



# Profile of CO-OP MIRAI

2019



# Welcome to Co-op Mirai!



Consumer co-ops have developed a variety of initiatives to realize consumers' aspirations: "We like to use safe and reliable products." Examples include eco-friendly products, labeling of nutrition facts and allergens, and many more. We are also one of the first to provide the original products (CO • OP Brand Products), developed from consumers' perspectives, and Sanchoku products. We will also contribute to the achievement of 17 SDGs through various initiatives related to our businesses and activities.

## SUSTAINABLE DEVELOPMENT GOALS

### Consumer co-ops consist of 3 pillars

A consumer co-op is a consumers' organization, where individual consumers realize various aspirations in everyday lives by cooperating and helping each other. Each co-op member pays "subscriptions," participates in "operation" of its businesses and activities, and "uses" its products and services.

#### Subscription

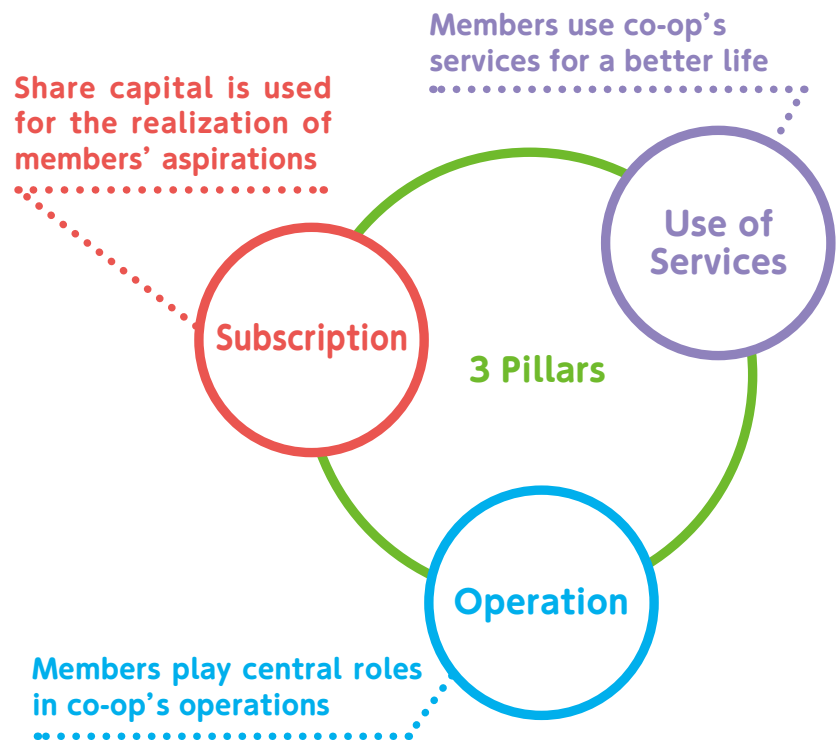
The share capital contributed by each co-op member is precious and used for development of safe and reliable products as well as for operation of home delivery and store businesses. It is also used for other activities to realize members' aspirations.

#### Use

Co-op members jointly purchase products through home delivery/store businesses and use various services for a better life.

#### Operation

Co-op members play central roles in operations. Co-op Mirai get co-op members' input through various channels, such as Koe No Posuto (feedback sheets), food tasting events and group interviews, and incorporate it into its businesses and activities. Also, representatives of co-op members, elected in each area, provide opinions at the general meeting of representatives. They discuss and decide on business plans, budgets and other issues relevant to Co-op Mirai.

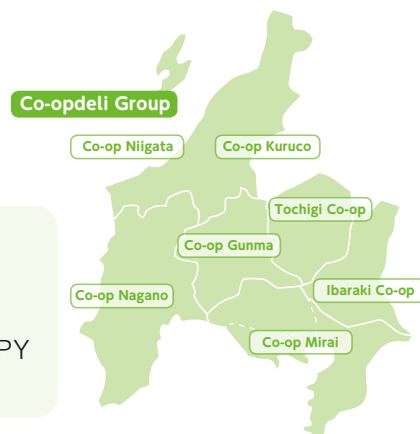


# Co-op Mirai Is a Member of Co-opdeli Group

## ■ About Co-op Mirai and Co-opdeli Group

Co-op Mirai is the largest consumer co-op in Japan, covering three prefectures: Chiba, Saitama and Tokyo. It is also a member of Co-opdeli Consumers' Co-operative Union (Co-opdeli Union).

