

# Trend of fruit in Japan

TOHTO CONSUMERS'  
CO-OPERATIVE SOCIETY  
Director **YOSHIHARU KAZAMA**

# Cooperative society

- The cooperative society is an organization of non-profit-making by person and person's relations.
- Everyone : one person for others person for everyone.
- 228 organizations are joining ICA from 90 countries in the world as of November, 2004  
union members have exceeded over 760 million.
- ICA (international cooperative society alliance) is world's largest NGO (non-governmental organization) acknowledged to the United Nations.
- Japanese Consumers' Co-operative Union joins in 1952.

# Japan cooperative (Outline)

- Type: Regional Coop, occupation Coop, university student association and medical treatment Coop
- Union members = 449
- Total union membership = 24.27 million of nationwide
- Business = about 3 trillion 391 billion yen of nationwide
- 6,975 articles and joint development COOP commodity = 373.9 billion yen
- 6.26 million COOP mutual aid people and 116 medical treatment Coop (76 places in hospital)

# TOHTO CO-OP (Outline)

- Establish from consumers' wish that want to obtain the safer products in 1973.
- Union membership = about 225,000 families
- Business area: In Tokyo
- Total business = about 38.9 billion yen
- Fruit section = about 1.65 billion yen

## A basic philosophy

“Producing straight - cooperation, democratic, the life and the living are defended.”

# TOHTO (The “Sanchoku”)




- Direct exchange information between producers and consumers → “Sanchoku” 100%.
- 5 producing straight principles
  - ① The harvest time is clear.
  - ② The production method and the shipment standard are clear.
  - ③ Full agricultural cycle system.
  - ④ Stable quality of delicious and freshness.
  - ⑤ The consumer and the producer can be exchanged.  
(About 10,000 people/year visit the home and exchange it. )  
(The audit of opening to the public is held and confirm in every year. )

# TOHTO (Commodity)



- Originally products information/week
- Many goods in stock more than 1000 items/week
- Story of product information.
- Merchandise information, locality information, recipe and Q&A etc.
- Vegetables and fruits independent, the standard is displayed by four stages according to the use level of chemical agricultural chemicals and the chemical fertilizer.

# TOHTO (Original display)

	表示マーク	栽培区分	基準
東都みのり		①有機農産物	日本農林規格による有機農産物とする。
		②無化学合成農薬・無化学肥料	1. 栽培期間中の条件は、化学合成農薬不使用・化学肥料不使用とする。(ただし、有機農産物において使用が許される資材をのぞく) 2. 圃場条件については、当該作物植え付け前において除草剤や土壌消毒材を使用しないこと、前作についての栽培中の農薬散布は問わない。 3. 隣接園地からの汚染防止については努力義務とする。
東都わかば		③概ね50%以上の減農薬or50%以上の減化学肥料	1. 基準は、地域別・作物別に、可能な限り公的に示されている客観的データを参考に決定する。 2. やむを得ない緊急防除対応として、計画段階の10%程度は弾力的運用を許容する。表示区分を変更しない場合は、あらかじめ事前に特定した作物のみとする。
東都めばえ		④概ね30%以上の減農薬or30%以上の減化学肥料	
産直		⑤上記に該当しないもの	農産物ガイドの提出

