

## SECOND HARVEST JAPAN's 2012



### Second Harvest Japan is Bringing Change to the Community

2012 was a year during which Second Harvest Japan (2hj) greatly expanded its operations even more than 2011 in the aftermath of the earthquake and tsunami that devastated vast swaths of the Tohoku region. We continued our program of sending relief supplies to the disaster-stricken areas of Tohoku as well as maintaining our regular food bank deliveries. Our Harvest Pantry program provides food directly to the needy in our communities through our direct pickup system. The amount of food distributed by us in one year has grown from 1,600 tons in 2011 to 3,152 tons in 2012. Also, 2012 was a groundbreaking year since the government and the food industry agreed to form a joint-committee to explore changing the sell-by date

system and the One-Third Rule, which is reported in an article on the next page. These significant changes are partly the result of our efforts to raise public awareness using the mass media. Also, Second Harvest Asia (2ha) proudly sponsored the first food banking forum in East Asia that was held in Hong Kong. This gathering was instrumental in the founding of the first food bank in the Philippines last summer. Each one of our success stories in 2012 were made possible thanks to your generous support. And on behalf of 2hj's recipients, some of whom are living below the poverty line or in a disaster-stricken area, we sincerely convey their thanks and appreciation to all of our supporters. Thank you very much!

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#### What is Second Harvest Japan?

Second Harvest Japan is Japan's first food bank. It grew out of a series of meetings and activities that began in 2000. 2hj collects food from manufacturers, distributors, retailers and farmers, and then redistributes this food directly to people in need and to the agencies that serve them such as orphanages and shelters.

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## Second Harvest Japan Alliance: Assessment & Standardization Project

One of our goals is to raise the level and standards of food banking and create an alliance of food banks. We have a continual practice of looking outside our organization for examples of best practices, and we searched and have actively sought relationships with other organizations we could partner with to improve our services. A good example is our partnership with the Fritz Institute, a US nonprofit that specializes in humanitarian logistics. They offered to help create a system to regularly assess the operations of member food banks. Charles McJilton met their chief logistics officer, "Mich" Mizushima, shortly after 3.11 when she came to provide professional logistics assistance. At that time, she offered to return to Japan and train our staff and provide other professional services, and this year Charles finally took her up on that offer in 2012. The One important service the Fritz Institute can provide is an overall third-party assessment of both our operations and those of other food banks. No other organization exists that has the expertise or resources to provide this level of assessment. The project goals for this project were to understand the obstacles inhibiting food banks from operating optimally, to look at their current capabilities, and to make practical proposals to for improving their supply chain performance.

Beginning in early August, the US-based assessment team comprised of two members of the Fritz Institute and two supply chain experts from a food distribution company, C&S Wholesale Grocers, spoke with food bank coordinating bodies, such as Feeding America and the Global FoodBanking Network. Next, they visited food banks on US east and west coasts in an effort to gain an understanding of their operations. In September they visited food banks in Sendai, Yamanashi, and Tokyo. This visit enabled them to examine food banking in Japan from the perspectives of both a food bank and the recipients.

Throughout the project they focused their investigation and analysis on four critical areas: supply chain operations; people; tools, information and performance; and inter-food bank collaboration. The result was a comprehensive and detailed 31-page report presenting all aspects of food banking operations, areas for improvement, and a scorecard. The report is available in Japanese and English.

"A report like this in such detail would cost \$250,000. We have always wanted to improve our operations and this is an excellent opportunity. The level of detail in their assessment far surpassed what we expected. But more than that, they helped us see our organization from a different perspective that gives us a deeper appreciation of what we have accomplished with so few resources," remarked Charles McJilton.

### What is Second Harvest Japan Alliance?

The Alliance will improve the level of food banking in Japan and enable members to access food and funding from corporations interested in increasing food security in Japan. For many years, food companies have urged us to create this Alliance so that they can feel confident that food banks are viable, sustainable, and follow good food handling practices. Membership requirements:

- 1) Agree to regular external audits of their operations by a third-party.
- 2) Prepare a business plan complete with financial models.
- 3) Create an outside advisory board to help grow the organization and involve key stakeholders.

