

Society's Expectations of the Ajinomoto Group

What does society expect of the Ajinomoto Group's environmental initiatives, and how does it judge them? We are committed to enhancing our environmental initiatives in partnership with society, with a focus on environmental communication in all possible formats and venues.

Responding to the views and interests of society

In fiscal 2006, we organized several environmental dialogues, where we received a great deal of direct feedback about the environmental initiatives of the Ajinomoto Group. This feedback brought many valuable points to our attention, and we intend to focus on dialogue and other forms

of direct interaction.

Through our fiscal 2006 dialogues, we identified three key issues which receive a great deal of public interest, and on which we must work harder.

We will actively communicate our current initiatives in these areas, as we increase our focus on them.

1 Approaches and responses to global warming and other global environmental issues

→To Feature 1

2 Initiatives for the sustainable procurement of raw materials in order to ensure a continual supply of products

→To Feature 2

3 Active contribution to the realization of a sustainable society through products and communication

→To Feature 3

Kawasaki Plant Eco Tour and environmental dialogue

- Held in September 2006
- Participants: Consumer group, experts from environmental group, and staff from the Environment Department of Ajinomoto Co., Inc.



Feedback from the stakeholders

- I think your "Bio-cycle" local recycling-oriented business model is a great idea. Don't hold back about it; you should actively communicate about this.
- You should think about resources from a holistic perspective that includes sustainable procurement, environmental impact, and CSR.
Example: Cane molasses used as a raw ingredient for *umami* seasoning; cane molasses used as a biomass fuel material; cane molasses used as a fertilizer for organic agriculture; etc.
 : Sustainable procurement of bonito (dried bonito)
 : Perspectives such as the economic benefits of importing raw materials; local production and consumption, traceability, food mileage, support for Japanese farmers and corporate agriculture
- I would like you to advance initiatives in fields of food manufacturing closer to the consumer in addition to amino acid fermentation production, and disclose information about these initiatives.

Example: You should reconsider the ideal eco-products that sell well, such as environmentally-friendly gifts, and actively develop and market them.

- You should improve your labeling of compound packaging materials. Since government mechanisms are also an issue, manufacturers should express their views to the government in order to resolve this issue.
- You should have a broad awareness of the roles of the manufacturer, including leading the industry, providing views to the government, and proposing changes to container and packaging standards from the perspective of environmental friendliness.
- General consumers have become environmentally conscious. You should consider the environmental friendliness of your products from new perspectives, including consumer education.

■ Environmental seminar and dialogue: “How Does Environmental Friendliness Relate to Food?”

- Held in December 2006
- Participants: Four outside opinion leaders and staff from Ajinomoto Group environment and operational departments (25 people, including observers)

As food manufacturers, we receive feedback that we should play a leading role in creating a market that competes over environmental contributions. We have advanced a number of initiatives to date, including energy and resource efficiency on our manufacturing lines, reducing container and packaging volume and size, and reducing returns; we invited outside opinion leaders to a seminar and dialogue to reconsider whether these initiatives are sufficient, what is demanded of us now, and what we can do.

The seminar and dialogue showed us that we must not only make efforts for the environment on our manufacturing lines, but also extend our commit-

Feedback from the stakeholders

 <p>Dr. Arata Izawa (Ph.D., Fishery Science) WWF Japan (at time of seminar)</p> <p>You should consider the sustainable procurement of bonito (dried bonito) used as the raw material of <i>Hon-Dashi</i>®. Marine habitats are in a critical state.</p>	 <p>Mr. Atsuo Fujii NPO Japan Organic & Natural Foods Association (JONA)</p> <p>In addition to efforts to make food health, safe, and secure, you should play a leading role in creating an agricultural industry and market that competes over contributions to the environment.</p>	 <p>Mr. Yoshinori Takahashi President Universal Design Intelligence, Inc.</p> <p>I hope that you will create flagship model products that contribute to the environment in your mainstream businesses, and establish environmental brands that are recognized by the public.</p>	 <p>Ms. Atsuko Suzuki Chief Executive NPO Environmental Relations</p> <p>I hope that you will develop products that make people feel involved; that they can contribute to the environment just by using or buying that product.</p>
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ment upstream and downstream, that is, to the procurement of raw materials and to environmental communication with

consumers. Our employees who participated are starting to consider what they can do within their own jobs.

■ Feedback from a wide range of venues

Inquiries about global warming

The Ajinomoto Group receives upwards of 100 surveys and inquiries per year relating to the environment from many different stakeholder groups, and we actively respond to these surveys and inquiries. We recently receive a large number of questions about such topics as global warming and our response to climate change. In addition to individual questions on surveys and in interviews, we also receive many surveys dealing exclusively with global warming and climate change.

➔ See pages 11–14, Feature 1: Initiatives to Prevent Global Warming, for details.

CSR dialogue (held in September 2006)

Ajinomoto Group CSR Activity Feedback Meeting

- I feel that climate change and population growth are destabilizing the procurement of raw materials. You should form partnerships with raw-material suppliers in anticipation of such a crisis.

Customer satisfaction dialogue (held in October 2006)

Improving Customer Satisfaction

- Many consumers want to be environmental conscious. You should make improvements to your products that free consumers from their sense of guilt over environmental impact, by making it easy for them to contribute to the environment simply by buying and using your products.

University lecture using environmental report

(held in November 2006)

- Reading the environmental report was informative. It showed me how corporations are making products with many different types of environmental initiatives.
- Seeing Ajinomoto products in the store gives me an image of the environmental initiatives behind them. I have started to select products based on their environmental friendliness.



Environmental Exhibition: Eco-Products 2006

(held in December 2006)

- I often see Ajinomoto products in the store, and I use them, but I didn't know about environmental friendliness in the Bio-cycle or containers and packaging. You should put more effort into getting the word out.