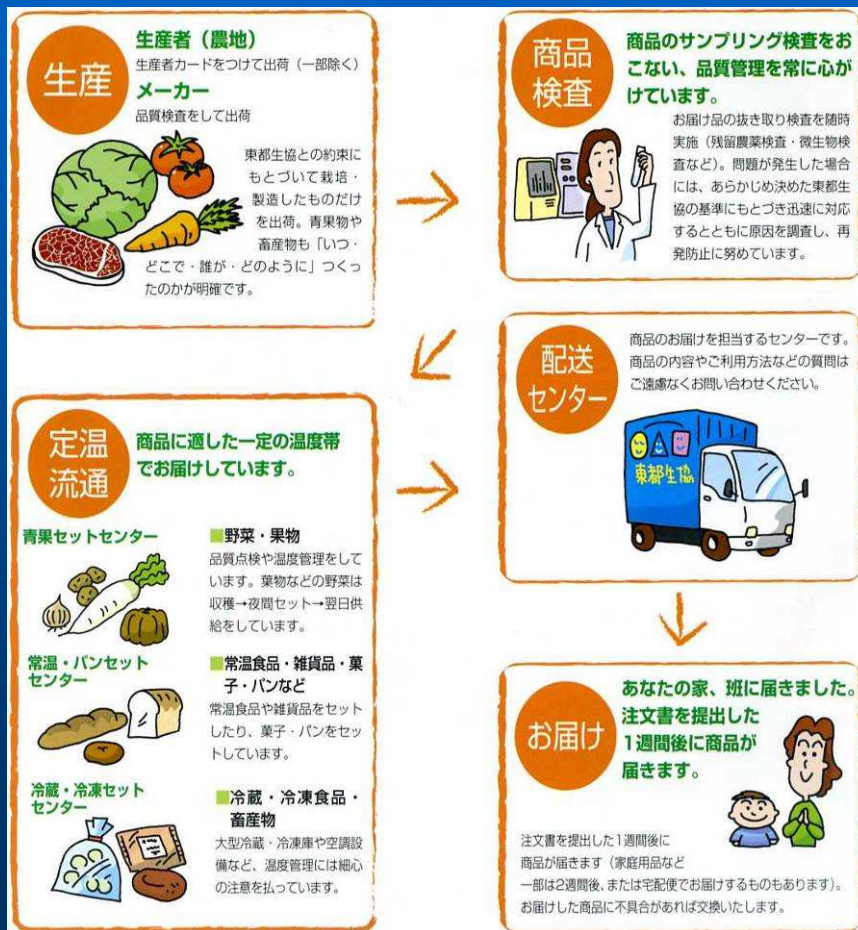


# TOHTO (Original display why?)

- Display an original standard for producer's wish (to reduced pesticide) and consumer's wish (inform the fact correctly). Information disclosure to consumer (union member).
  - The law and the standard that relates to vegetables and fruits include Agricultural Chemicals Regulation Law, the Japanese Agricultural Standard, Unfair Competition Prevention Law and the special cultivation farm products standard, etc.
  - When a special display is done, the grounds are requested to be clarified (Prove).
- With an agreement of contact, consumer are protected for the best goods.
- ① The vegetables and fruits buyer's home check
  - ② Home check by safety quality control part
  - ③ The consumer's (union member) home visit
  - ④ Holding of audit of opening to the public in home



# TOHTO (Flow)



- Quality assurance system (QMS = Quality Management System)

- A prior confirmation of the commodity is executed.

- ① Check guidance of manufacturing facility
- ② Food label system check
- ③ For commodity complaint
- ④ Fresh improvement bell
- ⑤ Microorganism inspection
- ⑥ Physics and chemistry inspection (pesticide residue)
- ⑦ Radioactivity inspection
- ⑧ Processing food guide (raw material and specification)
- ⑨ Farm products guide (use agricultural chemicals and plan)

# TOHTO (OCR order)

## ① OCR order

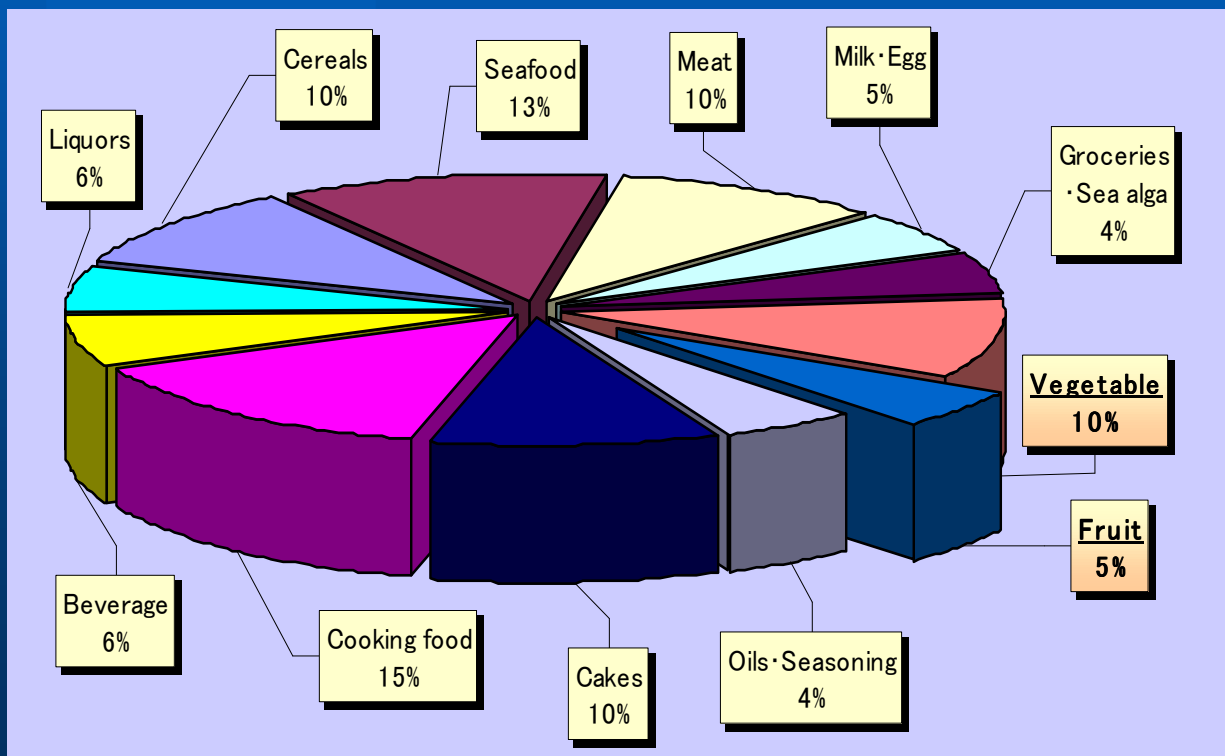
- A necessary number is filled in on the OCR order blank.
- When delivering it at the regular time every week, it submits to the person who in charge.

