Supporting Areas Struck by Natural Disaster

Natural disasters are a tragic part of life in every part of the world, and local communities damaged in disasters need help with reconstruction. The Ajinomoto Group uses the expertise gained through its food and healthcare businesses to provide support for each area’s particular needs.

Ajinomoto Co., Inc.’s emergency assistance to areas struck by natural disaster (activities until end of September 2015)

Disasters in Japan

<table>
<thead>
<tr>
<th>Event</th>
<th>Recipient</th>
<th>Relief goods</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiroshima landslides</td>
<td>Asaminami-ku, Hiroshima City</td>
<td>amino VITAL® Jelly Multi-energy</td>
<td>447 packs in total</td>
</tr>
<tr>
<td></td>
<td></td>
<td>amino VITAL® Jelly Refresh Charge</td>
<td>12 packs</td>
</tr>
<tr>
<td>Mount Ontake eruption</td>
<td>Tokyo Fire Department, Japan Self-Defense Forces</td>
<td>amino VITAL® Gold</td>
<td>5,800 sticks in total</td>
</tr>
<tr>
<td></td>
<td></td>
<td>amino VITAL® Amino Protein</td>
<td>12 packs</td>
</tr>
<tr>
<td>Kanto and Tohoku torrential rains of September 2015</td>
<td>NPO in disaster relief RESCUE STOCK YARD</td>
<td>amino VITAL® Jelly Multi-energy</td>
<td>13,608 packs</td>
</tr>
<tr>
<td></td>
<td>Japan Ground Self-Defense Force, Tokyo Fire Department, police</td>
<td>amino VITAL® Gold</td>
<td>10,350 packs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AQUASOLITA® (500 ml)</td>
<td>24,000 bottles</td>
</tr>
</tbody>
</table>

Disasters outside Japan

<table>
<thead>
<tr>
<th>Event</th>
<th>Aid amount</th>
<th>Both aids are provided through Japan Platform.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyclone Pam in Vanuatu</td>
<td>500,000 yen</td>
<td></td>
</tr>
<tr>
<td>Nepal Earthquake</td>
<td>1 million yen</td>
<td></td>
</tr>
</tbody>
</table>

Highlight

**amino VITAL®: helping relief supporters**

Supplier agreement with Nagano Prefecture mountain rescue association

In July 2015, the Sports Nutrition Department of Ajinomoto Co., Inc. entered into an agreement with the Nagano Prefecture mountain rescue association to supply amino VITAL®. amino VITAL® products are being provided to 15 rescue and patrol organizations under the association.

Each year, some 700,000 mountain climbers visit Nagano Prefecture, a region known for mountain climbing in Japan. In 2014, there were up to 272 cases of mountain accidents in Nagano. Recognizing the effectiveness of taking amino acid for safe mountain climbing, patrol and rescue team members have not only been taking it to keep fit and reduce physical load, but have also been providing it to rescued victims and mountain climbers burdened by long hours of climbing. This situation has led to the current agreement.

Support for the Mount Ontake eruption

The eruption of Mount Ontake in September 2014 was the deadliest postwar volcanic eruption. The Sports Nutrition Department of Ajinomoto Co., Inc. provided amino VITAL® as relief goods to firefighters and Self-Defense Forces personnel carrying out the rescue operations under severe conditions.

Ajinomoto Co., Inc. received a letter of appreciation from the Tokyo Fire Department and SDF Veterans Association TAIJUKAI for the relief provided by its products during rescue operations.

This recognition enabled the company to feel that this initiative is helping the relief efforts.

Comments from the Tokyo Fire Department:

amino VITAL® was light and easy to carry. It was a great help physically and psychologically to know that our efforts are being supported.
Assisting reconstruction after the Great East Japan Earthquake (1)

I Donating a portion of proceeds to recovery efforts

The Ajinomoto Group donates a portion of the proceeds from certain products to aid reconstruction in areas that were affected by the Great East Japan Earthquake.

Since fiscal 2011, Ajinomoto Frozen Foods Co., Inc. has been conducting a project that donates one yen from the sale of each package of frozen Gyoza Chinese dumplings (four varieties) to organizations assisting agricultural revitalization in the Tohoku region. In fiscal 2014, 7,349,900 yen (total from October 2014 shipping) was donated to the non-profit organization, “Ganbarou Fukushima, Association of Farmers.” Over the last four years, the initiative has raised about 80 million yen.

