



# BUSINESS GUIDE



Japan Agricultural Cooperatives  
of Okinawa (JA Okinawa)



# What is JA?

JA is an abridgment of Japan Agricultural Cooperatives and has been in use since April 1992, as a popular name which represents the new Agricultural Cooperatives.



## Community, based on mutual assistance

JA is a cooperative association to support the farm management and the lives of farm household members and to improve rural life and the community, under the motto “mutual assistance,” where people cooperate with and help each other.

For this purpose, we provide members with guidance on farm management and farming technology and advice for rural life. Also, we support cooperative buying of various materials needed for production activities and everyday life and conduct cooperative selling of farm products and the establishment of communal shared facilities.

In addition, JA is conducting various business activities, including credit business, such as receiving deposits and providing loans to farm households to help farm production and farm life and mutual aid business for emergencies.

Recently, JA has made an effort to extend activities for the communities or daily life, such as welfare for the elderly,

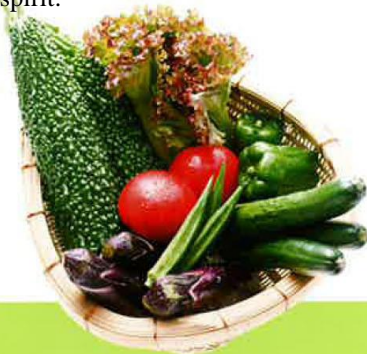
support for children’s sentiment education, local production and local consumption, improvement of activities of farmers markets, approaches for food safety and security, and so on.



JA members are classified into regular members (farm households) and associate members. People who are not farmers can gain membership by the stipulated procedures and can use various services. The number of associate members has been increasing these days.

## What does “cooperative” mean?

“Cooperative” in the expression cooperative association means that people work together toward a common goal. The cooperation and concerted efforts of the members are a prerequisite for the activities of cooperative associations. This “mutual assistance” is a common spirit of cooperative associations all over the world, and the slogan, “Each for All All for One” is widely used to express this spirit.



## What does the JA logo signify?



The design of a triangle gives a sense of security and represents “the solid earth” and “the land of Japan.” Also, the triangle represents “nature” and the letter “A” represents “human beings.”

The circle to the left of the letter “J” symbolizes “abundance of agriculture,” “harvest,” and “harmony among people” based on the spirit of cooperation.



## Member organizations as a core of JA

JA Okinawa has various member organizations, and each organization works energetically under voluntary management by the participating members.

### Branch Office Steering Committee



This committee is established in all branch offices. At committee meetings, the operation, business, the way things ought to be in the community, and so on are discussed from a position of the members who use JA. An effort is made to reflect the voices of the members and to operate branch offices that are rooted in the community.

### Middle-Aged and Young People Department



This department offers opinions about JA services from the position of farmers and addresses educational campaigns for cooperative association in the community.

### Production Department



This department has the sections of vegetable, ornamental plants, fruit trees, livestock industry, and so on; each of the sections has different number of farm households and conducts different activities according to its production situation. There are some communities that have the Production

Department sections designated according to item, including a local specialty such as pineapple, paddy rice, tea, and so on. In 2003, the JA Okinawa horticulture conference was established to organize the above-mentioned sections, and conferences of vegetable, ornamental plants, and fruit trees were organized in the community and the prefecture.

### Women's Department



The purpose of this department is to improve the life, health activities, and social welfare in the community. It actively conducts lectures on miso-making and cooking, circle activities such as flower arrangement, handicrafts, and so on, and the agriculture experience

learning for children in the community. Also, it makes an effort to promote the safety and security of food, and to study the succession of dietary culture including dietary education.

### Other

There are the Nenkin-Tomonokai for pension recipients, the Apartment Department, and others.

## Business management

Establishment of stable management base and development of human resources who have expertise and special skills

We are conducting PR of business of JA Okinawa to people in a wide age range, such as communal activity groups.

JA Okinawa works on stabilizing the financial base through the increase of equity capital, promotion of write-offs of bad loans, improvement of equity capital standard (fixed ratio), and so on. Also, it makes an effort for the improvement of business management, development of internal control systems, and establishment of a total personnel management system.

