

## Promotion of the “Aomori Marugoto Health Challenge”

(Extending healthy life expectancy by expanding activities to review and improve residents' lifestyles)

Aomori Consumers' Co-operative Union is promoting health promotion through our businesses and activities from the perspectives of diet, exercise, and social participation, with the aim of creating local communities where people can continue to live with a sense of security. Based on the “Aomori Marugoto Health Challenge,” we will contribute to extending the healthy life expectancy of residents by promoting lifestyle improvements in cooperation with universities, governments, schools, organizations, and companies, etc. We will expand this challenge in Aomori Prefecture with the Community-Based Retail Co-ops as a model business of the “Support Project for Health”, which is organized by the JCIF (Japan CO-OP Insurance Consumers' Co-operative Federation), and then we hope to spread it to co-ops nationwide.

### <Goal・Action>

- ① Increase the number of annual participants in the "Aomori Marugoto Health Challenge," from 6,000 in 2021 to 10,000 in 2030. In this challenge, each person sets a goal for lifestyle improvement and tries to achieve it for 30 days or more.
- ② Spread correct knowledge about diet and health to a total of 10,000 residents by 2030 in cooperation with universities and related organizations.
- ③ Hold "Measure, Know, Change" events throughout Aomori Prefecture to promote behavioral change based on awareness by measuring health, aiming for a total of 20,000 participants by 2030.

### <Reference>

Aomori Consumers' Co-operative Union's Website: <http://kenren.jccu.coop/aomori/>

(Points supported for Action Plans)

- Food Systems Transformation
- Promote of Food-related Innovation in Business
- Promote of Nutritional Behavior Change in consumers
- Support for Nutrition Improvement in Developing and Emerging Countries

**[About us]** Aomori Consumers' Co-operative Union will play a role in spreading and deepening the empathy and understanding of the residents toward consumer co-ops, as an organization of cooperation and solidarity for the development of the co-operative movements in Aomori Prefecture. We also aim to get involved in community networks and contribute to the creation of local communities where people can live with a sense of security, through playing our role as a consumers' organization, cooperation among cooperatives, and cooperation and joint actions with other organizations.

Overview(FY2020): Member Co-ops: 4 Community-Based Retail Co-ops, 3 Health Co-ops, 1 University Co-op, 1 Insurance Co-op, 3 Institutional Co-ops, 1 Consumer Credit Co-op

Total number of members: 616,343 Total business volume: 56.1 billion JPY