## ② The Internet and portable order

## ③ Fax and Tel order

# TOKYO (Food expense per family)

## Composition ratio of "Food cost" expense per Tokyo family (%)

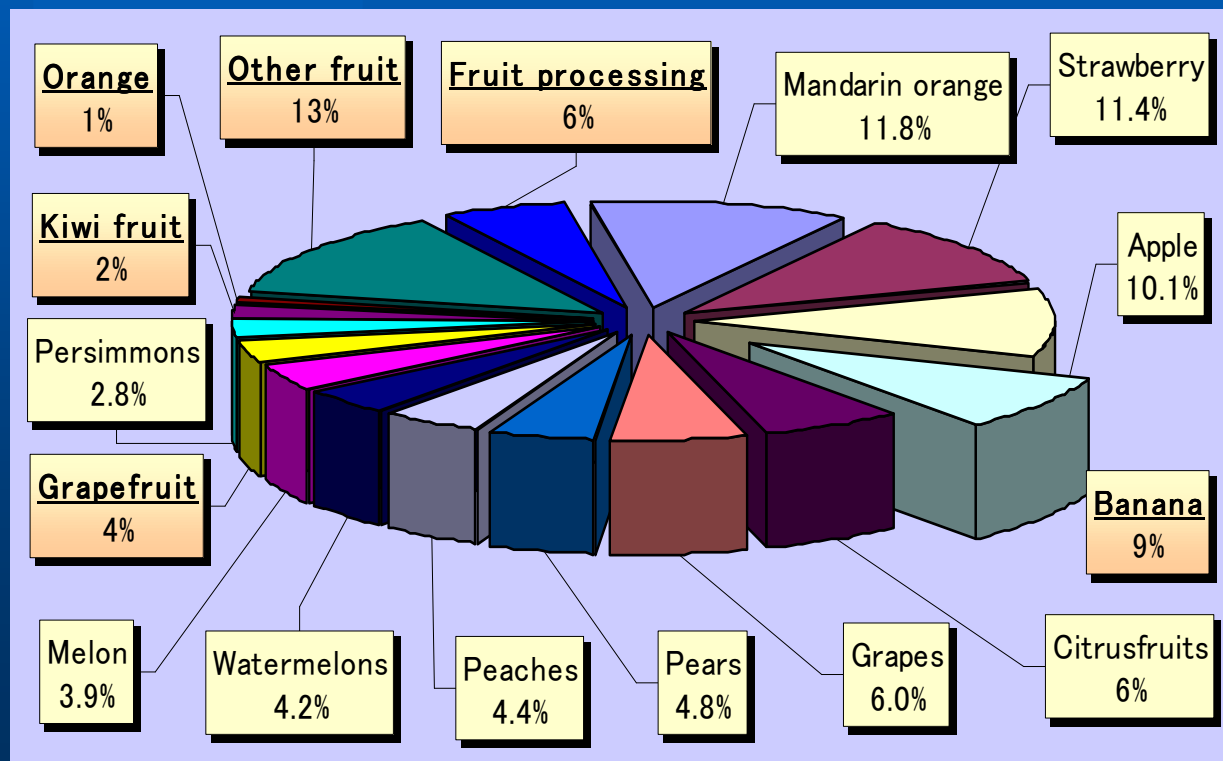


- Statistics from January to December, 2007
- Total of Food (Dining out is excluded)= 84,341 yen/month.
- Fruit = about 5% and 3,130 yen/month
- Vegetable = about 10% and 6,526 yen/month



# TOKYO (Fruit expense per family)

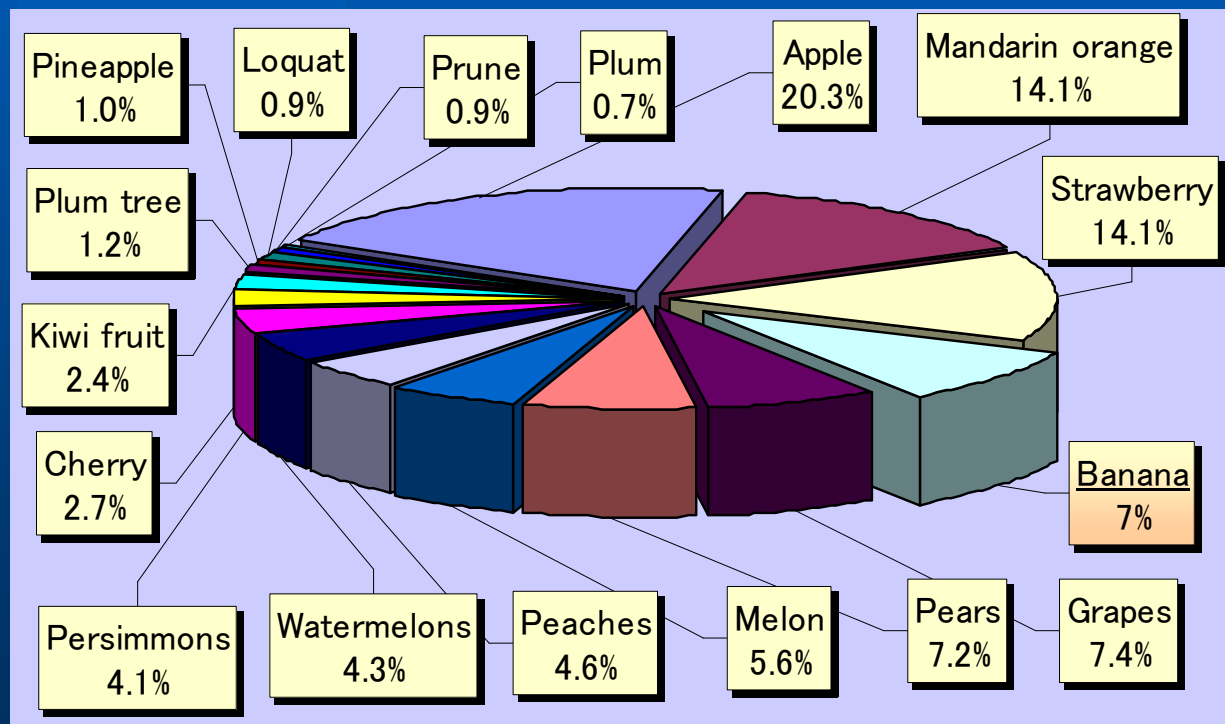
## Composition ratio of "Fresh fruit" per Tokyo people family (%)