In addition, in order to introduce JA activities to the communities and members and conduct PR of JA business to all age groups including members of the next generation, we publish an information bulletin "Ajima-a" periodically and aim for the improvement of PR activities utilizing our website and radio commercials.



Training meeting for farming instructors



## Management policy



Chairperson of  
Business  
Management  
Committee



Chief Representative  
Director

## Management philosophy

# “Fostering people, producing products, and developing communities”

JA Okinawa will contribute to the promotion of communities and accomplish its mission as JA, through fostering personnel based on the cooperative association philosophy, contributing to the stable supply of food and to the safety and security of food through agricultural promotion and developing business activities rooted in the members and communities.

## Outline of Okinawa Prefecture

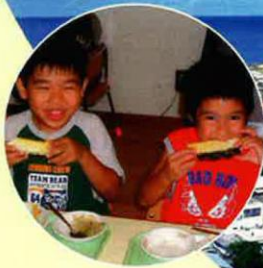
Okinawa prefecture consists of 160 islands of various sizes within an area of 1,000 km from east to west and 400 km from north to south. Of Japan's prefectures, Okinawa is the only one located in the subtropical climate zone and is blessed with a peculiar natural environment, although the gross area is 2,267 km<sup>2</sup>, making Okinawa the fourth smallest prefecture.

The Ryukyu Kingdom was once an independent kingdom occupying the island chain, and it traded briskly with the Southeast Asian countries, including China and South Korea. Through these exchanges, Okinawa has developed a diverse cultures featuring traditional crafts, performing arts, religious services, customs, local cuisine, and so on. For that reason and its proximity to Asian countries, Okinawa is called “the gateway to Asia.”

Recently, Okinawa's historic sites, including Shuri Castle, were placed on the World Heritage List. Also, some of the world's valuable natural environments are preserved in Okinawa. For example, rare animals such as Okinawa rails, Iriomote wildcats, and so on inhabit the mountains in the northern part of Okinawa Island and Yaeyama Islands, and the Dugong's habitat is identified in the sea off Okinawa.

The gentle disposition of the residents of Okinawa in a warm climate is well received, and as the trend of slow life has been popular in recent years, Okinawa, where many people enjoy longevity, has attracted people's attention as an island that has healing power. Also, since the broadcast of a TV program set in Okinawa, where the peculiar appeal was introduced, Okinawa has become popular all over Japan, and more than 5.5 million tourists a year have visited.

## We love Okinawa, where people smile all the time.





## Agricultural service 1



JA is making an effort with its members.

## For the establishment of abundant and sound agriculture

JA implements technology guidance to its members for improving productivity, and conducts farm guidance activities, including provision of guidance to improve farm management, provision of agricultural materials needed for production activities, and selling of farm and livestock products produced by its members. In addition, it conducts a series of business operations needed for agricultural production activities, such as purchasing, selling, processing, and utilization services, and so on.

As a producers' organization which shoulders the responsibility for production of people's important food, JA aims at understanding the needs of consumers and providing secure farm and livestock products, and makes an effort to establish "safety and security" with JA members.



## Farm guidance



Centering on the farm and livestock promotion centers in five locations in Okinawa, special advisors are stationed in charge of vegetables, ornamental plants, fruit trees, sugarcane, and livestock. They provide farm guidance, making an appropriate diagnosis for the conditions of the cultivated lands or barns and conducting a guide suited for each farmer, on an itinerant instruction basis.

Also, to provide "safe and secure" farm and livestock products to consumers, JA makes an effort to establish trust for food, through providing guidance of proper use of fertilizers and pesticides to farmers and clarifying production history by recording production data.





## Crop Farming Sales Section

This section collects farm products produced by the members in Okinawa and sends them to mass marketers such as market places, supermarkets, and so on within and outside of Okinawa and sells them. It intends to properly meet the requirements and trust from the market by selecting and shipping out the farm products jointly by item. It also conducts planned production and shipment to stabilize sales prices. In addition, when the products are sold outside Okinawa, it makes an effort to reduce transportation costs by making efficient use of shipping or air transport.