Co-opdeli Group consists of Co-op Mirai, Ibaraki Co-op, Tochigi Co-op, Co-op Gunma, Co-op Nagano, Co-op Niigata, Co-op Kuruco, Co-opdeli Union and its subsidiaries. Co-opdeli Union, its members and subsidiaries work together as Co-opdeli Group, making consistent efforts for the realization of better communities and protection of members' lives under the shared principles and vision.



**Headquarters** Saitama City, Saitama

### Profile of the Group

[The number of member co-ops] 7 [Membership] 4.751 million  
[Total turnover] 553.3 billion JPY [Current surplus] 9.6 billion JPY  
For the fiscal year ended March 20, 2018

## Principles and Vision of Co-op Mirai

### Principles

**CO-OP とともに はぐくむ 暮らしと未来**

**We nurture lives and future together**

We aim to realize each of members' aspirations in cooperation with each other.

We contribute to the development of communities where everyone can enjoy the harmony of material and spiritual wealth with a sense of security.

We pursue the peaceful future and the society where humans and the natural environment co-exist.

### Vision for 2025

**食卓を笑顔に、地域を豊かに、誰からも頼られる生協へ。**

**Bring smiles to tables, enrich communities and become the co-op everyone can count on.**

Putting food safety and security first and being aware of our roles in food culture, we bring smiles to co-op members and contribute to the entire lives of members through home delivery and store businesses.

We connect with organizations and people in communities, recognize the diversity of communities, and cooperate to promote a variety of activities with the aim of solving problems that arise in co-op members' lives or communities. Our goal is to have over half of the total households to join the co-op. Looking ahead to the future and being innovative, we aim to be the member-friendly co-op that enriches communities, is considerate of everyone, and is appreciated and counted on by communities.

We will enhance the level of solidarity; expand our circle of solidarity and collaboration with consumer co-ops, governments and organizations across the country; promote global and international efforts on the issues close to our lives such as environment and food; and cultivate cooperation that will leave a legacy for the future co-op members.

# Our Products: Meeting Members' Aspirations

In addition to the efforts to ensure food safety throughout the food chain, Co-op Mirai also provides products that are helpful for members' everyday lives, supporting their healthy living and enriching their diet.

## CO • OP Brand Products: Making life better

CO • OP Brand Products are the private brand (PB) of consumer co-ops, developed mainly by Japanese Consumers' Co-operative Union. They are developed based on "secured safety," "reliable quality," "reasonable prices," and "user-friendly information." Co-op members have used them, given feedback, learned from each other and contributed to the product development.



## Giving shape to members' ideas



Group interview with co-op members with small children (left). "Kirakira Step" Series, the CO • OP Brand Products for infants, have been developed while incorporating members' real opinions(right).



Co-op members' input makes a significant contribution to the improvement of CO • OP Brand Products.

In FY 2018, Co-opdeli Group received 140,000 comments from co-op members, which have been incorporated in the improvement and development of our products as well as in the enhancement of our services. We also conduct group interviews to directly ask opinions from co-op members.

## Product Inspection Center: checking product quality through a scientific lens

Co-opdeli Union has its own Product Inspection Center to conduct tests on various items, including pesticide residues, microorganisms, allergens, food additives, and radioactive materials. It also conducts tests on comments from co-op members regarding products.



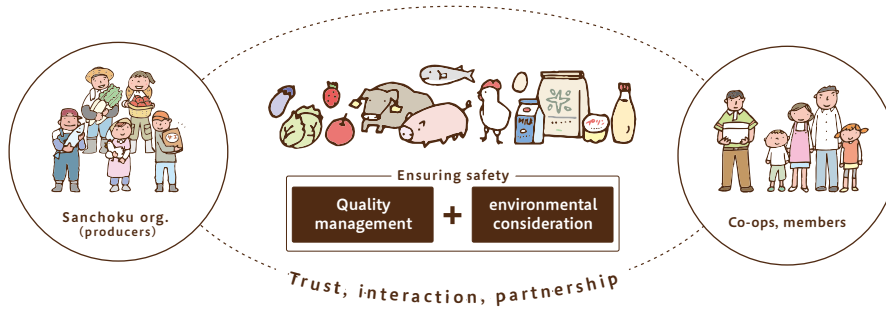
At Co-opdeli Product Inspection Center, visitors can enjoy learning about food safety while watching the actual tests being conducted.