- Statistics from January to December, 2007
- Fresh Fruit=37,560 yen/year
- Banana = about 9% and 288 yen/month
- Grapefruit = about 4% and 117 yen/month

# TOHTO (Fruit Sales)

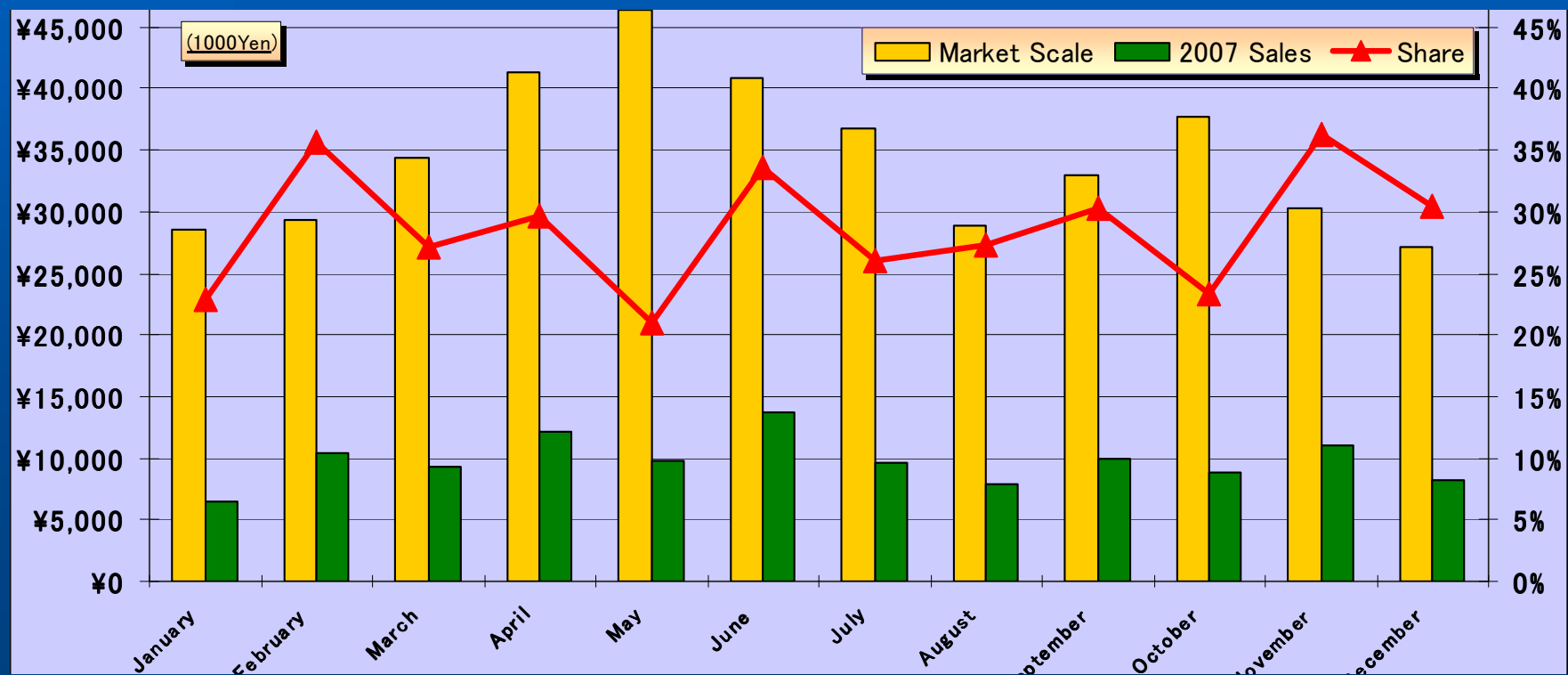
Composition ratio of supply of joint purchase business conditions (shop division) and fruit in fiscal year 2007.