In addition to donating funds, Ajinomoto Frozen Foods Co., Inc. highlights the activities of the assistance organizations on its website to publicize the work being done to restore agriculture in Tohoku. These activities range from rice and cotton harvesting in the fall and winter, respectively, to work being done by the company’s employees who give their time to help the organizations.

Since fiscal 2011, Ajinomoto General Foods, Inc. donated a portion of the proceeds from sales of Blendy® instant coffee to assist the pottery industry in Tohoku with needed repairs. Since its launch in 2012, the focus of the project has shifted in 2014 from repairs into efforts aimed at reviving the pottery industry in Tohoku.

In June 2014, the company and the heads of four potteries assisted by the project presented the 2014 Blendy Tohoku Utsuwa no Kizuna Project launching event at the Sendai City Support Center. And in September 2014, a 3-day event called the Blendy Tohoku Utsuwa no Kizuna Gallery Cafe was held at Roppongi Hills in Tokyo.

Moving forward, the expansion of the Utsuwa no Kizuna activities from Tohoku to the rest of Japan will be continued.

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The Ajinomoto Group operates the “Red Apron Project” to support reconstruction after the Great East Japan Earthquake. Launched in October 2011, the project revolves around Health and Nutrition Seminars for residents of temporary housing.

**Supporting people living in temporary housing**

The “Red Apron Project” revolves around the implementation of Health and Nutrition Seminars, which were launched in order to address health and nutritional challenges faced by residents of temporary housing as well as the fading sense of community among residents. The seminars bring residents together to prepare delicious meals and enjoy conversation, supporting both the physical and mental health of temporary housing residents.

### Nutrition and health problems faced by temporary housing residents

1. Increased risk of diabetes, kidney disease, and heart trouble
2. Vitamin and mineral deficiency caused by lack of vegetables
3. Reluctance to prepare food (fewer items prepared and less often)
4. Fewer opportunities for conversation, due to the destruction of communities
5. Risk of alcohol dependency

1 Based on interviews with professionals on the ground.

**Meeting the needs of disaster areas**

The Ajinomoto Group’s “Red Apron Project” is expanding the scope of its initiatives to address the specific circumstances and needs of areas affected by the disaster.

**Health and Nutrition Seminar**

In the four years since the Great East Japan Earthquake, the percentage of elderly among temporary housing residents has grown steadily. The Health and Nutrition Seminars supply information to improve daily nutrition for the elderly, e.g., reducing salt intake and eating more vegetables. It also engages public nurses, dental hygienists, and other professionals to help with strategies for maintaining and improving health. Seniors enjoy the valuable opportunity to gather and enjoy conversation, which helps to prevent isolation.

**For children (Secrets of Taste)**

Residents of the Tohoku region are known for having high salt intake, making it important to educate children’s palates as part of the strategy to reduce salt intake. The Ajinomoto Group conducts food and taste workshops at schools, using them to teach children about umami as a crucial way of reducing salt intake. These workshops are conducted at preschools that serve children from families who are living in temporary housing. The workshops also feature the endearing Umami-kun character to reach out to children.

**For the support community**

Many residents of temporary housing still face the uncertainty of not knowing when they might be able to move into permanent public housing for disaster victims. Furthermore, people are continuing to assist disaster areas, not knowing what the future holds. The “Red Apron Project” also develops and implements programs for this support community, by conducting nutrition workshops that emphasize the importance of reducing salt intake and eating protein.
Working in the field to assist disaster areas

The Ajinomoto Group established a new office for the “Red Apron Project” in Iwaki City, Fukushima Prefecture in August 2014. This will help the project to expand and better respond to needs in the field.

Feedback received on the “Red Apron Project”

“I appreciate how the company embraces its social responsibilities as a leading food company.”

Yoshihiro Murai
Governor, Miyagi Prefecture

“I trained at Ajinomoto Co., Inc. for one year starting in April 2014 as part of a program that dispatches judges to learn about private sector companies. I became familiar with the “Red Apron Project” during this time and volunteered in the Health and Nutrition Seminar held at Watari Town, Miyagi Prefecture due to my experience as a legal apprentice at the Sendai District Court.

The most memorable part of my involvement was the harmonious atmosphere of the participants, preparing food while enjoying conversations with each other. I learned how much the Ajinomoto Group has contributed not only to nutritional health support but also to the building of new communities in disaster areas by continuing this activity for more than three years. Utilizing its resources as a food company, the Group’s efforts are also significant in relieving the issue of building connections from person to person in disaster areas, where the issue of a highly aged society stands out in sharp relief.