## Sanchoke: working together with co-op members and producers

The Sanchoke initiative started in the 1970s to realize aspirations of both co-op members (“We want to eat products without worry, knowing where they are made and by whom”) and producers (“We want to directly provide eco-friendly and delicious products to co-op members”). Through Sanchoke, Co-opdeli Group supports sustainable production of agricultural and livestock products.



### Five fundamental principles of Sanchoke



1

Being able to identify where and how the product is made by whom and how it is distributed



2

Having a verification system through recording, inspection and testing



3

Promoting sustainable production and eco-friendly businesses



4

Establishing independent and equal partnerships with producers and producer organizations



5

Promoting various exchanges between co-op members and producers

## Ethical consumption

Co-op Mirai provides products that give consideration to people, environment and society. We contribute to promote ethical consumption among the co-op members.

### [Examples of certification labels]



CO-OP fish sausage



#### MSC label

For Fisheries that consider sustainability of marine resources



CO-OP Sanchoke Miyagi fried oysters



#### ASC label

For aquaculture farms and producers that minimize its environmental and social impacts



CO-OP fairtrade coffee Colombia blend



#### Fairtrade label

For products made in developing countries that meet environmental and fair labor standard and traded at fair prices



CO-OP cacao 70% chocolate



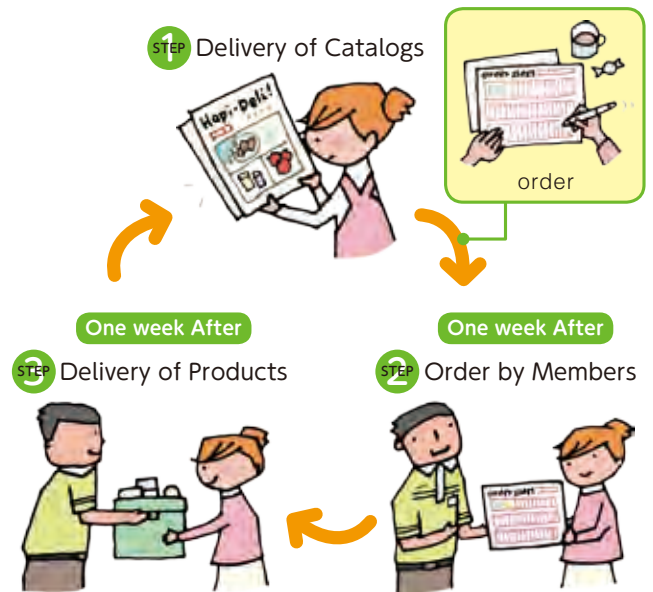
#### Rainforest Alliance certification

For farms that meet environmentally, socially and economically sustainable farming standards

# Home Delivery Business



## Flow from order to delivery



Based on the slogan “The more I use them, the more I can be myself,” we provide products and services tailored to the needs of each co-op member. The goal of our home delivery business is to have each co-op member feel, “The more I use Co-op Mirai service, the more I can enjoy my own life.”

## Weekly Co-op

Members order products and have them delivered to their homes, work places or other specified places at a scheduled time and day of the week. Products are delivered in special containers according to their suitable temperatures. We deliver about 6,000 items, such as foods, household products and nursery items, from our delivery centers via trucks.



## Daily Co-op

According to members' orders, we deliver mainly boxed dishes and some other foods 3 to 5 times a week from Monday to Friday, selected by co-op members. The products include side dishes, boxed lunches, special meals (low calories, low sodium) and Co-opdeli Meal Kit (a set containing pre-cut foods and seasoning). We also deliver essential daily foods such as fresh vegetable salads, prepared foods, milk and eggs.



Boxed meal for the elderly



Co-opdeli Meal Kit for easy cooking



## Products and ordering methods: tailored to various lifestyles, generations and preferences

In our home delivery business, we provide various product catalogs and ordering methods tailored to each co-op member's lifestyle.

### Product catalogs

We have a wide range of products that will match member's needs.