- Fruit total = about 1.65 billion yen/year
- Banana = about 7% and about 120 million yen/year

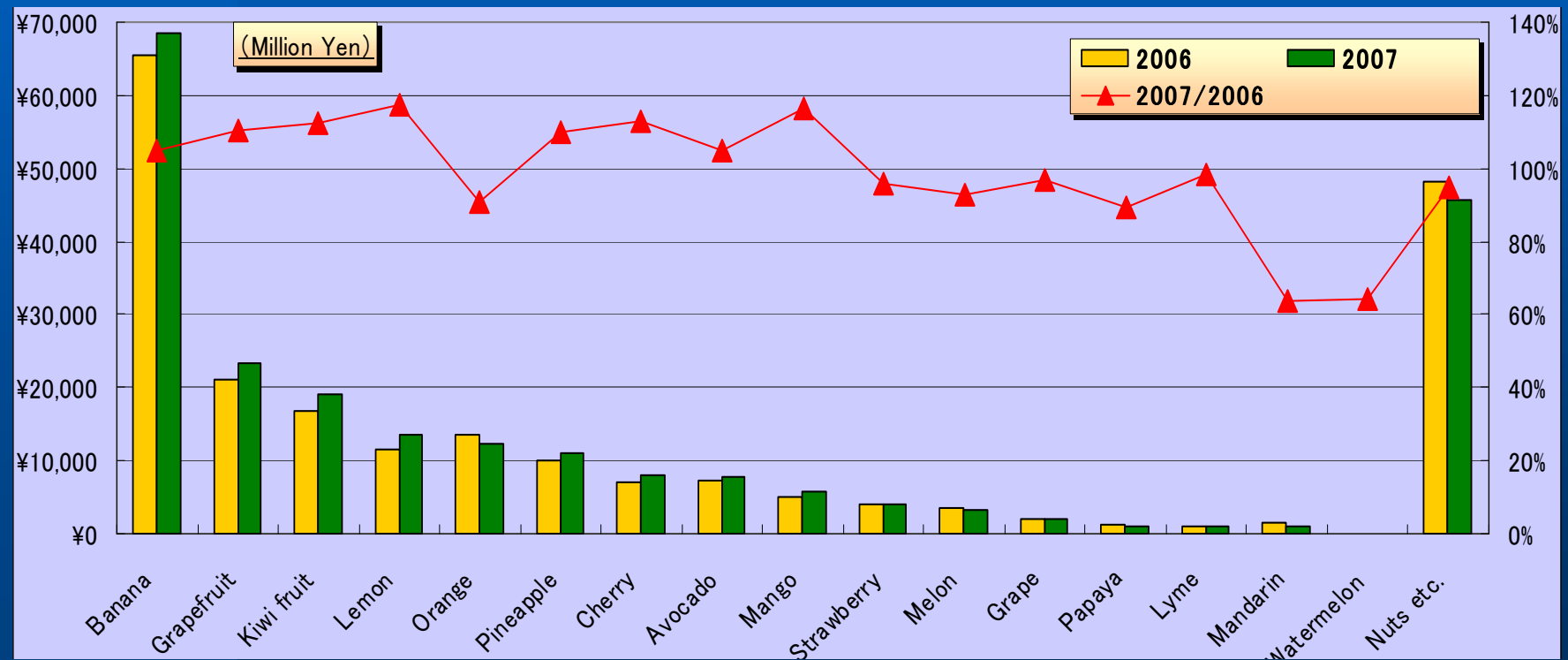
# TOHTO (Banana Share)

Amount of banana supply (about 120 million) and share 28.9%



# JAPAN (Import fruit)

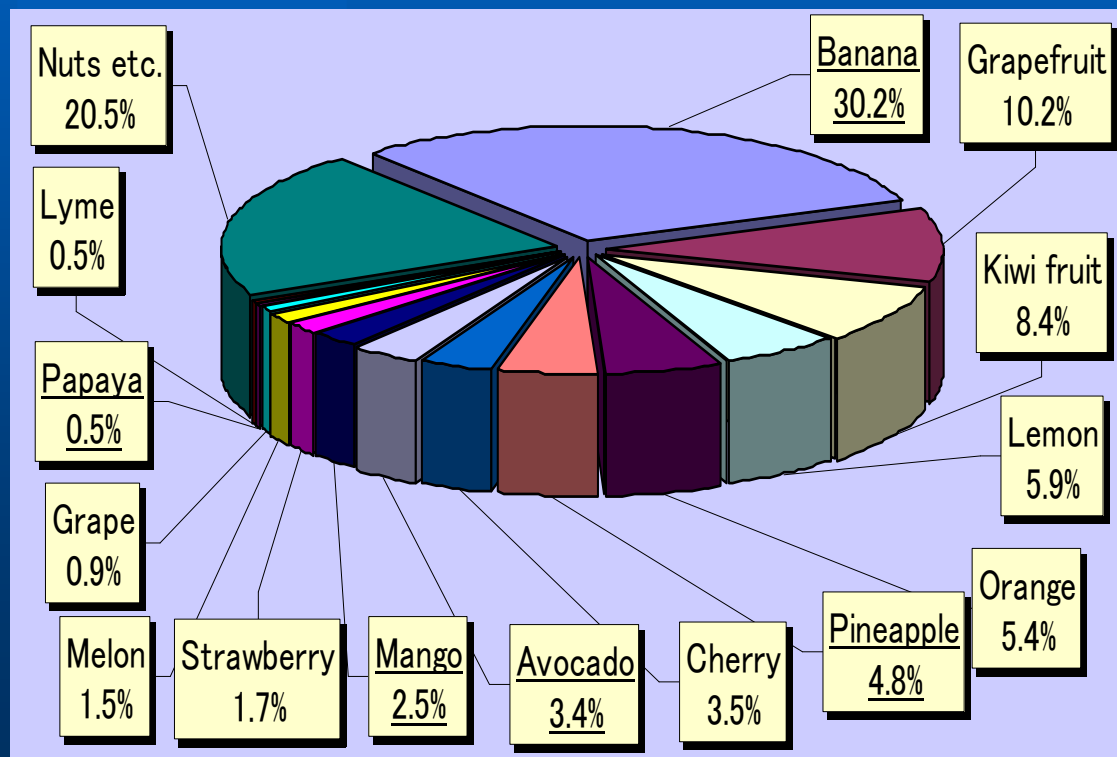
Amount of money 227.1 billion yen  
(+7.53 billion yen compared with the previous year)





