



**Business sector contribution
to the enhancement of
biodiversity in rice paddies**

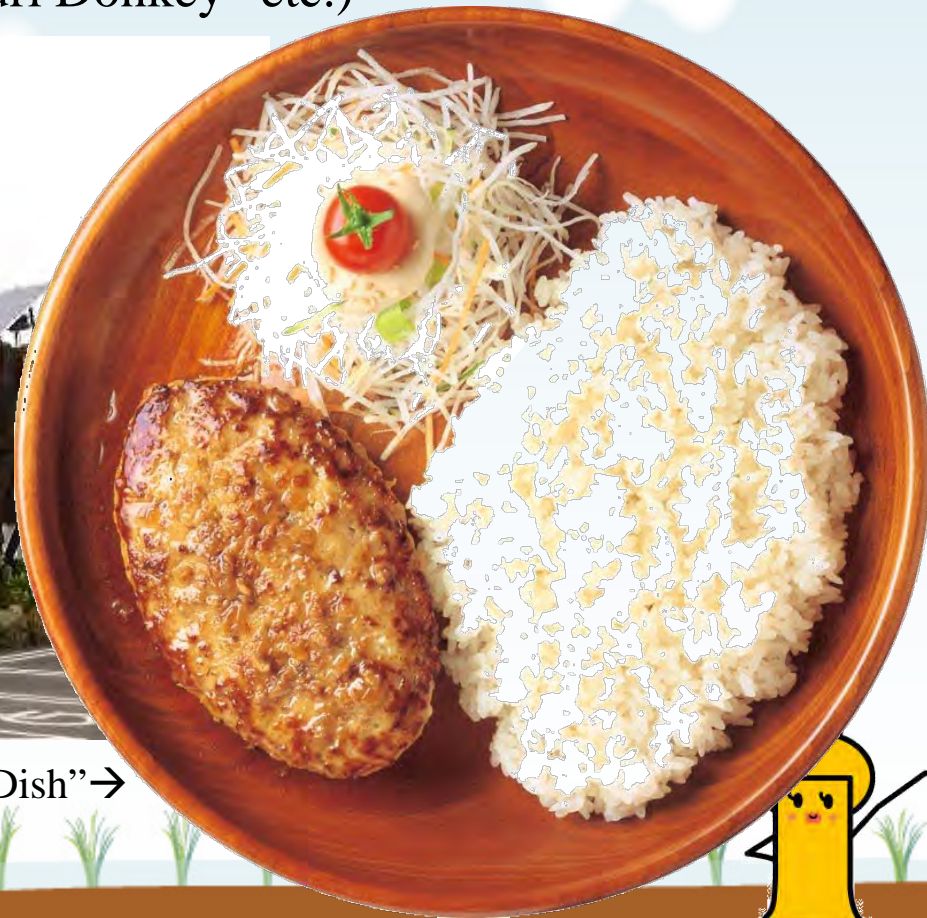
Follow-up of rice paddy resolution (X.31)
8 June, 2015

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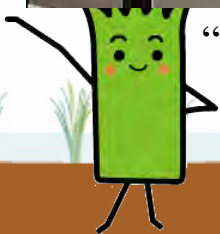
1-1. Aleph Inc. Corporate Profile



Established: Dec.1968 Head office: Sapporo City, Hokkaido
Sales: 37.7 billion yen (2014 fiscal year)
Business: Management of Restaurant chain (300 shops ca.) in Japan
(Hamburger restaurant “Bikkuri Donkey” etc.)



“Bikkuri Donkey” restaurant “Hamburger Dish” →



1-2. Philosophy

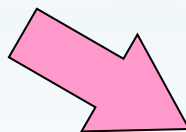
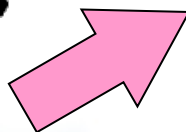


食

(“Food” or “Eat”)

人

(“Human being”)



良

(“Well” or “improve”)