#### Hapi-Deli!

The main catalog where members can find almost everything for daily use, from foods to household products



#### Kira-kira Baby & Kids

For families with small children



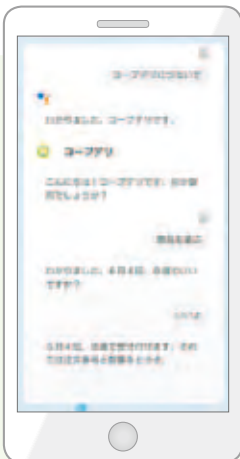
#### Iki-iki Kurasu

Nursing care goods and food with special care for the elderly



#### Vie Nature

A catalog that deals items that consider ethical consumption (e.g, foods with no/few additives, organic products and eco-friendly foods, etc.)



### Online shopping site Co-opdeli e-Friends

Co-opdeli e-Friends is an on-line shopping site, not only for Weekly Co-op and Daily Co-op products but also for various services. Members can also place an order via LINE, other apps, and a smart speaker.





# Store Business



Under the principle “Delicious and reliable products at reasonable price,” we provide a range of products that are carefully selected and only available at Co-op Mirai stores including CO • OP Brand Products, Sanchoku products, and products processed within the stores. These are some examples of our efforts to make our stores attractive.



## Co-op Supermarkets (SM)

SMs are the stores with the sales floor area between about 660 m<sup>2</sup> and 2,000 m<sup>2</sup>. They offer a variety of products to meet members' needs, e.g., net content, specification, grade and flavor. They also provide products processed within the stores, such as freshly made side dishes, lunch boxes, sushi and bread.



## Mini Co-op Stores

They are relatively small, with the sales floor area less than 660m<sup>2</sup>. They provide frequently used products essential for everyday life, mainly CO • OP Brand Products and Sanchoku products.



## Hopetan Card: prepaid e-money card

Hopetan Card is a point card with a prepaid e-money function (rechargeable type). Members can accumulate extra points by using this card for payment.



## Mobile stores

Mobile stores are available in some areas to support people who have difficulty in daily shopping (e.g., there is no store in the neighborhood, no transportation is available to/from a store).



## Welfare Business



We realize people's aspirations to "live in the familiar environment with a sense of security" by providing a variety of services, including care plan preparation, home care, day care, small-scale multi-functional home care, and elderly housing with supportive service.



### Miraie Nakano & Miraie Yotsukaido: elderly housing with supportive services

Rental housings for seniors who live alone or as couples, who have some difficulties at their own homes. The buildings are barrier-free, and residents can receive a range of services including safety confirmation, general consultation and monitoring. "Miraie" means a future house in Japanese.



Miraie Yotsukaido in Chiba

## Insurance Business



CO・OP Insurance provides various insurance products at affordable rates. We provide a range of products to accommodate various needs through Co-opdeli Insurance Center, a subsidiary of Co-opdeli Union.



## Service Business



Co-op Services, a subsidiary of Co-opdeli Union, provides 4 types of services: Co-opdeli Ticketing, Co-opdeli Support Services (e.g., house cleaning, air conditioner cleaning), Co-op Housing (e.g., new construction, renovation), and Co-op Funeral Services.



# Power Supply Business



Co-op Mirai launched the electricity retailing business called Co-opdeli Denki in September 2017. It currently provides power to about 45,000 households (as of August 2019) with 2 types of plans: One is eco-friendly, mostly (85%) of FIT electricity generated by renewable energy, and the other plan is of lower price rate. In the Tokyo Gas supply area of Co-op Mirai, we also launched Co-opdeli Gas in FY 2019, providing money-saving gas plans.



# Distribution and Production



## Distribution

Co-opdeli Union is in charge of supply of home delivery and store products at Co-op Mirai and other member coops. Putting the highest priorities on safety, efficiency and quality, they collect, sort out, and deliver the products to Co-op Mirai's delivery centers and stores. An automated system is installed at facilities to enhance productivity.



## Production

Co-opdeli Foods, a subsidiary of Co-opdeli Union, produces livestock products, prepared meals and bakery products for home delivery and stores of Co-op Mirai under the strict management of safety, quality and hygiene.





# For Sustainable Developments



In order to resolve various challenges surrounding co-op members and local communities, we work with people and groups in the communities through our businesses and activities. Through these initiatives, we, as the entire organization, strive to play active roles expected in a society.

## Co-op Mirai Social Activity Fund

"Co-op Mirai Social Activity Fund" was established in 2015.

This fund promotes and supports the following fields to contribute to the achievement of the co-op's vision: 1. food safety, security and food education; 2. environmental protection; 3. elderly people and welfare; 4. youth development; and 5. disaster relief and reduction.