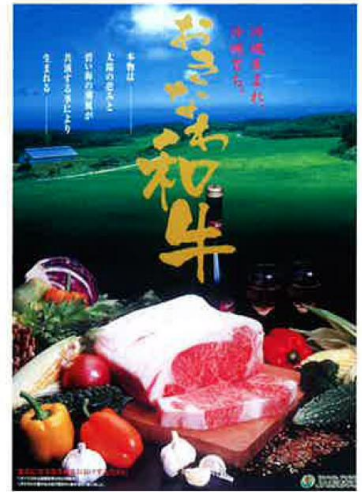


## Livestock Section



This section works on the expansion and strengthening of the base for beef cattle raising. Okinawa is rated highly all over Japan as a supply base of stock cattle. Also, the section is making an effort to provide guidance on fattening and production technology for stability and improvement of fattening businesses management, to establish Okinawa's unified brand of "Okinawa-wagyu," and to ship cattle of consistent quantity and quality.

As for pig breeding and chicken raising, it tries to maintain and increase the rate of self-sufficiency within Okinawa as staple items, and make an effort to supply "safe and secure" pork and hen's eggs to consumers.





## Agricultural service 2

### Purchasing of production materials



This service is conducted to provide high quality production materials needed for farm production to the members as cheaply and stably as possible.

Production materials include fertilizers, pesticides, seeds and seedlings, livestock feed, and agricultural machinery needed for farm production, vinyl plastic houses and others for horticulture, and livestock industry and shipment materials such as boxes for shipment and sales.

The purchasing shops conduct a campaign and cooperative buying (reduction of cost through receiving advance orders from its members and conducting a blanket purchase) in order to provide production materials at low prices.

Also, it provides accurate information about pesticides and fertilizers to its members and makes an effort to promote the production of safe and secure farm products.



Providing information on pesticides and fertilizers by “Touch-ai” (touch screen type-rural e-library) at purchasing shops



Haneji production material center



Handover of cooperative buying fertilizers

### Processing business

This business conducts the processing of farm and livestock products and selling them while giving added value to maximize the producers' net income. In the main, the staple crops of sugarcane and pineapple are processed into raw sugar, brown sugar lump, canned pineapple, and pineapple juice for sale.

In the aspects of quality and distribution, JA conducts thorough quality control in the stages of production, processing, and distribution and produces the products with responsibility. JA

conducts activities from production to processing and sales under the motto “a bridge between producers, consumers, and commercial buyers such as wholesalers, manufacturers, and so on.”

The Compost Center produces and processes compost from livestock feces and urine or bagasse (the fibrous residue remaining after sugarcane stalks are crushed to extract their juice). By returning these materials to cultivated land and properly treating livestock feces and urine, we aim for environment-friendly and recycling-oriented farm production.



Sugarcane mill at Itheya branch office



Sugarcane mill at Yonaguni branch office



Sugarcane mill



rice center

#### Sugarcane mills

- Sugarcane mill at Ie branch office.
- Sugarcane mill at Itheya branch office
- Sugarcane mill at Aguni branch office
- Sugarcane mill at Yonaguni branch office
- Sugarcane mill at Kohama branch office.

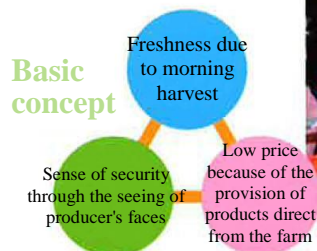




## ■ Approaches of farmers markets

A farmers market is a market where local producers provide fresh farm products to local consumers under the motto of local production and local consumption.

At the farmers market, producers and consumers can talk, enjoy the features of “freshness” due to morning harvest, as well as a “sense of security” through the seeing producers’ faces and “low prices” because of the provision of products direct from the farm.



**We can connect producers with consumers by “sense of security” and sell fresh and cheap products!**



Itoman “Umanchu market”



Miyako “Atarasu market”



Yanbaru “Haisai-yanbaru market”

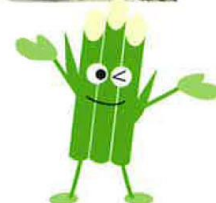


Chubu area “Chanpuru market”

## Utilization service

This service includes the service where JA obtains facilities or agricultural machinery for increasing the production of farm and livestock products and lends them to members, and the service of cooperative buying and use of large facilities or agricultural machinery and reducing the burden on each member, as purchase by individuals will carry a high risk.