# JAPAN (Import fruit)

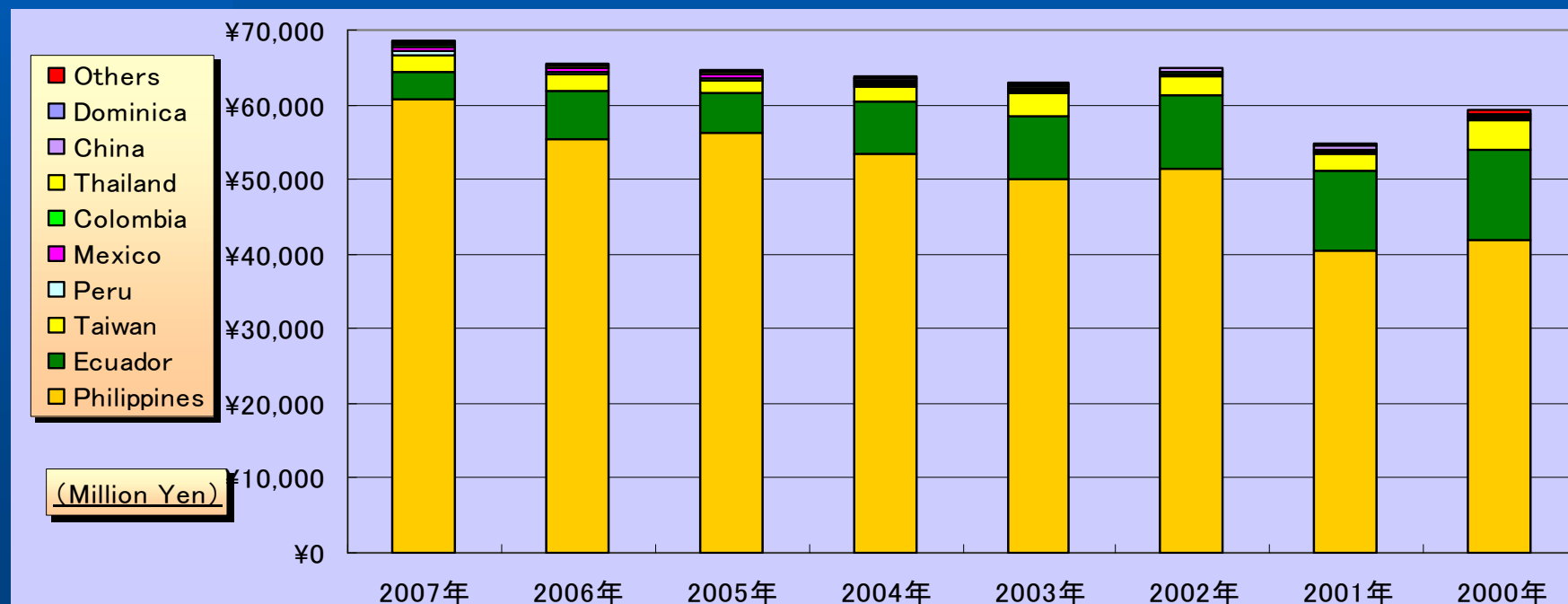
## Composition ratio of import fruit (227.1 billion yen/year) (%)



- Banana 68.6 billion yen
- Grapefruit 23.3 billion yen
- Kiwi 19 billion yen
- Lemon 13.5 billion yen
- Pineapple 11 billion yen
- Avocado 7.7 billion yen
- Mango 5.7 billion yen

