

Food Bank Symposium 2012



We Held Symposiums in Okinawa, Fukuoka, Sendai, and Tokyo

The fourth installation of the country wide Food Bank Symposium was held on March 15 at the National Olympics Memorial Youth Center in Yoyogi. The first symposium was held in January in Fukuoka and the second and third were held in February in Okinawa and Sendai. The events drew 50 people in Fukuoka, 70 in Okinawa, 30 in Sendai, and 154 in Tokyo. Many participants appeared unexpectedly on the day of the symposium and the community center was filled to capacity. We received comments from many people, including "The talk was easy to understand," "I learned a lot," and "up to now I had heard only little bits and pieces of the whole story, but today I was able to really listen and understand."

This most recent symposium was held as part of the promotional services for the Ministry of Agriculture, Forestry and Fisheries (MAFF). MAFF also included one page introducing 2HJ's Tohoku support activities in their late April issue of their "2011 Food, Agriculture and Agricultural Communities" publication. In their 400 page publication, they introduced 2HJ as "the NPO with the quickest reaction to the disaster." You can view the article in Japanese here: http://www.maff.go.jp/j/wpaper/w_maff/h23/pdf/z_1_toku1_2.pdf (page 12) The full document can also be accessed from the MAFF website under "白書情報."

C O N T E N T S

We Held Symposiums in Okinawa, Fukuoka, Sendai, and Tokyo . . . 1
Thank You Letters from Those in the Disaster Area 2

Many Stakeholders Support 2HJ! 3
Putting Exhibits & Event Left-Over to Good Use! 4

What is Second Harvest Japan?

Second Harvest Japan is Japan's first food bank. It collects food from food manufacturers and farmers, and redistributes them to people in need and agencies that serve them, such as orphanages and shelters.

Second Harvest Japan
4-5-1 Asakusabashi, Taito, Tokyo 111-0053
TEL: 03-5822-5371 FAX: 03-5822-5372
E-Mail: info@2hj.org URL: http://www.2hj.org

Thank You Letters from Those in the Disaster Area



Second Harvest Japan began sending packages of rice, canned goods and other food supplies to victims of the Tohoku earthquake and tsunami in June, 2011. We receive many words of thanks from the recipients of our packages, and we would like to share a few of these with you. Your cooperation helps foster hope for those in Tohoku! Thank you for your support!

for your hard work. Take care of yourselves, I pray for your continued health. -Anonymous Recipient from Minami-Souma City



Thank you so much for everything! The future is still uncertain, but I am touched by the support that I have received from you all. Someday, in some form or another I hope that I can repay the kindness that I have received. Thank you so much.



In the midst of these recent, dreary days, I am glad to hear of your health and prosperity.

Yesterday, we received a package from 2hj. It was so helpful. Thank you very much. Even my daughter and mother in law, who had previously been in low spirits, gathered around the package and spoke loudly and animatedly about it. We're supported by the knowledge that someone is keeping us in their thoughts. Please take care. Thank you. -Anonymous Recipient from Fukushima City

-Anonymous Recipient from Fukushima City



On June 4th of last year, I entered temporary housing. In July of that summer, Second Harvest Japan came to help. Thank you so much for all the food supplies! I was able to meet the staff of 2hj and I received a pamphlet about the food distribution program. I read it over countless times. Knowing that receiving food supplies would be a great help, yet still half in doubt, I wrote a letter. And the food supplies were really delivered. We were so grateful. There are four adults in my family, so we are really appreciative! I am now 86 years old. Thank you so much



Yesterday, packages were delivered to us twice. Thank you very much. The contents were delicious and we enjoyed them straightaway. Just knowing that someone is supporting us helps us struggle through these heartbreaking days. I'd like to voice my appreciation. While living in evacuation, my two children, currently in middle school and high school, were able to pass their high school and university entrance exams. I believe this is due to your warm support. I'd like to express my deep thanks. -Anonymous Recipient from Fukushima City

Peach Cans from 2HJ Made Fukushima Children Happy! 福島民友 2012.4.25 Wed.

Second Harvest Japan delivered 6,732 peach cans to Date city, Fukushima on April 16. A local newspaper, Fukushima Minyu Shinbun, reported on the delivery. This article is in Japanese, but you can view a picture of children enjoying the peaches.



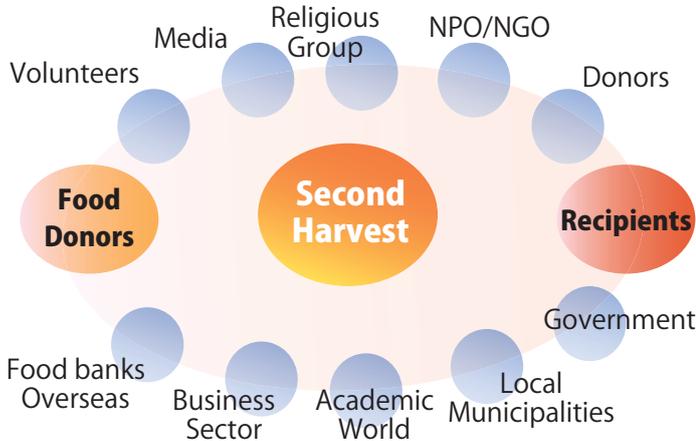
Hot Meals for Those from Fukushima; Still in a Shelter



2HJ provided miso soup, tomatoes, strawberries, and blueberries to 130-150 people in a shelter. Their smiles were priceless! Since the shelter only provides cold bento food, miso soup was a big hit. When we handed a tomato to a lady, she said, "I haven't had fresh produce for long." We will serve hot meals to them every month.

Many Stakeholders Support 2HJ!