As a koueki houjin (public-interest foundation), the Alliance will be able to offer donors the opportunity to make tax-deductible contributions. In the future we would like to see in-kind donations also qualify as tax-deductible just as they are in other countries. Alliance members will have access to greater funding, food donations and logistics support. We believe this is an important development for food banking in Japan.

## One-Third Rule to Change Japan's food industry's long-awaited effort

Written by Rumi Ide

The Yomiuri Shimbun reported on Sept. 29, 2012 that a committee comprised of forty major food companies agreed to relax the One-Third Rule, which is a widely-accepted business practice in the Japanese food industry. The article was carried on Yahoo! Japan News. When I read the article, I was very surprised to find that the web page referenced the article I authored about the One-Third Rule on April 13.

What is the One-Third Rule? It is the rule where food manufacturers have to deliver product to retailers by the end of the first one-third of the product's shelf life and that retailers have to sell such product by the end of the second one-third of its shelf life. If a product hits the end of the second one-third of its shelf life, it gets returned to the manufacturer and is then destroyed, even though it is still perfectly safe to consume. For example, many canned goods have a three-year shelf life. For such a product, when one year of its shelf life remains, it either gets sent to a discount store or it is destroyed. Some companies are dealing with this issue flexibly, but many companies continue to strictly adhere to this rule.

This business practice is one of the reasons that food is thrown away even though it is safe to eat. According to the Yomiuri article, a review committee composed of experts will be formed with the purpose of reducing waste in the distribution process. The committee is to formulate a plan in 2013. During the 14 years that I was employed by a food manufacturer, I always felt that the rule made no sense, and particularly since I got involved in food banking after the 3.11 disaster, and seeing first hand the inflexibility of the rule, my negative feelings grew even stronger. That is what inspired me to write an online article about the rule.

Also, beginning in June, every time I was interviewed on TV broadcasts such as NHK's Tokuko Shutoken, BS-TBS's News 21, and TV Asahi's Super J Channel, I kept advancing the concept that the one-third rule helps generate food waste.

I myself was not sure if the rule would be changed since it has been around for so many years. But seeing the massive amounts of food being wasted, I felt a strong sense of mission to keep talking about the issue. That's why I am happy to learn about the shift in thinking regarding this rule. Web-based communications can sometimes be strong enough to reach out to the public and thus have the power to change society.

In Japan, 22.72 million tons of food is wasted annually, and of that amount, it is said that 5 to 8 million tons is still safe to eat. This is almost the same as the amount of rice production in Japan, which is 8.39 million tons. The value of the food waste amounts to trillions of yen.

On Nov. 24, 2011, Alterna Online, a Japanese webzine, featured an article that described how a German institute studied the retail food industry in Germany and discovered that 310,000 tons of food are wasted in Germany, valued at 1.2 billion euros.

This research compelled Ilse Aigner of the Federal Ministry of Food, Agriculture and Consumer Protection of Germany to conduct a federal research study on food waste in Germany for 2012.

Also on May 11, 2012, the same webzine carried an article in which Ilse Aigner reported that 11 million tons of food waste was an unbearable number and she expressed her anger at a press conference. Aigner stated that the battle against food waste is now a political challenge, and in response she started the Too-Good-To-Waste campaign for consumers that coincided with the report being published.

In the EU, 16 million people use food banks regularly. Salvatore Caronna of the EU Parliament said at parliament that food waste is not just an ethical issue but also an economic and social issue, and proposed that the EU committee create a collaborative strategy with its 27 member countries. The committee set a goal to cut the current volume of food waste in half by 2020.

The committee was created, and each member country's branch started working in June 2012 with food-related organizations, governments, NPOs, and institutes to conduct research and develop solutions. 2014 is the Year Against Food Waste in Europe.