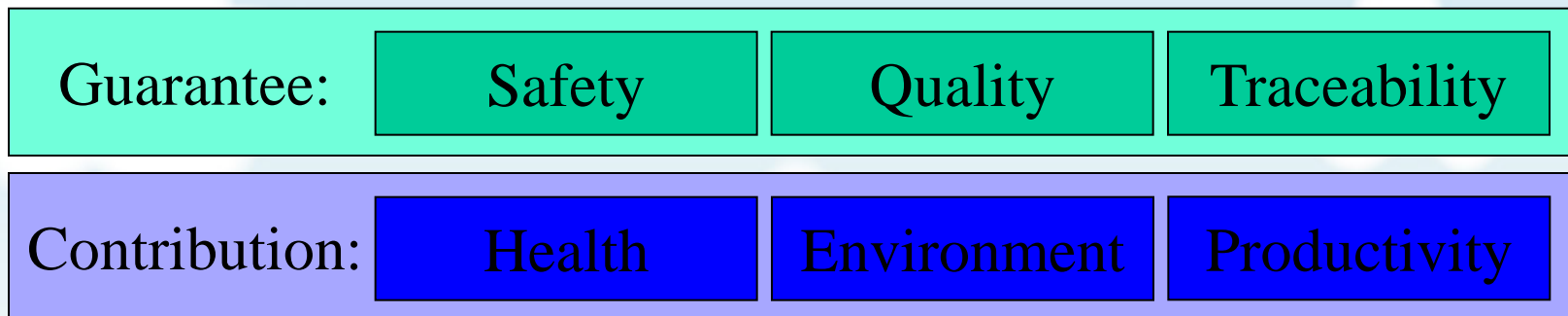
...The food industry should
make human being be improved.



1-3. Principles of Food Procurement



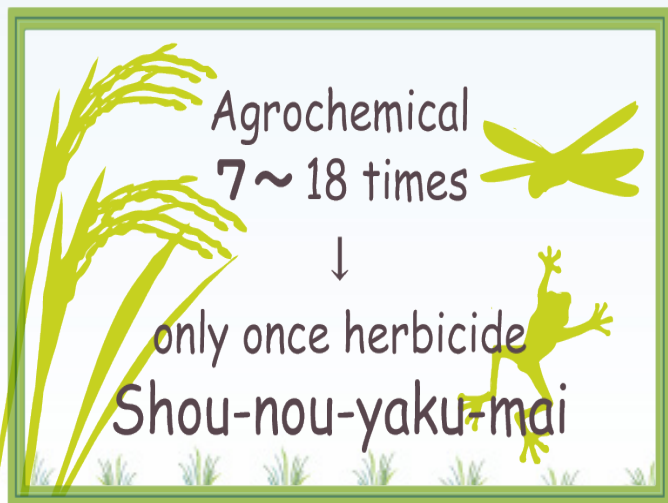
Principles of Food Procurement:



Rice procurement:

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

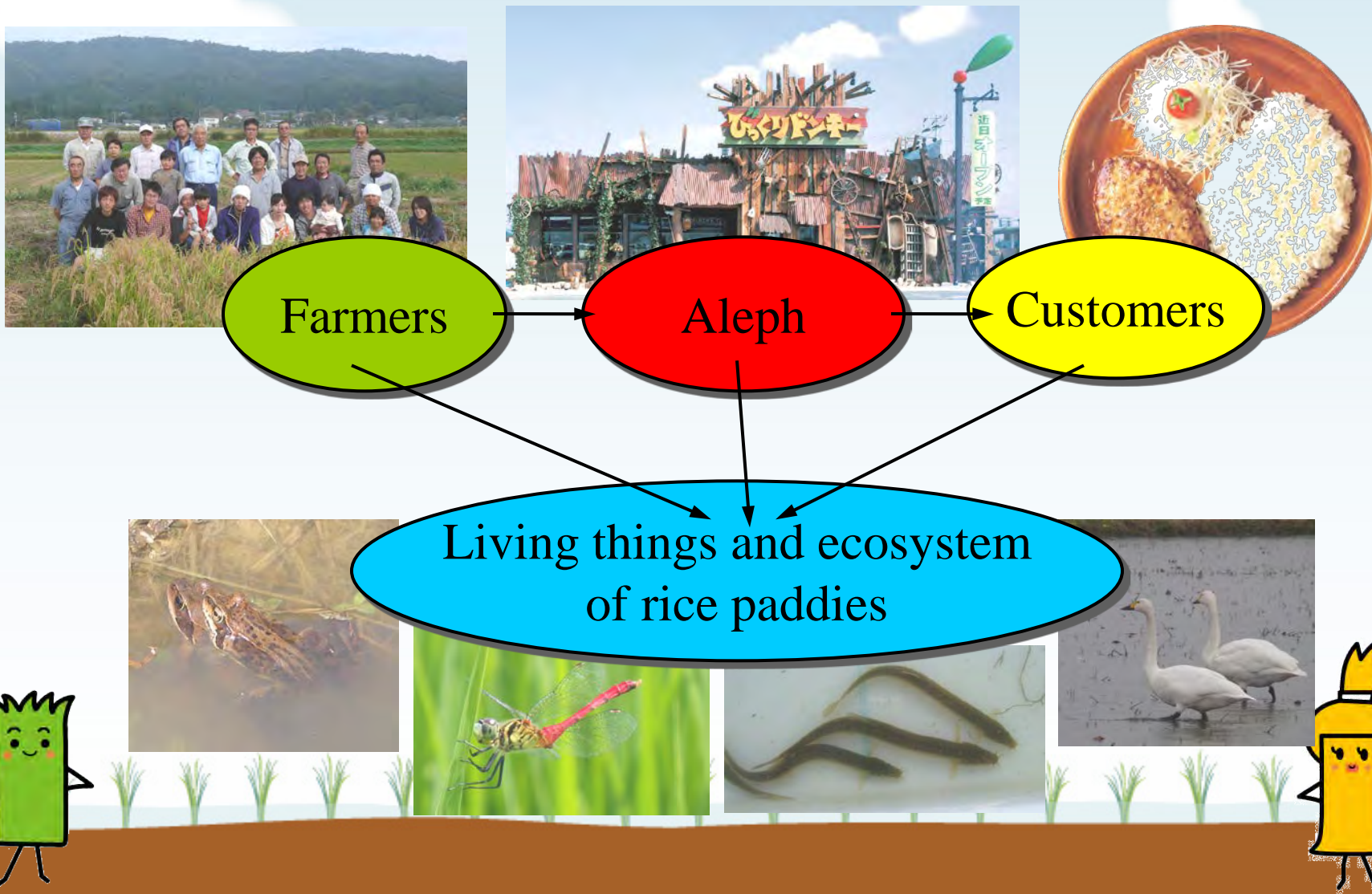
- Serve in all Bikkuri Donkey restaurants since 2006



