

## Voices from Stakeholders Related to the Points of IN FOCUS



### REDUCING THE ENVIRONMENTAL IMPACT

We would like to cooperate with Ito-Yokado toward the achievement of a sustainable recycling loop.



**Mr. Toshifumi Ogata**

Operating Director  
(Fujiisawa City Organics Recycling Center, a  
Registered Recycling Company<sup>1</sup>)  
Shonan Eco Factory PFI Co., Ltd.

An opinion from a business partner to which food waste from 11 Ito-Yokado Stores is shipped (→ p32)

Ito-Yokado is actively committed to reducing CO<sub>2</sub> emissions that result from incinerating food waste — as well as to recycling food waste into resources — by sending food waste which was previously incinerated to our composting facilities, after eliminating plastic and paper packaging. Such an approach is highly desirable for our global environment. I am sure that their activities are understood and supported by people. I hope we will cooperate further with Ito-Yokado to achieve a sustainable recycling loop in which we provide the high-quality compost to as many farmers as possible, promote safer, more reliable fruit and vegetables, and provide these products to a large number of customers.

<sup>1</sup> This Center was planned as a Private Finance Initiative (PFI), a project run by Fujiisawa City making use of knowledge from the private sector. The facility is used to make high-quality compost from livestock manure, pruned branches and food waste.



### COEXISTENCE WITH LOCAL COMMUNITIES

We expect the revitalization of the local communities.



**Mr. Yuichi Morikawa**

Section Chief  
Cooperation Promotion Section  
Life Creation Department  
Nara Prefectural Government

An opinion from the Nara Prefectural Government, with which SEJ entered into a Local Revitalization Comprehensive Partnership Agreement in FY2008 (→ p50)

This is the first time that we have concluded such an agreement with a private business. We see some cases in which the revitalization of the local community is facilitated by measures that are specific to private companies. We have high hopes for future development. In developing the *Kinki Mahoroba Soutai Kinen Genki ni Ouen Bento*, the third boxed meal in the project for promoting food education, students from the Food Design Department of the Prefectural Shikino High School, who participated in the project, visited the producer of Yamato Pork, and both sides were very happy to have the opportunity.

I hope that Seven-Eleven stores will serve as community-based multi-purpose stores — local community bases where a wide range of residents, both young and old, gather to obtain local information and purchase local specialties.



### OFFERING SAFE, RELIABLE PRODUCTS AND SERVICES

I hope you will operate as a bridge between the producers and the consumers.



**Ms. Minako Oishi**

Deputy Chair of the Environmental Committee  
Nippon Association of Consumer Specialists

An opinion from a consumer's point of view regarding Seven & i Holdings' measures for ensuring safety and reliability

I understand that Ito-Yokado stores focus their efforts on offering domestic products such as KAOGAMIERU-SHOKUHIN. I suppose, however, that you need to prepare to provide information about fertilizers and insecticides to consumers who want to know detailed production histories. I also noticed that information about foreign products is limited. Retailers should be more proactive about displaying the visions of producers to customers in stores. If consumers are informed of the values and background of products, they will be happy to buy misshapen vegetables, Fair Trade products and eco-friendly products. I hope you will adopt a new communication method and new system that will change consumers' purchasing behaviors.



### BUILDING MOTIVATING WORKPLACES

I feel motivated when I am recognized.



**Ms. Fujiko Kawamata**

Chief  
Fish Department  
York-Benimaru Akatsuka Store

An opinion regarding the internal human resource development program from the winner of an internal skill contest held in FY2006 (→ p64)

Since I won the Skill Contest in the Festival for Celebrating the Anniversary of Foundation, which is held in October every year, I have been more confident about my cooking and other skills. There are many workers who have superior skills, however, so I believe that I need to continue to brush up my skills instead of being content with my present lot.

At York-Benimaru, we use the Target Achievement Record, which clarifies what each of us should learn next. My manager encourages me, and I feel motivated when he recognizes me. I believe that I can improve my skills and create better products and a better sales floor when I am recognized by my manager and share the next targets with him. This results in my achieving good performance as well. As long as you are motivated and capable, you can be successful in our workplace, irrespective of your gender.