Also, through the commission of farming which requires large-sized, special machinery, we are making an effort to support labor for production.





## Life service 1



JA supports consumers' comfort.

## Supporting comfortable living through wide-ranging services

Life service ranges from A-COOP (shop) service, which is a base for the lives of members and users and the products service for members' lives (cooperative buying of food, commodities, etc. three times a year) to fuel service (gas, gas appliances, gasoline, oil, etc.), health care services (nursing care, drugs for household delivery, funerals and ceremonies, and stone (gravestone) service.

### A-COOP (shop) service

A-COOP was incorporated in October 2008 as "JA Okinawa A-COOP, Inc." It has the largest network in Okinawa from Nago City in the north and Minami-Daitouson in the east to Miyako-Taramason in the south, aiming for the development of a life-oriented shop for members and local residents.

For dietary life of the members and local residents, A-COOP is making an effort to provide services appreciated by people, including offering "safe and secure" and fresh products, establishing farm-fresh corners where producers can take a direct part, creating the system of restoring profits to members who use an A-COOP card, and so on.



### A-COOP logo

The A-COOP logo consists of the letter A of A-COOP and a leaf, which expresses gentleness, with curved lines. Also, it indicates a kanji of "人" (human being) and represents safety and reliability. The A-COOP logo serves as the symbol of life-related services of JA group.

### A-COOP declaration

- We operate through the participation of members and users based on the spirit of cooperation.
- We aim for economic and cultural improvement through the solidarity of members and users.
- We conduct activities as a base for the lives of members and users and contribute to the development of the community.





## Fuel service

### ■ Gas station (JA-SS)

In Okinawa, there are JA-SS gas stations.  
This service supplies the fuel for automobiles, which is indispensable to the residents as their means of transportation, and supplies kerosene to each household.



We are doing our best to ensure a stable supply of fuel.



### ■ JA liquefied petroleum gas (LP gas)

We handle LP gas for household and business use, gas appliances, built-in kitchens, integrated bath systems, etc.

In cooperation with Okinawa Kyodo Gas Co. Ltd., JA Gas is working on the maintenance of security, by conducting regular inspection and investigation, so that the JA members can use gas with a sense of security.

### Lines of business (parts of them)





## Life service 1

### Cooperative buying

For healthy and safe lives of the family members of JA members, we conduct product development and consumers' life activities, in which no one makes it alone, through planned purchasing of "safe and secure" products. With the participation of Women's Department and JA, we conduct "security and reliability" cooperative buying campaign three times a year. We offer selected, secure, and reliable products, centering on commodities, for member families.

The products range from in-season food materials such as pickled plums, farm-fresh apples, and so on, to health-oriented food materials (vinegar, black rice vinegar, honey, and pickled plum extract) and gift items.

#### Themes of cooperative buying



#### Development

**A-COOP logo products, produced by the voices of members or users**

We develop products to meet the demands of the present age based on the voices of members and users.

Also, we constantly improve and revise the developed A-COOP logo products.



#### Aiming for reliable quality

A-COOP logo products are produced through strict quality inspections and quality control by the Life Research Department of the Zen-Noh Agricultural Technology Center. Independent quality standards are set and periodic inspections are conducted based on the standards to maintain and improve the quality level.

#### Inspection



### Commitment of A-COOP logo products

#### Security

#### Hoping for secure life

##### For example

We are conducting the development of food, basically without food additives.

We do not use unnecessary materials or materials that involve concern for safety.

Color coupler (sodium nitrite)

Antioxidant (BHA)

Tar dye (red color, number 3)

When food additives are used out of necessity according to the nature of the food, a minimum necessary amount is used.

Therefore, Independent quality standards are set concerning a degree of safety and the people's health, and the products are guaranteed by JA.

The products are made reflecting the opinions from the organizations.

Domestic materials are preferentially used.