Food waste in Germany is one-sixteenth to -thirtieth as large as that of Japan, and yet top officials came up with a concrete strategy to tackle the issue. I hope we will see similar dedication among Japanese officials.

## Working with Religious Groups as Food Pantries

Did you know there are more Buddhist temples than convenience stores in Japan? There are more than 75,000 temples and more than 180,000 religious groups across the country.

Temples collect donations from their members and often have large properties. For example, more than 400 temples in Shiga collected 7 tons of rice and sent it to the disaster-affected area. In Tokyo, 13 temples donated rice and soy sauce to 2HJ.



At the symposium about religion and the environment that 2HJ PR Officer Rumi Ide attended on Nov 10 in Tenri, Nara, we discussed the possibility of temples functioning as food pantries for the needy and storage areas for disaster relief.

In the U.S., many churches function as food pantries as well. We believe using Buddhist temples as food pantries is a viable idea in Japan.

## Heinz Japan Donates 1% of the Sales from Two Products to Support 2HJ's Tohoku Disaster Relief!



Heinz Japan has been a long-term supporter for Second Harvest Japan. They recently donated one percent of the sales from two of their products, Heinz Tomato Ketchup Upside-down Bottle and Ore-Ida Super Crispy, to support our Tohoku disaster relief activities. Starting shortly after the March 11 disaster, we have continuously delivered aid supplies to the disaster-stricken areas; sent care packages of food to those victims displaced from their homes in Tohoku and forced to live in other parts of the country; and served hot meals in our local community to some families from Fukushima. Our relief efforts will be funded from October to December through the generosity of Heinz Japan who donated one percent of their revenue from two of their products. We are very thankful to Heinz Japan for their support particularly since we are currently continuing our relief efforts with limited financial donations.

## Improving Our Operations through Discussions with Food Companies

We held a FAB (Food Advisory Board) meeting on December 20, 2012. Representatives from 17 food companies attended and the following issues were discussed regarding food banks in Japan. We began the meeting with a report about improvements in sanitation control at our warehouse. We invited the participants to tour our new office and pantry system.

Then, we discussed how we could promote food banking in Japan in a safe and secure way. We explained about our improved traceability system using a QR code scanners.

