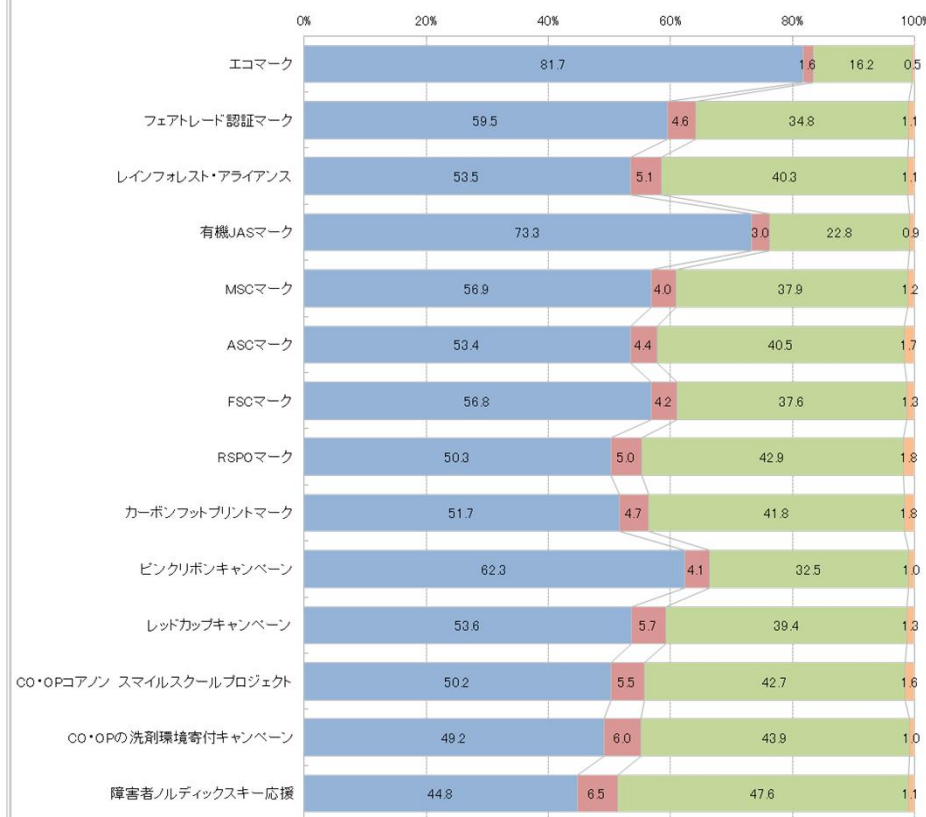
■購入したことがある ■見たことはあるが購入したことはない ■見たことがない ■わからない ■無回答



[Q6]エシカル消費(倫理的消費)に関する商品などに、以下のマークがついている場合があります。今後、このマークがついた商品を購入したいと思いますか。14種類のマークについて伺います。(答えはひとつ)

I want to buy / I do not want to buy / do not know / No response

■購入したい ■購入したくない ■わからない ■無回答



The total of "I have bought" and "I have seen but never bought" MSC products was 15.9% in 2016 and 20.7% in 2017. In 2018, this total increased to 29.7%.

Indonesia "Sulawesi Island Shrimp Aquaculture Improvement Project" started.



Aim for conversion to a shrimp farming business that considers natural environment, workers and the local communities.

From July 1 2018, JCCU in collaboration with a major shrimp supplier PT.Bogatama Marinusa (BOMAR Co., Ltd.), WWF Japan and WWF Indonesia started the "Sulawesi Island Shrimp Aquaculture Improvement Project" in Indonesia.



写真提供：WWFインドネシア



Issues for 2020 and beyond



2020年はCO・OP商品60周年

(1) Continue to expand sustainable seafood procurement

It is necessary from the aspect of social responsibility and sustainability of fisheries business as the situation surrounding the procurement of fishery products becomes more severe.