Low prices by cooperation are materialized and the products are developed in consideration of regional characteristics.

#### Consideration of environmental factors

#### Environment

We are developing A-COOP logo products that give consideration to the global environment.

##### For example

- Products paying attention to natural resources and energy
- Products paying attention to harmful objects and pollutants
- Products paying attention to waste and recycling

Among A-COOP logo products, the Eco Mark can be attached to those that meet the standards of the Japan Environment Association.



### Other activities

#### Implementing a nationwide campaign of drugs for 2 million household deliveries!



#### Kumiai (association) home medicine

Recently, the maintenance of health has been a critical issue, due to the coming of the society of declining birthrate and aging population and reform of the medical-care system. In this situation, the necessity for "self-care" where people manage their own health and "self-medication" where people treat themselves for non-serious illnesses is increasing. JA wishes for a healthy and happy life for people and recommends the placement of *Kumiai* (association) home medicine.





## Wedding Hole "Jubilance"

The Wedding Hole "Jubilance" at JA Okinawa Ginowan branch office is used for wedding ceremonies, birthday celebrations, and various receptions.



## Funeral services (JA Funeral Center)

Now, funeral services are conducted at four places.

"Funeral service is not an end, but an entrance and the start of various JA services."

## Funeral center

In March 2009, JA funeral hall, "JA Okinawa Niji-No-Hall (rainbow hall)" was established.

We conduct funeral services with our collective strength to respond to members and users' mandates.



## Welfare for the elderly service

We aim to create a community where the elderly and other people can live with a sense of security.

*Your smile makes me happy!*



### ◆ Support for home nursing care

We respond to your request for advice on the nursing-care insurance system.

### ◆ Home-visit care service

Care attendants visit and help with housework or nursing care.

### ◆ Day care service

The elderly visit a day care center, receive care services such as health check, bathing, having a meal, etc. and have a good time doing physical exercise, singing songs, playing games, pursuing hobbies, and so on.

## Facilities construction service (first-class architect office)

We help with the design of a house or an apartment house, construction supervision, and the completion of construction from the position of a client.

## Service of providing land for housing

We help with the utilization of idle properties, and manage the finding, mediating, and buying and selling of land and buildings, and we manage rental housing.

## Land readjustment service

Creating a town where agriculture and housing are in harmony with each other based on regional land-use planning in a comprehensive manner.



## JA Stone Center

Okinawa has a strong culture of ancestor worship and people have a strong feeling toward a grave. So, we conduct services under the motto "For a good spirit of worship of ancestors and for a happy family," while setting a permanent exhibition site of graves.

JA provides services from manufacturing to construction and recommends, with confidence, a grave of good quality stone.







## We provide support for your life and affluence.

As a regional financial institution, we conduct a variety of businesses including savings, financing, domestic exchange transactions, and so on.



We have various loan programs to meet your purpose for supporting your lives.

### Outline of credit business

As a regional financial institution, credit business conducts various businesses such as savings, financing, domestic exchange transactions, and so on and makes a significant contribution as a JA-related financial institution, based on a firm organizational foundation.



#### Savings business

We accept deposits from JA members and people in the community in a safe and profitable way.

We have a variety of products such as “ordinary savings” for everyday use, “term deposit with regular fixed-amount installments” to meet your purpose, “fixed-term savings” for safe and secure growth, and so on.

Also, for your pleasure, we are actively making an effort to conduct a campaign to add benefit, such as a prize competition to the fixed-term savings, term deposit with regular fixed-amount installments, pension counseling sessions, and so on.

In addition, we offer the services of payment of public utility charge, prefectural tax, municipal tax, and other bills, receiving a pension, direct deposit of salary, and so on.

For the management of surplus money, we sell government bonds, government bonds for individuals, and investment trust products at the window.

#### Loan business

We are focusing on the increase of loan balance, and in particular, to increase the number of housing loans, we are holding a “JA Okinawa housing loan consultation.” Also, we are conducting a campaign of private car loans and education loans.

