

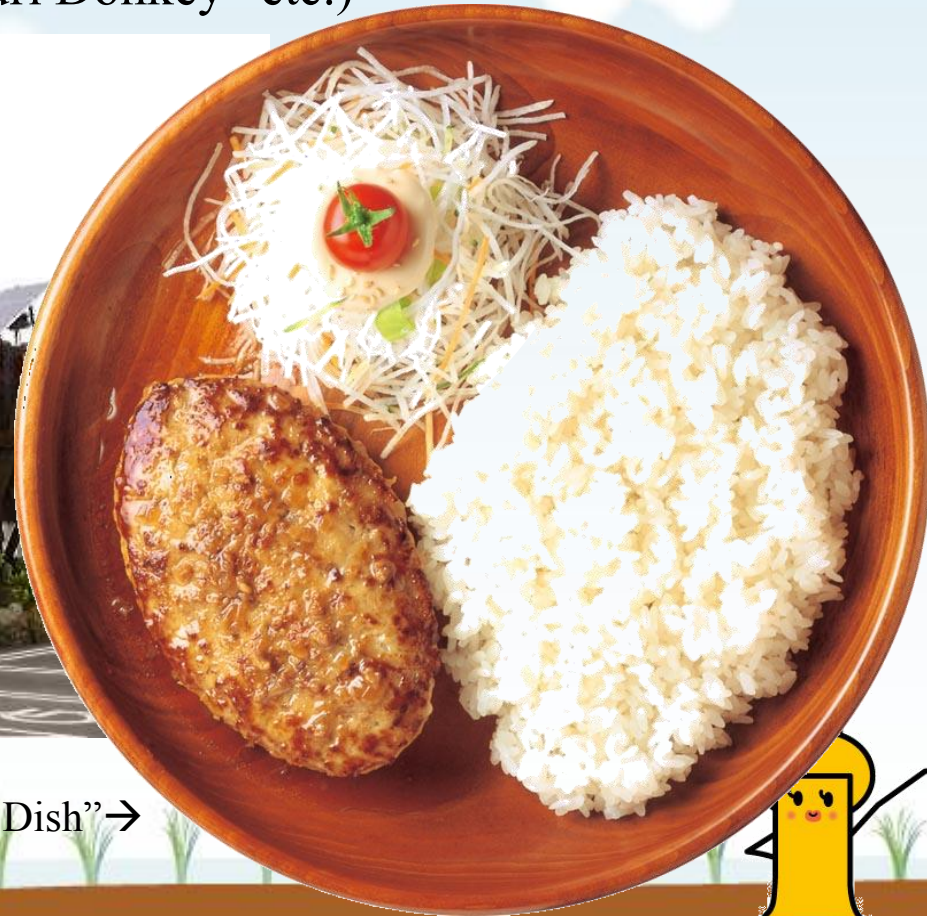


# Biodiversity Conservation with Farmers and Customers

2016 Business and Biodiversity Forum  
3 December, 2016

HASHIBE, Yoshinori  
Chairman, Aleph Environmental Management System, Aleph Inc.

Business: Management of Restaurant chain (330 shops ca.) in Japan  
(Hamburger restaurant “Bikkuri Donkey” etc.)



“Hamburger Steak Dish”→



## 1-2. Philosophy

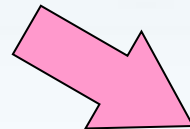
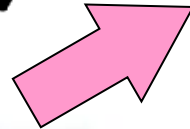


食

(“Food” or “Eat”)

人

(“Human being”)



良

(“Well” or “improve”)

...The food industry should  
make human being be improved.





# 1-3. Principles of Food Procurement



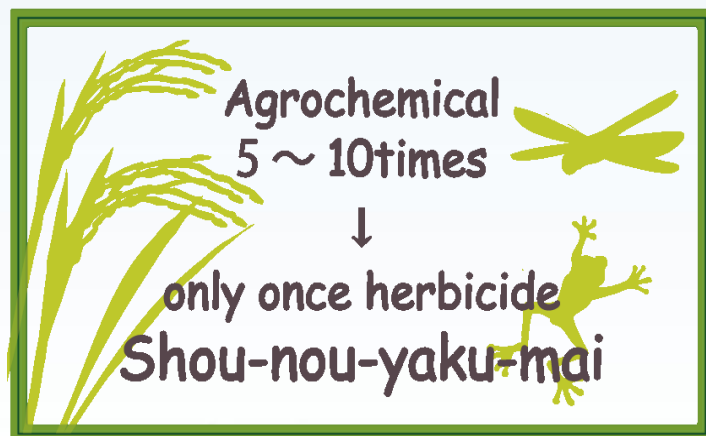
## Principles of Food Procurement:

Guarantee:	Safety	Quality	Traceability
Contribution:	Health	Environment	Productivity

## Rice procurement:

**“Less Agrochemical Rice (*Shou-nou-yaku-mai*)”** since 1996

- Serve in all Bikkuri Donkey restaurants since 2006



## 2-1. Contribution through Procurement (Aichi Target 1,4,7,8)



“Living-things-friendly” rice paddy project since 2009



Farmers

Aleph

Customers

Wildlife and ecosystem  
of rice paddies



## 2-2. Contribution through Procurement (Aichi Target 1,4,7,8)



### Activities of “living-things-friendly” rice paddy project:

#### 1. Production with environmental concerns about rice paddies and organisms



--- 800 winter-flooded rice paddies, 177 biotopes and 167 fishways until 2015

#### 2. Challenge to organic rice farming

--- about 50 ha

served in 2 million dishes a year at 10 Bikkuri Donkey (as of 2015)

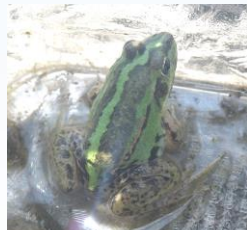
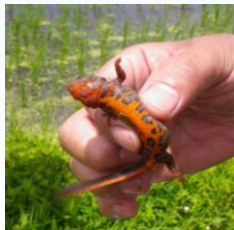




## 2-2. Contribution through Procurement (Aichi Target 1,4,7,8)

### Activities of “living-things-friendly” rice paddy project:

#### 3. Wildlife monitoring by farmers and non-farmers



### 3. New Rice Target (2016-2018)



“All the rice of Bikkuri  
Donkey is Wildlife Friendly.”

Revision of “Less Agrochemical  
Rice” specification

1. Addition of prohibitions (agrochemical use on dyke around rice paddies, alien species introduction, etc.)
2. Addition of three agrochemicals (herbicides) to the list of agrochemicals that are prohibited
3. Set a 10% target of wildlife monitoring, production with environmental concerns, etc.