### Scholarship program: Co-op members helping each other

Every April, we advertise for our grant-type scholarship, which provides 10,000 yen per month for 3 years. It can be applied for by financially-struggling co-op member households (with single/no parent) with a child starting senior high school education.

The program is funded by Scholarship Supporters, the co-op members who support the vision of this program. We collect contributions from the supporters (100 yen per share) on a monthly basis. We currently provide the scholarship to 222 students.

## Reducing food loss

Some foods, though they are edible, end up being wasted in production, processing, distribution and consumption. This is called food loss.

### Extension of delivery deadlines

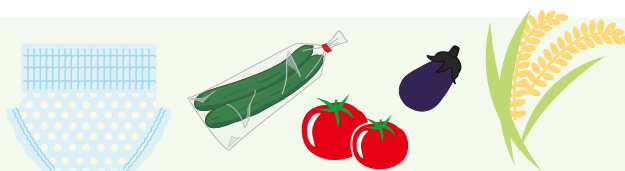
In Japan, there is a custom of "one-third rule," under which the period from the manufacturing to the expiration date of food is divided into three and the delivery to retailers must occur during the first third. In September 2018, We voluntarily extended the deadlines, allowing delivery to our stores / delivery centers during the first half of the period if the product has a shelf life of at least 180 days. It is to reduce the food loss by easing the rules on delivery deadlines.

### Donations to food banks

Our distribution centers have extra inventory to replace defective products as well as unsold agricultural products. We donate them to food banks if not needed but still fresh. As for rice, in addition to the extra inventory, we also make donations when rice bags get broken during the distribution process. We also donate diapers returned from co-op members according to size difference.

### Donated products in 2018

Disposable diapers: 6,844 packages  
Agricultural products: 17,024 kg  
Rice: 7,631 kg



## Food drives

We have been promoting food drives in cooperation with local food banks, having co-op members donate food. The donated food is provided, via the food banks, to Cafeterias for Children and to people in need.



# For Sustainable Developments



## Childcare support

Striving to build family-friendly communities, we work on a variety of programs to support childcare, including Childcare Plazas.

### [Childcare Plazas]

**Operating Childcare Plazas entrusted by local governments (10 facilities in 5 cities).**

36,594 parent-child pairs visited the Plazas in FY 2018.



A Childcare Plaza at Co-op Mirai Okegawa store

**Organizing events for parents and children**

The number of organized events was 846, and 4,923 parent-child pairs attended the events in FY 2018.



Events are held in our facilities and public facilities

## Watching over activity

We watch over the elderly people as the community-wide initiative. We have agreements with all (100%) of the 170 local municipalities in our area.



## Community engagement

Co-op members organize a variety of activities in communities to engage with local residents.



### Mirai Plazas

They are open to the communities and offer opportunities for everyone to easily participate in and enjoy events in accessible locations. (3,193 events were held, attended by 31,022 people.)



### Community Clubs

Co-op members and local residents form groups to conduct various activities on themes related to everyday life. (There are 2,043 groups, with 26,828 people registered.)



### Co-op Mirai College

It provides learning opportunities for co-op members who would like to play active roles in and enrich their communities. (There are 5 campuses, with 107 students.)



## Disaster relief and recovery support

We support disaster affected areas, keeping in mind that we should “never forget,” “pass on the experience,” “never stop,” and “connect.” We support people and communities suffering from natural disasters such as earthquakes and floods. For example, we raise funds from co-op members and send them to disaster areas for relief and recovery efforts. We also send co-op staff members to disaster areas to provide assistance.



a presentation ceremony of the Great East Japan Earthquake donation

Co-op Mirai has supported the disaster recovery efforts since immediately after the Great East Japan Earthquake hit in 2011. In FY 2018, we received 15.68 million JPY from Co-op Mirai members to support the recovery efforts.

## Supporting poverty eradication and children across the world



**29.33 million JPY**

We donated 29.33 million JPY to UNICEF in FY 2018.



**45.17 million JPY**

We donated miswritten postcards worth 45.17 million JPY to NPO Hunger Free World.



**1.65 million JPY**

Co-opdeli Group collected plastic bottle caps, that resulted a sum of money 1.65 million JPY, and donated it to NPO Japan Committee, Vaccines for the World's Children(JCV).



# For Sustainable Developments



## Environmental Initiatives

Along with eco-friendly businesses, we also conduct recycling activities with co-op members.