Below is a graph of the stakeholders who generously give support to 2HJ. 2HJ's operations would not be possible without the help of those who donate food to us, those who receive the food and put to good use, the government sector, and our many other supporters. Thank you, everyone!



Inventory Management with QR Codes

With an increasing number of food donors, our operations have jumped from 813 tons in 2010 to 1,689 tons in 2011. In 2012, we have already distributed 1,300 tons of food only for the first half of the year. To be more accountable for the donations that we receive, we've started using QR code labels to manage the inventory. This makes our inventory management even faster and more precise. We will show how it works in the next newsletter! Please stay tuned!



From 2HJ's Facebook & Twitter



Left: Hong Kong ruby team volunteers to support the disaster area by making sushi. Right: 2HJ staffer Kurosawa plays with children at an orphanage, on the right.

On 2HJ's Facebook page, you can enjoy the pictures of our daily activities. Please take a look at them from our website: www.2hj.org.

We tweet in both English (2HJ_en) and Japanese (2ndharvestjapan). It might be helpful to read both for Japanese practice!

National TV Program Features 2HJ!



Japan's national TV station NHK featured 2HJ in their news program Tokuhō Shutoken which focused on food waste. On July 1, the program was aired in the Tokyo metropolitan area. It was aired nationwide on July 4. While Japan's low food self-sufficiency is as low as 39 percent, more than 22 million tons of food is wasted annually in the same country. The program focused on the food waste and what 2HJ's food banking could do to help eliminate the waste. The program asked viewers to send their opinions by tweet and email, and they received more than 700 responses, twice the number of the previous week. The high viewer ratings tell us people are very concerned about this issue. After the broadcast, seven new volunteers contacted us. Thank you all for making this possible!

Learning from Korea's Experiences

President Cha of the Korea National Council on Social Welfare visited 2HJ's office on May 15. He shared his experience of creating a food banking network in



Korea and the importance of the government being involved in the process. We look forward to continuing our relationship and learning from Korea.

New Office!!



Before

After

We remodeled our office. Look at the big difference it made! Our office has moved to a new space across the street under the railway. The old space is now a room for volunteering.



Putting Exhibits & Event Left-Overs to Good Use!

2HJ puts the unused food that remains after events like food exhibitions and the Tokyo Marathon to good use for those in need. Planning an event and would like to donate your remaining food? Contact us: info@2hj.org



2HJ PR officer Ide holds the 2011 PR awards presentation at Hakuodo on 5/16

We were very happy to receive comments and reviews such as "it really struck me" and "the sincerity of (2HJ's) efforts inspires their supporters."



2HJ in the Media

June - National TV station TBS's news program N-sta

June 23 - Japanese news program BS-TBS News 21

June 21 - Yomiuri Newspaper morning edition

June 1 and 4 - National TV station NHK's documentary program Tohokuho Shutoken

June 1 - PR Year Book 2011-2012 published by Public Relations Society of Japan

June 1 - Gekkan Koumei by Japanese political party New Komeito

June 1 - The Ministry of Agriculture, Forestry and Fisheries (MAFF)'s publicity magazine AFF

May 9 - Japanese food magazine Eiyou to Ryori

May 6 - The National Government White Paper Covers 2HJ's Disaster Relief

May 2 - Asahi Shinbun Newspaper Chiba edition

May 1 - Japanese housewives-targeted magazine Ohayo Okusan

Apr 25 - Fukushima Minyu Newspaper reported 2HJ's peach can delivery to Fukushima

Apr 18 - Koumei Newspaper

Apr 11 - Mainichi Shimbun Newspaper

Mar - Volunteer information magazine Wasshoi published by Taito Ward Office in Tokyo

Mar 25 - Trade magazine ACCJ Journal published by the American Chamber of Commerce in Japan

Mar 17 - China Radio International covered 2HJ: 12 months after the Tsunami.

Mar 13 - Nikkei Shimbun Newspaper

Jan 18 - 2HJ PR Officer Rumi Ide got interviewed by Tokyo Shinbun Newspaper

Jan 13 - Yamanashi Shinpo Newspaper

National TV station NHK's program Tokuho Shutoken featured 2HJ on June 1 and 4. In the photo, the camera crew filmed our staffer picking up food from one of our donors.



Numbers

1,300 In only the first half of 2012, we have already distributed more than 1,300 tons of food to our partner agencies throughout the country.

¥780 Million In 2012, we have already distributed 780 million yen worth of food to those in need.

155 From March 2011 to the end of June 2012, we have sent 155 truck loads of food to the Tohoku.

Public Speaking

Second Harvest Japan's staff members do public speaking on many occasions. Due to our limited staff personnel power, we might not be able to answer all requests, but we will try to utilize as many opportunities as possible! Our public speaking themes include food banking, the nonprofit sector in Japan, and food issues in Japan. If you are interested in having our staffers to make a speech about our activities, please contact us at info@2hj.org.

Donations to 2HJ

Second Harvest Japan (2HJ) supports the people in the disaster area as well as the people in need in other regions. In order to deliver the food they need, we need your help. Your donations will help us deliver more food and supplies to those most in need in Japan. Thank you very much for your help.

You can donate to Second Harvest Japan online.

Please visit www.2hj.org. If you have questions, please contact us at donation@2hj.org or 03-5822-5371.

To donate by bank transfer

Bank account

Bank: Citibank (Address: Ote Center Bldg, Otemachi 1-1-3, Chiyoda-ku, Tokyo 100-004; Phone: 03-3215-7331)

Account number: 92688391

Account name: Second Harvest Japan

Bank Swift Code: CITIJPJT

When using bank transfers, please send an email to donation@2hj.org including the information about your donation amount and your name. We will send you a confirmation.