2-1. Contribution through Procurement (R. P. Targets 5,7,8)



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



2-2. Contribution through Procurement (R. P. Targets 5,7,8)



Requirements of “living-things-friendly” rice paddies:

1. Organic rice farming
2. Wildlife Monitoring by farmers
3. Production with environmental concerns about rice paddies and wildlife



Study about wildlife in rice paddy with farmers



Fuyumizu-tambo
(Irrigation in winter)



Fishways



Wildlife monitoring with customers



Biotope in rice paddy

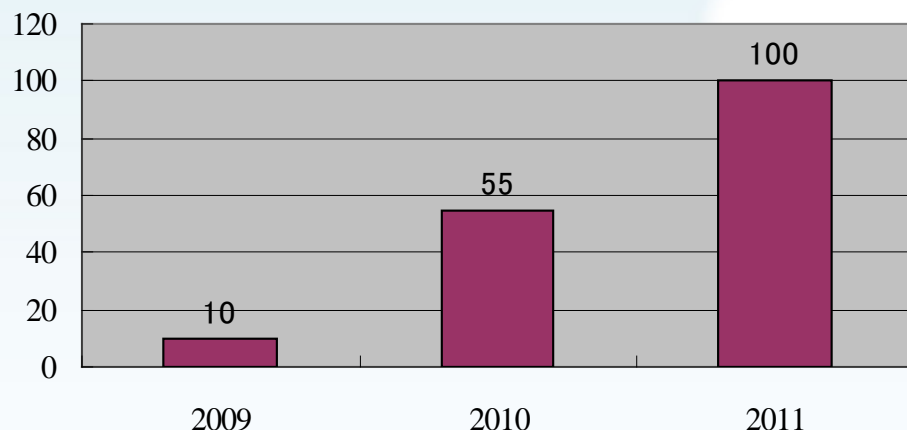


2-3. Contribution through Procurement (R. P. Targets 5,7,8)



The area of “living-things-friendly” rice paddies increased **up to 100 ha by 2011.**

area(ha) The area of "living-things-friendly" rice paddies



The rice have been served in **4 million dishes a year at 21 Bikkuri Donkey restaurants** since 2012.



3-1. Demonstration in Eniwa Paddy (Rice Paddy Target 1)



Fuyumizu-tambo

Area: 1,000m²

Organic

Made by hand

Regular monitoring



---Totally over 7,100 participants for these 9 years.

3-2. Dragonflies observed in Eniwa Paddy



3-3. *Fuyumizu Tango* (Rice Paddy Target 1)



4. Future Vision



New Rice Target:

“All rice of Bikkuri
Donkey

are Wildlife Friendly.”