### Recycled materials

Paper Pack: 988 tons  
Pet bottle: 1,062 tons  
Foam tray: 306 tons  
Egg carton: 191 tons  
Paper catalog: 44,209 tons  
(FY 2018)

### Using renewable energy

We use solar energy generated from the panels installed at our distribution and delivery centers.



### Reducing use of plastic bags

We have been encouraging shoppers to bring their own shopping bags since the 1990s. In FY 2018, 81.5% of shoppers didn't ask for plastic bags throughout Co-opdeli Group, which means reducing use of about 65,665,722 plastic bags and 2,504 tons of CO<sup>2</sup> emission.

## Promoting member's contribution to society through buying our products

By buying our products, co-op members can also contribute to society, such as protection of biodiversity and the natural environment, promotion of sustainable agriculture, and support for children and mothers in developing countries.

### Chura-shima (beautiful island) Support Project through Mozuku Seaweed



For every purchase of mozuku seaweed from Iheya Island, Okinawa, 1 yen is donated to Chura-shima



Support Fund, supporting the efforts to protect the natural environment of the island.

### Rice Project to Support Japanese Crested Ibises(Toki) in Sado Island



For every kilogram of "CO • OP Niigata Sado Koshihikari rice" being purchased, 1 yen is donated to Sado City Fund for



improvement of the Toki's habitat, supporting the city's efforts to develop the nurturing environment.

### Rice-fed Pork Project



We provide co-op members with the Sanchoku rice-fed pork, raised partially on feed rice grown in abandoned rice fields. The use of



feed rice has also been expanding to beef, chicken and eggs.

### Happy Milk Project



Co-opdeli Group donates a part of its milk sales from home delivery and store businesses to UNICEF, supporting the efforts in Africa



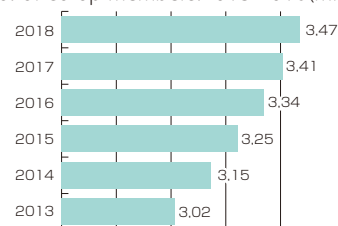
for the better nutritional status among children and for emergency assistance.

# Profile of Co-op Mirai

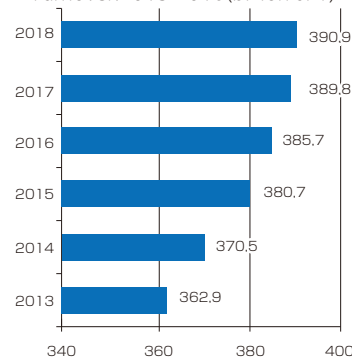


Name	Consumer Co-operative Co-op Mirai
Date of foundation	March 21, 2013
Headquarters	1-5-5 Negishi, Minami-ku, Saitama City, Saitama, 336-8523 Japan
Area (prefectures)	Chiba, Saitama and Tokyo
President	Chitose Arai
Total turnover(2018)	390.9 billion JPY
Current surplus(2018)	5.51 billion JPY

No. of co-op members:2013-2018(million)



Turnover:2013-2018(billion JPY)



Profile of Our Business Units (as of March 2018)	
Number of delivery centers	77
Number of stores	134
Supermarkets	69
Mini Co-op Stores	65
Number of care service units	33

## Governance and internal control of Co-op Mirai

### Decision-making at the general meeting of representatives and auditing

The general meeting of representative, consisting of representatives of Co-op Mirai members, is the highest decision-making body. The ordinary meeting is held every June to decide on the organization's business plans, budgets and other important issues. In preparation for the general meeting, we conduct meetings with member representatives three times a year. We also have audits by auditors and certified public accountants.

### Executive management structure

Co-op Mirai holds the board meeting every year to decide on important issues related to the overall business execution. The board also oversees the executive work conducted by representative directors. Co-op Mirai and Co-opdeli Union are managed in an integrated manner by having officers share roles. The Executive Committee meeting is held every week under the Board of Directors to make prompt decisions on the Group's management issues and to execute business.

### Internal control

Co-op Mirai and Co-opdeli Consumers' Co-operative Union have set the principles on internal control and have been developing 7 structures to promote the efforts. Their operations are inspected every year.

1. Compliance structure
2. Information management structure
3. Risk management structure
4. Structure to ensure efficiency
5. Management structure for subsidiaries
6. Structure to ensure auditors' audit
7. Structure on reporting to auditors





Hopetan  
Co-opdeli Group's mascot

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