



20<sup>th</sup> of August, 2015

*Organized by: Asia GAP Research Institute*

**[ 2015 GAP Initiative Award ]**

***The initiative to improve the agricultural sustainability  
by Coca-Cola Japan Ltd. has been granted the award.***

Asia GAP Research Institute (Director: Hirokazu Kiuchi) would like to announce that the GAP Initiative Award Committee has carefully selected the winners and decided to grant this year's GAP Initiative Award to the three outstanding GAP initiative effort, including that of the Coca-Cola Japan Ltd.

**■ GAP Initiative Award Winner:**

**GAP implementation by a food brand to improve agricultural sustainability  
[Winner] Coca-Cola Japan Ltd.**

The Coca-Cola group promotes sustainable agriculture as part of their commitment towards sustainable environment of the earth. As a concrete action, Coca-Cola has defined the common supplier requirements for the group, called "Sustainable Agriculture Guiding Principle (SAGP)", and has been promoting its implementation in the supplier farms all around the world.

The Coca-Cola Japan Ltd., which is part of the Coca-Cola group, has been promoting SAGP in tea farms that are supplying for its important brand tea drinks, such as "Ayataka", "Ayataka Maroyakajitate" and "Nihon-no Oolong-cha Tsumugi", and is working on promoting agricultural sustainability in tea production areas across Japan.

At this point, there are around 6,000 hectares of tea production areas whereby sustainable agriculture is achieved through the implementation of SAGP (GAP standard of the Coca-Cola group), and 6,000 hectares consists of over 10% of the total tea production areas in Japan. By the end of 2015, SAGP will be implemented in all the tea farms that are supplying to the Coca-Cola Japan Ltd.

SAGP covers not only issues of food safety and environmental conservation, but also covers human rights issues and issues of working conditions at farms, which are becoming increasingly important globally. It is

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an excellent standard that allows Japanese tea farms to understand and respond to those global requirements.

This initiative by Coca-Cola Japan has been recognized worldwide as a successful case, for having promoted SAGP in Japan through dialogues with tea origins and with tea producers. In order to implement SAGP in a practical way, they have used JGAP, which has already been promoted and implemented in Japanese tea farms. JGAP certified farms were able to focus only on the different parts between SAGP and JGAP, and were able to implement SAGP more easily. This is an excellent example of using JGAP, which is already widely implemented in Japan, in order to support Japanese tea farms to meet global requirements.

Since SAGP is commonly used by the Coca-Cola group worldwide, the Japanese tea that has implemented SAGP is starting to receive international demands from the Coca-Cola companies outside Japan for their tea drink brands. This is very remarkable, as it can potentially develop Japanese tea export in the future.

GAP Initiative Award is an award that honors the initiative that has most contributed to the promotion of GAP in the past one year. The following are the committee members of the GAP Initiative Award 2015.

- Mikitarou Shoubayashi (Gakushuin Women's College)
- Akihisa Iwamoto (Academic Society: Agriculture Extension Research Society of Japan)
- Takatoshi Sakoda (National Agriculture and Food Research Organization)
- Takashi Horie (Japan Accreditation Board)

In addition to the Coca-Cola Japan's initiative, the following two have also received the award. All of them are equally excellent examples of GAP implementation.

### ■ *GAP Advocate Award*

#### **Implementation of GAP in Korea from an international standpoint**

[Winner] **Nolmae-Insam Farming Corporation Bak Beom-Jin (Korea)**

### ■ *Special Award*

#### **Implementation of GAP as a measure to reputational damages caused by the Great East Japan Earthquake**

[Winner] **Marusei Fruit Farm (Fukushima prefecture)**

There will be an award ceremony at the below symposium for the above three winners, and they will conduct speeches. We would truly appreciate your participation.

### ■ Symposium "GAP Japan 2015"

----- Asia GAP Research Institute -----  
4F - 3 - 29 KioiCho, Chiyoda-ku, Tokyo, Japan  
Tel: +81 - 3 - 5215 - 1112

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Date: Thursday, 10<sup>th</sup> of September 2015

Time: 13:00 ~ 17:00

Venue: Tokyo University, Takeda Hall (7-3-1 Hongou Bunkyo-ku, Tokyo, Tokyo University Engineering Department, Takeda Building 5th floor)

URL: [http://jgap.jp/LB\\_06/GAP\\_Japan2015.html](http://jgap.jp/LB_06/GAP_Japan2015.html)

Inquiry: Sakuma, TEL 029-893-4424 FAX 029-893-4425 E-mail: info@asiagap.jp

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