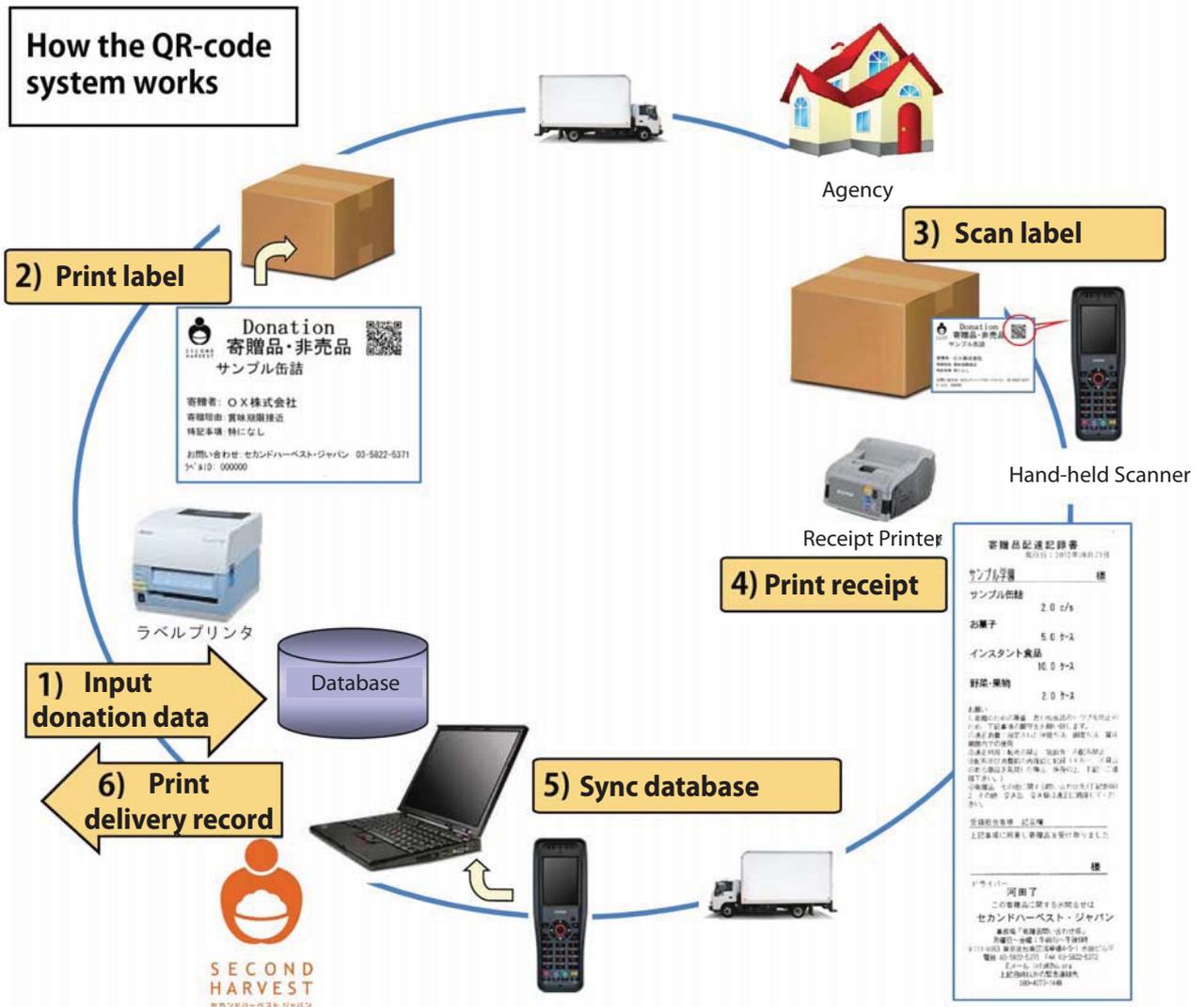
We also talked about our goals for 2013. In 2013, 2hj will focus on tackling the situation of childhood poverty in Japan. Reports were presented of interviews conducted with our partner agencies. On top of that, Heinz Japan's Mariko Ikeda had the opportunity to give a presentation on a cause-related-marketing project that her firm conducted this year. We also presented our plan to form Food Donor Alliance with all the food company partners.

In the final part of the meeting, we had discussions about the new efforts being made by the food industry to reduce food waste in Japan. We had very productive dialogues with our partner companies.



Vending machine recently installed by one of the participant companies, JT Beverage

# QR Code System Implemented to Track Donations!



Working with SATO Corp, we launched a new system using printed labels and QRcode scanners to streamline our operations and track the ever-increasing volume of donated food. Above is a flow chart that shows how this system works. Once we receive a food donation, we print QR-code labels containing the product information, and then affix them to the donation. When delivering the donation to our partner agency, our driver scans the label with a handheld scanner and then prints a receipt from the unit's built-in printer. The person receiving the donation at a recipient agency signs the receipt and we keep the copy. After returning to office, the driver will connect the handheld scanner to a



USB port to upload the data to the new system. This system allows us to keep accurate records of who delivered what, to where, when, and with which vehicle. This new data can be then be interconnected with the

other data on the system by using a relational database, and it can be easily edited. The system is able to calculate the number of deliveries by region, the amount of food delivered by type of agency, the usage rate of vehicles, and the rankings of reasons that donations were given to us in each weight category. Moreover, reports can be generated for our food donors. These reports help us analyze different aspects of our activities. We wish to thank our donors for their support in making this possible. Please look forward to experiencing our even more efficient delivery system!