As full-scale reconstruction of disaster areas gains momentum, I look forward to new initiatives from the Ajinomoto Group based on food and nutrition, so that the “new communities” built by this activity will go on in some suitable form.

A golden opportunity for the next generation to reflect on Tohoku reconstruction

Because our school’s press committee is participating in the video production program of Kid Witness News by Panasonic Corporation, we together with students were able to cover a Health and Nutrition Seminar held in a temporary housing in Iwaki City, Fukushima Prefecture.

Four years have passed since the disaster and as awareness of the devastation wrought by the earthquake fades, we would like students to see the present conditions in their native home and to face the issues on Fukushima’s reconstruction. With the cooperation of Kid Witness News and the “Red Apron Project,” students had the chance to come in contact with evacuees. This is a truly valuable experience for them to think of what they can do and to act on it as well.

Bringing up the next generation is indispensable for the future reconstruction of Tohoku. From this perspective, I would like to call on companies to consider collaborating with the education frontline in an organic manner. Programs that make full use of each company’s specialty such as this partnership between the Panasonic Corporation and the Ajinomoto Group raise the potential for growth of students even more. I hope that such programs will increase and expand into the second and third phases in each Tohoku area.

Scope of activities

<table>
<thead>
<tr>
<th>Total participants</th>
<th>24,061</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events conducted</td>
<td>1,474</td>
</tr>
<tr>
<td>Places conducted</td>
<td>47 municipalities in three prefectures</td>
</tr>
<tr>
<td>Partners in the local community</td>
<td>Together with around 300 people</td>
</tr>
<tr>
<td>Employees donating their own time</td>
<td>1,419</td>
</tr>
</tbody>
</table>

As of August 31, 2015

Ajinomoto Group Sustainability Report 2015
Highlight

Assisting reconstruction after the Great East Japan Earthquake (3)

Supporting revitalization of industries through marketing, sales and CSR collaboration

Ajinomoto Co., Inc. has been implementing the “Joy of Food” project, which gives customers the opportunity to support the recovery of industries in Tohoku by purchasing food products. Its Tohoku Branch has also implemented the Comfort Food initiative, which reinforces connections between people and roots for the taste of local cuisine and home cooking. From spring 2015, the “Joy of Food” project, Comfort Food initiative, and “Red Apron Project” have been jointly working to support the activities of the Association of Producer Fish Markets in Miyagi Prefecture.

The Association of Producer Fish Markets in Miyagi Prefecture is engaged in activities geared toward stimulating “local production for local consumption” of fishery products from Miyagi Prefecture, by showing local consumers their rich marine resources and making them recognize the charm of local areas.

Set as the core of the Miyagi Prefectural Government’s “Miyagi fishery products day”, this initiative aims to contribute to a self-reliant economic revitalization based on local resources, by reviving sales of the prefecture’s industries for fishery and processed fishery products as well as providing employment.

Firstly, the “Joy of Food” project is donating one yen from the sale of every box of HON-DASHI® (three varieties) shipped in March to May 2015.

At the same time, the Comfort Food initiative, in collaboration with the Miyagi Prefectural Government, is promoting sales of fishery products to supermarkets and other areas.

Lastly, the “Red Apron Project” is conducting Health and Nutrition Seminars and other activities with the hope of increasing opportunities for consumers to eat meals using local marine products, such as by learning well-balanced nutritious recipes.

Supporting “local production for local consumption” of Miyagi Prefecture’s fishery products via the “Joy of Food” project × Comfort Food initiative × “Red Apron Project”.

Producer and consumer fish markets in Miyagi Prefecture

- Association of Producer Fish Markets in Miyagi Prefecture
  - Producer fish markets are situated in ports where fishery products are unloaded from the ship. The fishery products procured here are then sent to consumer fish markets, exemplified by Tsukiji market. The association was established in 1974 with the aim of coordinating mutual collaboration, providing stable supply and demand of fishery products, and working for the healthy growth of fish markets.

Trial collaboration with local seaside women

The power of local seaside women is indispensable to the revitalization of industries for fishery and processed fishery products. The Ajinomoto Group is exploring ways to collaborate with women’s groups in fishery cooperatives who are active leaders in revitalizing the community around the fishing industry. In one such trial collaboration, the “Red Apron Project” sponsored a Health and Nutrition Seminar, together with the Miyagi Prefectural Government, organized by the women’s group of Ishinomaki district branch of Japan Fisheries Cooperative in Miyagi Prefecture in September 2015. About 20 local residents participated. Aside from the exchange of information on nutrition, a healthy meal was prepared using skipjacks in season to go along with “fishery products day.”