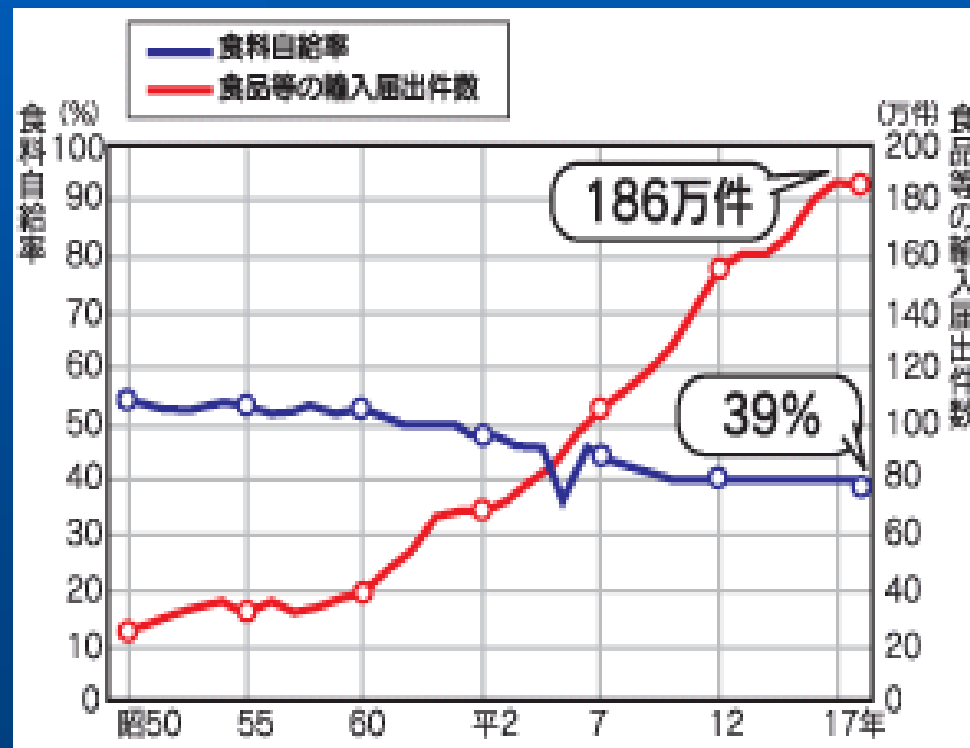
# JAPAN (Import banana)

Amount of banana import (CIF) 88.6% (60.8 billion yen) in the Philippines, 5.3% (6.7 billion yen) in Ecuador and 3.2% in Taiwan (2.2 billion yen)



# JAPAN (Food self-support)

- The self-sufficiency in food of the calorie base is 40%.
- 60% of Japanese meal is import products.



- Calculation  

$$\frac{\text{Home production}}{\text{Domestic supply}}$$
- Domestic supply =  
 Food Industry + Family produce

# JAPAN (Import experience)

- **Import number and violation rate in 2006**

Importing country	Import weight (t)	Import number	Inspection number	Violation number
China	4,935,605	578,524	91,264	530
USA	13,108,050	196,858	18,172	239
Vietnam	433,361	41,494	9,001	147
Thailand	1,251,371	122,043	17,527	120
Ecuador	122,411	1,763	259	69
Ghana	47,303	705	341	62
Taiwan	217,828	29,270	5,893	50
India	119,417	10,786	2,137	31
Indonesia	297,488	30,427	7,386	30
Italy	274,329	72,800	3,884	29
<b>Total</b>	<b>34,095,810</b>	<b>1,859,281</b>	<b>198,936</b>	<b>1,530</b>

- The breakdown of the violation is pesticide residue 66.1%, the microorganism inspection 21.0%, and the food additive 10.8%.

- The import number in 2006 is about 1.86 million.
- The inspection number when importing it was about 200,000 and the inspection rate was the entire about 10.7%.
- The violation of the Food Hygiene Law is 1,530.