## Deutsche Bank & JP Morgan Support Our Ishinomaki Food Safety-net Project

Last summer FY2013 funding for our Ishinomaki project, which is our food distribution program in one of the disaster-stricken areas, fell through. From time to time this happens when a donor's funding priorities change. While we were fully committed to creating a food safety-net in Ishinomaki, our overhead costs were extraordinarily

high, and we had to make a decision regarding whether we would keep operating the project. In September with no other funding in sight, our CEO made the tough decision choice to not renew our rental agreement when it expired in October. He then put a challenge to Yuji Shibata who had been heading up this project, "If we can find funding by the end of 2012, we will keep a physical presence in Ishinomaki. If we cannot find funding, we will have to look at alternatives to support Ishinomaki." Our good friends at Deutsche Bank and JP Morgan heard about our dilemma and stepped forward to offer funding to keep the project going. On December 14 John Hanawa of Deutsche Bank called our CEO and announced that his firm had resolved to donate 12 million yen to this project for FY2013. JP Morgan has also committed to supporting the project. This funding will allow us to continue our work building a food safety-net in Ishinomaki. We will set up a toll-free number for those in need to call us for assistance or information. We hope to be able to extend this service to other communities in the region. This project is a part of our broader goal of creating a food safety-net throughout Japan. We extend our sincere gratitude to the people of Deutsche Bank and JP Morgan.

 From 2HJ's Facebook & Twitter 



The 2HJ staff members got dressed in costumes on Halloween! A nice group shot in front of the 2HJ office. The orange guy is our logo, the rice man. Can you guess who it is?

 On 2HJ's facebook page, you could enjoy the pictures of our daily activities. Please take a look at them from our website: [www.2hj.org](http://www.2hj.org)

 We tweet on both English (2HJ\_en) and Japanese (2ndharvestjapan).

## The 5th Food Bank Symposium

On Oct 9, 2012 2hj held the fifth food bank symposium at Surugadai Kinenkan of Chuo University. This time we had a day-long event, and more than 110 people came to from across Japan. First, the Harvest Pantry staff gave two presentations: one on their food pantry program and the other on the logistics assessment project that 2hj was involved with during that summer. Then, Ms. Shizue Hamada from Mutsumi Haim, one of our partner agencies, talked about how her organization used the food they got from us. Her presentation was followed by Second Harvest Asia's researcher Lee Youngsook who described the things she had learned from her study of the food bank system in South Korea. Then, Mr. Morikawa from Suntory Holdings Limited, followed by Mr. Maeda from Kewpie Corporation, and Mr. Yokozuka from Asahi Logistics gave presentations about their company's efforts to support the advancement of food banking in Japan. Many questions came from the audience, and it was overall a very productive event.

## Asia's First Food Bank Forum in Hong Kong



Our sister organization Second Harvest Asia convened Asia's first food bank forum in Hong Kong on Oct 16, 2012. Food bank representatives from Singapore, Malaysia, Hong Kong, the Philippines, South Korea, Japan, and the U.S. got together and discussed the possibility of collaboration among food banks in Asia. Events like this will be held regularly.



Ms. Shizue Hamada from Mutsumi Haim



Mr. Morikawa from Suntory Holdings Limited



Mr. Maeda from Kewpie Corporation



Mr. Yokozuka from Asahi Logistics

## Food Banking in the Philippines

2hj and its sister organization Second Harvest Asia started a local food bank in the Philippines in March 2012. In August, we conducted a feasibility analysis in the country; and started receiving fresh okra from a food producer located in Tarlac, an area outside of Manila. We then began distributing the okra to NGOs in Tarlac and Manila. In October, JICA's Hop Step International Cooperation Program provided funding for 2hj PR Officer Rumi Ide and CEO Charles McJilton to travel to the Philippines. We thank JICA for its support.



Garden-fresh okra



We distributed the okra to a local NGO.