We have various products to improve members' lives as well as agriculture-related funds to promote agriculture. We lend funds for your life such as for housing, purchase of an automobile, and your children's education or marriage. In addition, we lend business funds for organizations other than those for agriculture, such as for a local public body, agriculture-related industry, and so on, to contribute to the development of regional society.







## ■ Service guide

### Savings

We accept deposits from JA members and people in the community in a safe and profitable way.






We have a variety of products, such as “ordinary savings” for everyday use, “term deposit with regular fixed-amount installments” to meet your purpose, “fixed-term savings” for safe and secure growth, and so on.

For everyday life		These accounts are best for daily life for receiving a salary or a pension and as a transfer account for a public utility charge.
For saving		They are secure and reliable because of a deregulated interest rate and fixed interest products, which are best for large fund management. (Interest rate is determined according to market conditions.)
According to your purpose		These are installment savings, where you save a fixed amount each month, for various purposes.
Others		You can use a check or a bill, which is safe and convenient for transactions.
Management of surplus		Unlike regular savings, they carry a risk of a loss of principal and other risks.

### Loaning

Various JA loans support your lifestyle needs. We offer a variety of products such as “housing loans,” “automobile loans,” and so on, to meet your purpose.



Agriculture-related loans		Funds needed for farming, including purchase of farm production materials
Purpose-designed loan		Education-related costs, such as school entrance fee, tuition fee, school fees, apartment rental, etc.; automobile-related costs, such as cost of a purchase of automobiles or motorbikes (including used cars), license fee, vehicle inspection fee, repair costs, car mutual aid, etc.; and general living expenses
Housing-related loan		Funds needed for new construction, extension, or reconstruction of a house for rent Funds needed for new construction, extension, or reconstruction of own house and funds needed for land purchase
Credit-card loan		We offer funds for any purpose; you can borrow and repay any time up to a maximum loan amount repeatedly, convenient for the time the need arises
Others		Funds for military land owners Funds for general living expenses

## System for security of JA Bank

JA Bank has a system of “JA Bank safety net.”

It consists of “system of preventive measures for bankruptcy” and “savings insurance system.” Through these systems, JA provides reassurance to members and users.

### ■ The system of JA Bank safety net



### What is the “system of preventive measure for bankruptcy”?

This is an original system of JA Bank to maintain the soundness of JA Bank and to prevent bankruptcy of JA, etc. Specifically, the following matters are conducted: 1. checking (monitoring) the management conditions of each JA, etc. to identify problems early, 2. activities to improve management to prevent a failure before it is too late, and 3. taking measures such as a cash injection needed for maintaining the management soundness of each JA, utilizing “JA Bank support fund” where JA Banks all over Japan contribute.

### What is the “savings insurance system”?

The purpose of this system is to protect depositors, etc. and help maintain orderly credit conditions by securing the fund settlement, when the agriculture, forestry and fisheries cooperative cannot pay out the savings.

The contents of this system are the same as those of the “deposit insurance system” in which banks, credit unions, credit cooperatives, workers' credit unions, etc. participate.



## Mutual aid business



## Solid security in everyday life

JA mutual aid is a nonprofit cooperative insurance company, which has a basic philosophy of “mutual assistance.” It has the functions of both life insurance and nonlife insurance. With life advisors as the center, we offer great security for the members and users’ satisfaction, with a premium you can live with. Also, as one aspect of social contribution, we are making positive efforts to support sports and cultural activities.



## JA mutual aid providing security

### Comprehensive security for life, housing, and automobiles

JA mutual aid has long experience and know-how from “life” to “damage” insurance services.

With a life advisor, who you can consult on anything relating to insurance, we can support your life comprehensively.

### Low mutual aid premium

We can offer great insurance with a low premium, as we are a non-profit association.

### One of the top performances in Japan!

JA mutual aid members number about 16.3 million. The individual insurance in force in the long-term mutual aid (life and building revision mutual aid) in the field of insurance and mutual aid is one of the largest in Japan. Also, the number of automobile mutual aid members is 8.49 million. Thus, the security of JA mutual aid has been developing greatly.

### Perfect back-up system

To take responsibility and fulfill insurance requirements, JA and JA Federation of Mutual Aid Associations jointly take charge of the mutual aid contract.