Continue to expand the handling of fisheries certified products centered on MSC / ASC certification. (In particular, strengthening efforts in aquaculture)

Considering the possibility of obtaining certification in important production areas for CO-OP product raw materials and supporting FIP / AIP.

(2) Partnering to create a responsible procurement system

Sustainable use of marine resources, countermeasures for IUU fishing, human rights and labor issues, and traceability improvement.

These issues will be promoted from where possible with the understanding and cooperation of business partners. However, there is a limit to the efforts of a single operator, and cooperation and collaboration with a wide range of stakeholders is important.

(3) Promotion of communication with consumers and co-op members

Learn about the current status of fishery resources and the significance of selecting and using sustainable marine products.

Although the seafood eco-label is still on the way, it is effective as a tool for communication with consumers.

(4) Response to marine plastic issues

In order to achieve the goal of "Corporate product policy for plastic packaging materials" (June 2019), we will promote the reduction of the amount of plastic used for container packaging materials in the fishery sector.

Aiming for a fishery business that contributes to the realization of the Sustainable Development Goals (SDGs)

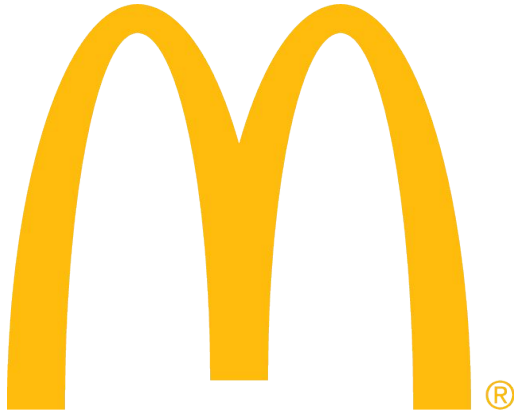
Responsible Sourcing in 2020

Jim Cannon

Sustainable Fisheries Partnership (SFP)



SFP partners on video



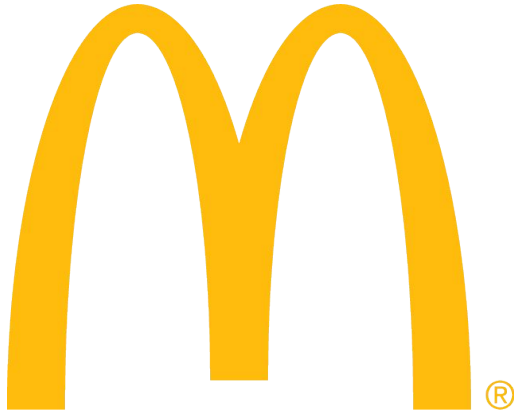
Strategy driven by commercial aims

- Ensure raw material is available and affordable
- Increase customer trust = higher sales



Specific strategy determined by

- Large size of company
- Price sensitive market segment



Strategy

- Continuous improvement of lots of important fisheries
 - Lots of supply = available and affordable
 - Continuous improvement = customer trust

= Fisheries Improvement Partnerships (FIPs)

Key strategy ingredient

- Engage suppliers!
- Ask them to:
 - Work together
 - Lead sustainability efforts



Supplier leadership

- Protect the brands of their customers
- Shape the global debate
- Engage constructively with NGOs
- Collaborate with competitors
- Deliver solutions, not excuses

Responsible sourcing strategies over time

	<u>Customer message to suppliers</u>	<u>Result</u>
Pre-2005	<ul style="list-style-type: none">• Bring me "green-rated" seafood	= Existing good fisheries got certified
to 2010	<ul style="list-style-type: none">• Make all my sources green-rated	= FIPs reach more fisheries
to 2015	<ul style="list-style-type: none">• Seafood industry lead those FIPs	= FIPs more effective
to 2020	<ul style="list-style-type: none">• Prioritize and collaborate to deliver success	= FIPs more effective, global scale (T75)

See Annex Background Slides for Detail 2005, 2010, 2015, 2020

Target 75% by 2020: What is it?