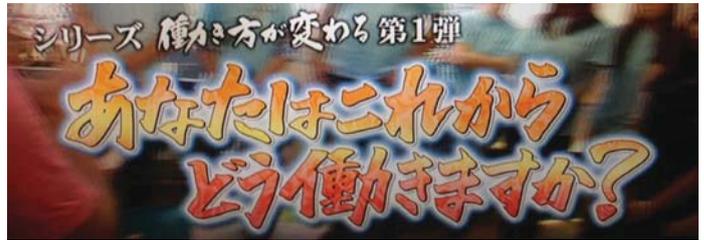
## Consumer Affairs Agency Food Bank List on their Website

Four government agencies recently decided to work together to reduce food waste in Japan, and as a part of a new policy, food banks across the country are now listed on the Consumer Affairs Agency website.



## TV Tokyo's Nikkei Special Gaia No Yoake National Documentary Program Features 2HJ!

On Nov. 6, the program featured 2hj in the last ten minutes of this one-hour documentary program. Their 10th anniversary special program featured new ways of working.



### 2HJ in the Media

- Nov. 13** - The National Newspaper Sankei Shimbun and Yahoo! Japan
- Nov. 7** - National TV Program Gaia No Yoake
- Oct. 31** - TV Asahi's Super J-Channel
- Oct. 28** - Yomiuri Shimbun
- Oct. 5** - TV Asahi's Morning Bird
- Oct. 3** - Fuji TV's Super News
- Sept. 12** - TV Asahi's Super J Channel
- June 23** - BS-TBS News 21
- Aug. 2 & 9** - Rainbow Town FM's Sugihara Miri's Girls Miritary
- Jul 22 & 29** - Bunka Housou radio station
- June** - TBS's Nsta
- June 23** - BS-TBS's News21 Saturday Scope
- June 21** - Yomiuri Shimbun
- June 7** - Nikkei Shimbun Chiba Edition
- June 1 & 4** - NHK's Tokuho Shutoken, a national TV station's documentary program
- June 1** - 2HJ is featured in PR Year Book 2011-2012 published by Public Relations Society of Japan.
- June 1** - AFF, the Ministry of Agriculture, Forestry and Fisheries (MAFF)'s publicity magazine
- May 2** - Asahi Shimbun
- May 6** - The National Government White Paper
- Apr. 18** - Radio Nippon's Yokohama Lohas
- Apr. 11** - Mainichi Shimbun
- Mar. 13** - Nikkei Shimbun
- Jan. 18** - Tokyo Shimbun
- Jan. 13** - Yamanashi Shinpo

### NUMBERS

- 3,152 tons** The total weight of all the food we distributed in 2012.
- ¥1,891,200,000** The total value of all the food we received during 2012. We calculated the value based on the average value, 600 yen per kilogram.
- 65** The number of truck deliveries to Tohoku area from Jan to Dec in 2012.
- 14,475.8kg** The total amount of food donations individuals sent to 2HJ. We received 941 donations in total in 2012.
- 4,839** The number of volunteers who volunteered at 2HJ in 2012. Now we have more than 3,000 people registered on our volunteer list.
- 20,768** The number of meals we handed out to the needy throughout 2012.

### PUBLIC SPEAKING

Second Harvest Japan's staff are available to speak to interested groups. However, because of our scheduling, we might not be able to comply with all requests, but we will try as much as possible to respond. Our public speaking themes include food banking, the nonprofit sector in Japan, and food issues in Japan. If you are interested in having one of our staff speak about our activities, please send your inquiry to us at [info@2hj.org](mailto:info@2hj.org).

### Donations to 2HJ

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

**You can donate to Second Harvest Japan online. Please visit [www.2hj.org](http://www.2hj.org). If you have any questions, please contact us at [donation@2hj.org](mailto:donation@2hj.org) or 03-5822-5371.**

#### 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

After you have sent funds by bank transfer, please send us an email to [donation@2hj.org](mailto:donation@2hj.org). Include your name and the amount of your donation. We will send you a confirmation message upon notification from the bank that the funds have arrived in our account.