



Dedicated to sustaining all life.
The Norinchukin Bank

Our work at The Norinchukin Bank won't change the world overnight.

Our focus is on the agriculture, fishery, and forestry industries.

This means that nature is our partner, and nothing in nature bears fruit overnight.

Industries in this sector don't make things—they produce and nurture life as a legacy for future generations.

This is precisely why we maintain a century-long dedication to serving those who sustain these industries and their local communities, no matter how small the scale of their operations.

And as the sole financial institution wholly devoted to this sector—the very cornerstone of our nation, we strive consistently to generate solid outcomes in the global financial markets.

But that is no longer enough.

We must take on a greater role than ever before so that the agriculture, fishery, and forestry industries continue developing in response to the changing times.

We must harness our financial knowledge to make new contributions that extend beyond our past functions and scope.

We must do our utmost to address on-the-ground issues.

We must respond to the needs not only of producers, but also to those of processors, distributors and consumers.

The life generated by the agriculture, fishery, and forestry industries sprouts the workings of all life well into the future.

Now is the time for each and every one of us to give our all.

We aim to make the chain of life that connects us to the future more bounteous and more certain.

Our Purpose

Dedicated to sustaining all life.

Work together with our stakeholders to foster the agriculture, fishery, and forestry industries and to create a prosperous future for food and lifestyles, and thereby contribute to a sustainable global environment



NORINCHUKIN

The Thoughts Behind Our Purpose

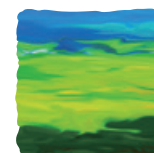
The life of people, the life of food (living organisms) and the life of the earth (planet) are all connected.

We need food to live. That food is delivered by the agriculture, fishery, and forestry ("AFF") industries. The foods produced by the AFF industries, derived from animals and plants, benefit from the blessings of nature such as water and air.

These blessings of nature are only available because of a sustainable global environment.

To ensure this "chain of life," we have established "Our Purpose" by further developing our corporate brand tagline "Dedicated to sustaining all life."

Corporate Logo



NORINCHUKIN

農林中央金庫

The landscape depicted in our logo represents

Japan itself where agriculture, fishery and forestry are connected to all life.

The tapestry woven from the earth, the seas and the forests portrays the breath of life and the will that carries each one of us forward, step by step.