

# Our Purpose, Important Issues, Vision and Shared Value



**Purpose**  
**Dedicated to sustaining all life.**  
 – Work together with our stakeholders to foster the AFF industries and to create a prosperous future for food and lifestyles, and thereby contribute to a sustainable global environment –

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**Materiality**  
 Important Issues to Achieve Our Purpose

Realizing a carbon-neutral society

Realizing a society living in harmony with nature

Strengthening the “earning power” of the AFF industries

Realizing a resilient food system

Achieving well-being at both local and international level

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**Vision / Strategy**  
 Medium-Term Vision

**Nochu Vision 2030**  
 – Taking on challenges of a changing world as we look to the future –

Create impact for the global environment, society, and economy

Create value for cooperative members and users through optimal integration of digital and real

Realize a flexible and resilient organization that continues to take on challenge of changes

Support sustainable development of AFF industries and local communities

Ensure stable returns and play a role as the national level banking institution for the AFF cooperatives

Stakeholders: Members (JA, JF, JForest, etc.) / Individual cooperative members (i.e., people working in the AFF industries) / Local communities / Our clients (deposits and savings, loans) including AFF-related companies / Investors / Business partners / Governments and municipalities / Norinchukin Group employees