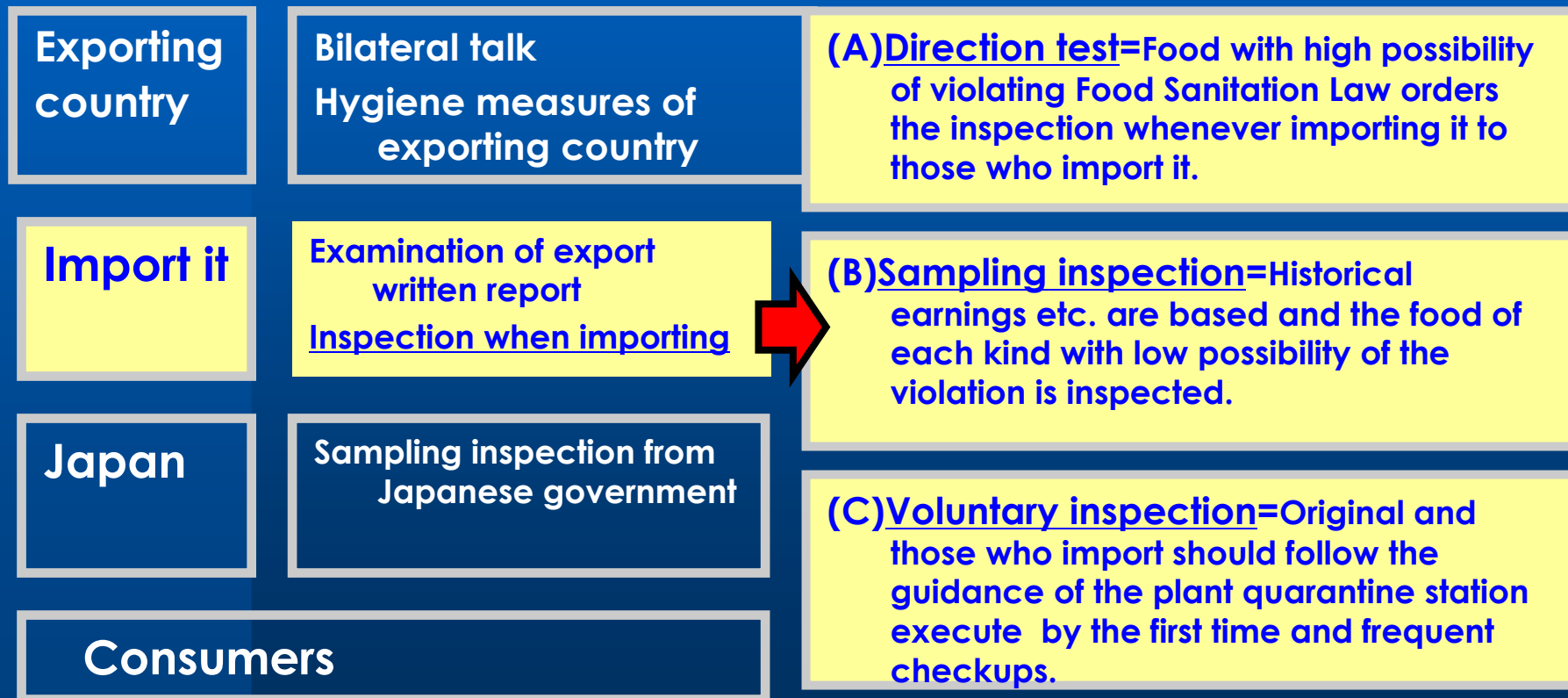
(import number ratio =0.08%)  
(inspection number ratio =0.77%)

# JAPAN (News)

- The event which distrust and the anxiety of food increase happens frequently and the society has come into question in Japan.
- Beef hamburg steak⇒It's mixing other meat by display as the beef hamburg steak.
- Kyoza⇒The health hazard is generated by high density agricultural chemicals mixing.
- Moji⇒It sells by using the returned raw material
- Farm products⇒The sales discontinuance, the commodity collection and found the pesticide residue make the import stop.

# JAPAN (Import inspection)

- Monitoring system of food imports in three stages



# JAPAN (Positive list system)

- Making of positive list of pesticide residue standard=All foods become control subjects.
- The residual standard of all agricultural chemicals was set. If the standard is exceeded, sales of the crops are prohibited.
- In the system before, there were a lot of agricultural chemicals which the residual standard was not set.
- A very severe, uniform, standard value named 0.01ppm(\*) agricultural chemicals in which the residual standard value is not set in country and foreign countries (CODEX) is applied.
- Inclusive import prohibition regulations=Specific food in a specific country and the region can stop.
- When the violations were found from the food from a specific country and the manufacturer by the inspection when importing it, it came to be able to do the prohibition disposal of sales of the specific country and manufacturer's foods and the import, etc. by not each individual food but the batch. ◦

(\*)What are 0.01ppm?=Density dripped to pool of 25m with syringe by one drop



# The entry point to Japanese market

- ① No Delicious fruits that Japanese likes (sweetness and health).
  - ② Fruit that cannot supply all year from Japan, import at off season.
  - ③ Better quality and lower price fruits than Japan.
  - ④ Importable fruit in steady quality.
  - ⑤ Fruit which is safe and can relieve it.
  - ⑥ Fruit that price is corresponds to quality (+ additional value).
- Japan is entering the age of declining birthrate and a growing proportion of elderly people. The quality and taste become more important.
  - It grows up to the commodity that sticks to life and the expansion of the market scale is a balance situation of the quality (eating quality + additional value) and the price.

# Case: Traceability of banana



- Thai government (TISTR) promote "Production-harvest-shipment of banana" by construction of traceability system and Web information to consumer in Japan from Thayang Agricultural Cooperative that dealings for 19 years
- The promotion of a home together with the traceability and mutual understanding through the exchange with the consumer is the most important.

# Case : Thayang Agricultural coop



- Web site of Thai kingdom Thayang Agricultural Cooperative
- Input screen of trace number printed in sticking "Sticker" to export banana
- Information of banana can be retrieved when the trace number is input.
- It introduces banana business staff's daily activity report etc. by the blog as a banana cultivation struggle record.

# Thank you

TOHTO CONSUMERS'  
CO-OPERATIVE SOCIETY  
TOKYO JAPAN



ERROR: syntaxerror  
OFFENDING COMMAND: --nostringval--

STACK:

/Title

( )

/Subject

(D:25510709132844+07'00')

/ModDate

( )

/Keywords

(PDFCreator Version 0.9.5)

/Creator

(D:25510709132844+07'00')

/CreationDate

(Administrator)

/Author

-mark-