

Contribution to the Development of the Agriculture, Fishery and Forestry Industries

Promotion of the Agriculture, Fishery and Forestry Industries

The Bank is developing various initiatives that contribute to turning the agriculture, fishery and forestry industries into growth industries.

Contribution to the Agricultural Industry

Positioning the revitalization of agriculture as a facet of the Japanese government's growth strategy, interest in domestic agriculture is on the rise. To advance agriculture as a growth industry, agricultural leaders who can drive that growth will need to be secured and cultivated. Along with its industrial aspect, agriculture serves multiple functions and plays a major role in maintaining Japan's national lands.

As a member of the JA Group as well as a financial institution that plays an integral part in JA Bank, the Bank supports the development of agricultural leaders who will sustain the country's agriculture going forward and the development of agricultural management by facilitating a smooth fund supply and offering diverse solutions to the food and agricultural field.

Contribution to the Fishery Industry

Living in a country surrounded by the ocean, everyone in Japan has enjoyed the bounty of the seas. To pass on these marine benefits to future generations, we must protect the seas and promote a sustainable fishery industry.

As a member of the JF Group, the Bank is coordinating with fishery operators and people in coastal areas to protect the seas and the lives of community residents.

Contribution to the Forest Industry

Japan is a forest country with forests covering 70% of its land area. Japan's land has been covered by greenery thanks to a moderate climate and ample rainfall. However, 40% of Japan's forests are man-made and were planted after World War II. Many of these man-made forests have been neglected due to sluggish lumber prices and a decrease in the number of forestry leaders. We need further initiatives to protect forests, which are a valuable resource.

The Bank supports the revitalization of Japan's forests and forestry industry through the Norinchukin Forest Rejuvenation Fund (Nochu Potential Forest Productivity Fund).

Reconstruction Support Efforts

Eight years have passed since the Great East Japan Earthquake. But, looking at the disaster-affected areas as a whole, there are regions where the reconstruction process is still only half-way complete. As a cooperative organization founded on the agricultural, fishery and forestry industries, The Norinchukin Bank will continue to provide full and multifaceted support for the reconstruction of agriculture, fishery and forestry industries and local communities.

Contribution to the Development of the Agriculture, Fishery and Forestry Industries

Contribution to Local Communities

In addition to business operation, the Bank conducts various activities in each region to contribute to the further development of local communities as a community member.

Contribution to Local Communities and Society

Hana Ippai Campaign

- Donation of flower seeds and flower bulbs to local authorities, various kinds of schools and social welfare councils, etc.
- Co-sponsorship of greening promotion activities in each region
- Participation in planting and plant cultivation events



Hana Ippai Campaign

Environmental beautification activities

- Participation in volunteer cleaning activities
- Donations to environmental beautification groups and events



Citizens participating in largescale cleanup

Support for the promotion of local communities

- Co-sponsorship of regional development activities organized by local authorities, JA, JF and JForest groups

Social welfare activities

- Volunteers among the Bank's employees worked together to collect donations (NHK fundraising campaigns at year-end as well as overseas relief efforts, the Japanese Red Cross Society, red feather campaign by the Central Community Chest (also known as the Red Feather), year-end educational support for the children of fishery boat disaster victims and the Green Fund, among others)
- Dispatching a support squad to regions affected by the 2016 Kumamoto Earthquakes and cooperation in related donations
- Cooperation in crime prevention and traffic safety activities
- Participation in call for blood donation campaign

Contribution to Local Communities

Initiatives outside Japan

- Donations to funds, etc.
- Co-sponsorship of various kinds of events
- Participation in tree-planting and other events



Tree-planting activities in Singapore branch

Environmental and Natural Protection Activities

Cooperation in global warming prevention and biodiversity preservation activities

- Promotion of the use of domestic thinning lumber (Donations of wood products), tree education activities
- Co-sponsorship of the Wild Bird Society of Japan
- Participation in fishermen's forestation activities



Donation of wood products

Education and Study Support Activities

Endowed lectures at universities

- Waseda, Tokyo University of Science, Keio, Hitotsubashi, Kyoto and Hokkaido (Performance for FY2018)



Endowed lectures: Citizen symposiums at Hitotsubashi University