- Aim: 75% of each seafood sector starts improving
 - T75 sectors together cover ~50% wild landings worldwide
 - *(see Annex Background Slides for details)*



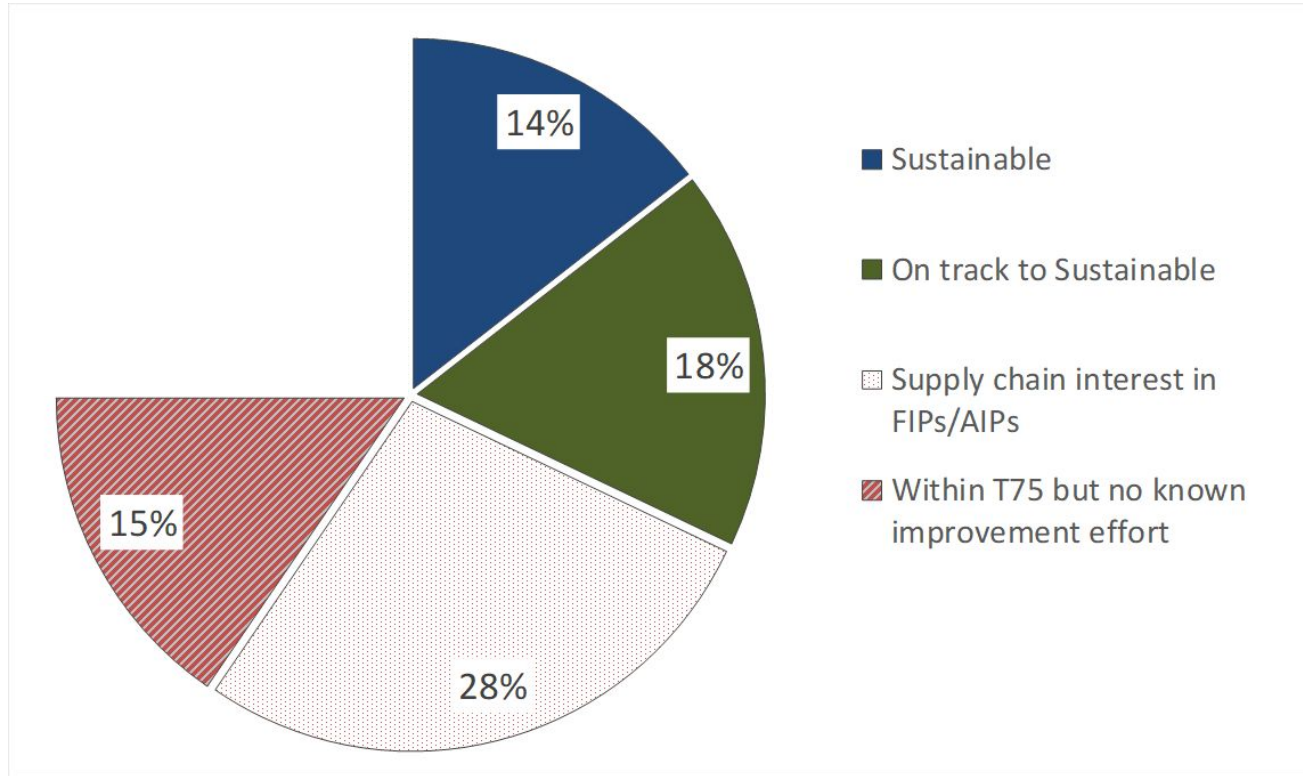
Target 75% by 2020: Squid Example

	 JAN 17	GLOBAL SQUID SECTOR	 JUNE 19
SQUID FIPs	2		7
ROUNDTABLE PARTICIPATING COMPANIES	0		29
CERTIFIED/ SUSTAINABLE FISHERIES	0		2
% OF GLOBAL SQUID PRODUCTION IMPROVING	0.32		14

CALAMASUR

COMITÉ PARA EL MANEJO SUSTENTABLE DEL
CALAMAR GIGANTE DEL PACÍFICO SUR

Target 75% by 2020: We're Half Way



Japan essential for global success

Especially in:

- Long-line Tuna
- Octopus
- Squid

Critical action:

- Request suppliers work together to launch industry-lead FIPs

Together we can have global impact

- All fisheries sustainable around the world
- Ocean biodiversity saved
- Fisheries stable
- Seafood responsible

UN Sustainable Development Goals (SDGs)

- Advancing the sustainability of tuna also helps fulfill the aims of UN Sustainable Development Goal #14: Life Below Water



**“Conserve and
sustainably use the
oceans, seas and marine
resources”**

Thank you

Annex: Background Slides

- (for distribution, not presentation)

Responsible Sourcing: up to 2005

- Customers (retailers etc.): *“Bring me “green-rated” seafood”*
- Suppliers: compete to buy from MSC or green-rated fisheries
- Passive, transactional, reactive, rewarded individual action
- Results?
 - Existing good fisheries – often very small - responded and got certified
 - Few other fisheries engage or improve
- Why?
 - Most fisheries are complicated, conflict-ridden, managed by government – not individual companies
 - Improvement needs active intervention and long-term support

Responsible Sourcing: 2005 - 2010

- Customers (retailers etc.): *“Make all my sources green-rated”*
 - Started with McDonald’s 2005, Walmart 2006
- Suppliers: act to improve red/yellow-rated fisheries
- Engaged, proactive
- Results?
 - Fisheries Improvement Projects reach many more fisheries
 - But supply chain often gave the job to NGOs and others
 - And these “3rd parties” couldn’t drive the needed change

Responsible Sourcing: 2010 - 2015

- Customers (retailers etc.): *"Industry - lead those FIPs"*
- Suppliers: lead efforts improve red/yellow-rated fisheries
- Engaged, proactive + leadership
- Results?
 - Fisheries Improvement Projects become more effective
 - But "silo" FIPs supported by individual suppliers often too small to make needed change at whole fishery level

Responsible Sourcing: 2015 - 2020

- Customers (retailers etc.): *"Prioritize and collaborate"*
- Suppliers: collaborate on key red/yellow-rated fisheries
- Engaged, proactive, leadership + collaboration, global priorities
- Results?
 - Fisheries Improvement Projects larger, more "fit for purpose" = even more effective
 - And Route to Target 75% - specific fisheries identified as priorities to get 75% of global production in key sectors on the path to sustainability

Target 75%: What it covers

- Covers: ~ 60 million tons of production
 - ~ 45 million tons wild caught (fishmeal, whitefish, tuna, mahi, squid, crab, snapper and grouper, octopus).
 - Represents ~50% of world wild caught landings.
 - ~ 15 million tons farmed (shrimp, salmon, tilapia and pangasius)
- Does not include:
 - ~ 50 million tons Asian farmed production (mostly carp shellfish)
 - ~ 34 million tons Asian “unidentified” or lesser known species
 - ~ 15 million tons non-Asian wild (e.g., flatfish, shellfish)
 - ~ 6 million tons non-Asian farmed (e.g., shellfish)

Target 75% by 2020: Participation

- > 150 suppliers participating in Supply Chain Roundtables
- Participation adequate in all sectors, except:
 - Squid
 - Octopus
 - Fresh-frozen tuna
 - Snapper-grouper
 - Asian fisheries for fishmeal

About SFP: The Basics

- Environmental NGO
- Founded 2006
- Budget ~ \$8 million a year
 - ~ 20% private sector sponsorship and fees
 - ~ 20% government projects
 - ~ 60% US Foundations
- Purpose: engage retailers, importers and producers to work together to improve all fisheries