



The Role of the Business Sector for the Conservation and Wise Use of Wetlands -ALEPH's Activity on Rice Paddies-

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Aleph Inc. Fuyumizu-tambo project

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1-1. Aleph Inc. Corporate Profile

Established: December 1968

Head office: Sapporo, Hokkaido

Sales: 36.3 billion yen (2010 fiscal year)

Business: Management of Restaurant chain (300 shops ca.) in Japan
(Hamburger restaurant “Bikkuri-Donkey” etc.)



“Bikkuri-Donkey” restaurant

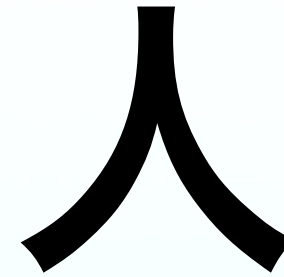


“Hamburger Steak Dish”

1-2. Philosophy



“Food” or “Eat”



“Human being”



“Well” or “improve”

*...The food industry should
make human being better.*

2-1. Fuyumizu-tambo project: Starting point



“Kabukuri-numa and the surrounding rice paddies” was designated (COP9, Uganda).

Deeply impressed

**Launching
our Fuyumizu-tambo project
(Winter-flooded rice paddies)**

Head office of Aleph Inc.
(Sapporo)

Changwon ■

**Pekul'neyskoye
(breeding site)**

**Kharchinskoye
(stopover site)**

**the Flyway of
Greater White-Fronted Geese
(Anser albifrons)**

Miyajima-numa (stopover site)

**Kabukuri-numa,
Izu-numa (wintering site)**

3-1. Demonstration in Eniwa Paddy

Area: 1,000m²

Organic

Made by hand

Regular investigations



---Totally over 3,000 participants for these 5 years.

3-2. Succession of Rice-growing Culture



3-3. Dragonflies observed in Eniwa Paddy

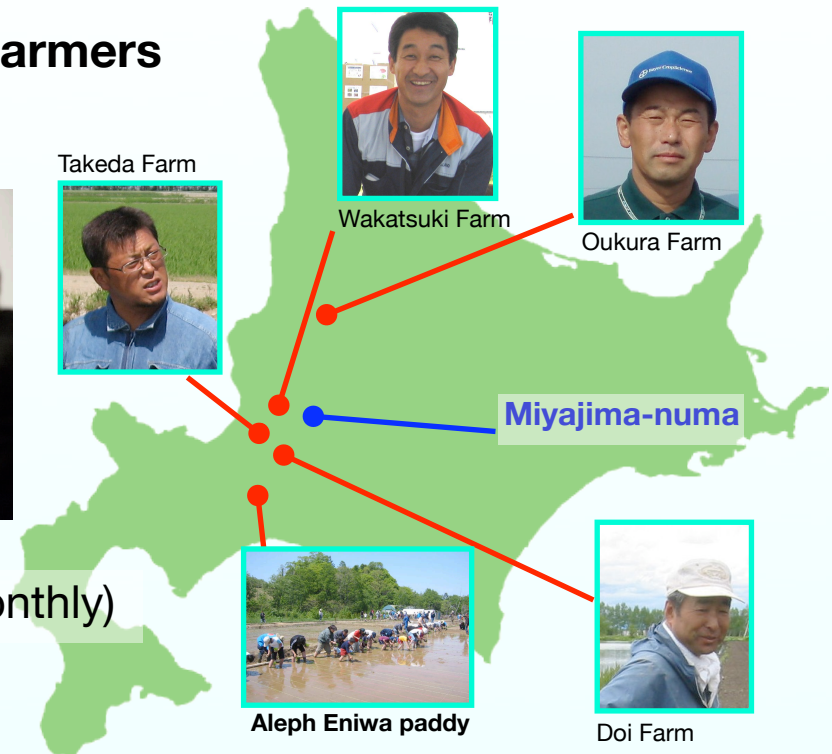


4-1. Dissemination in Hokkaido

Is winter- or long-flooded type organic method is really possible in Hokkaido?

--- examination in collaboration with four farmers

1. Holding forums



2. Holding study meetings and investigations (monthly)



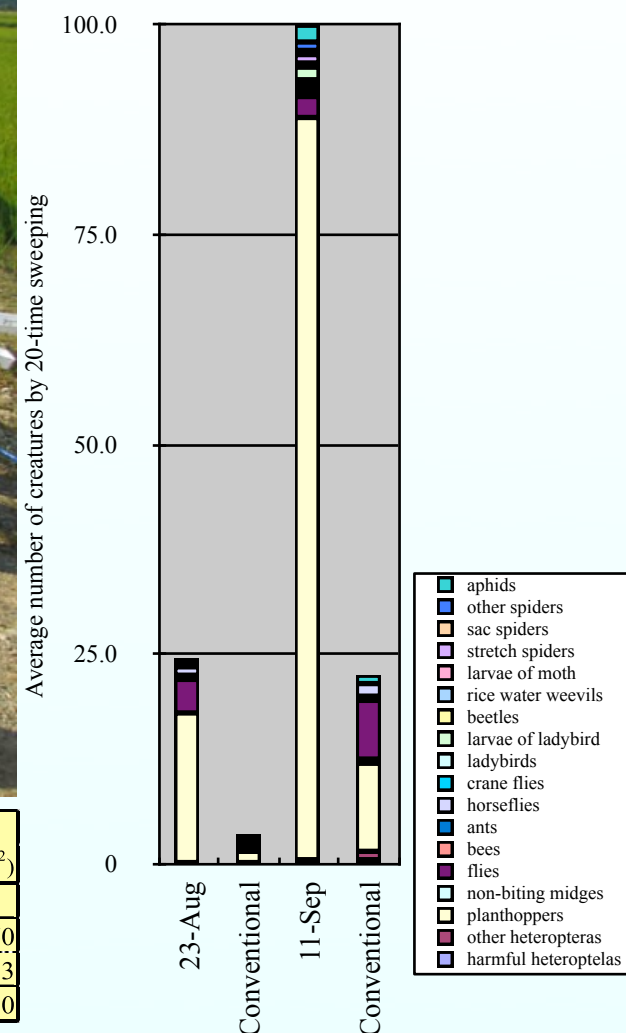
4-2. Comparative investigation



Transision of estimated number of *Tubificidae* at Takeda's rice paddies (Tobetsu)

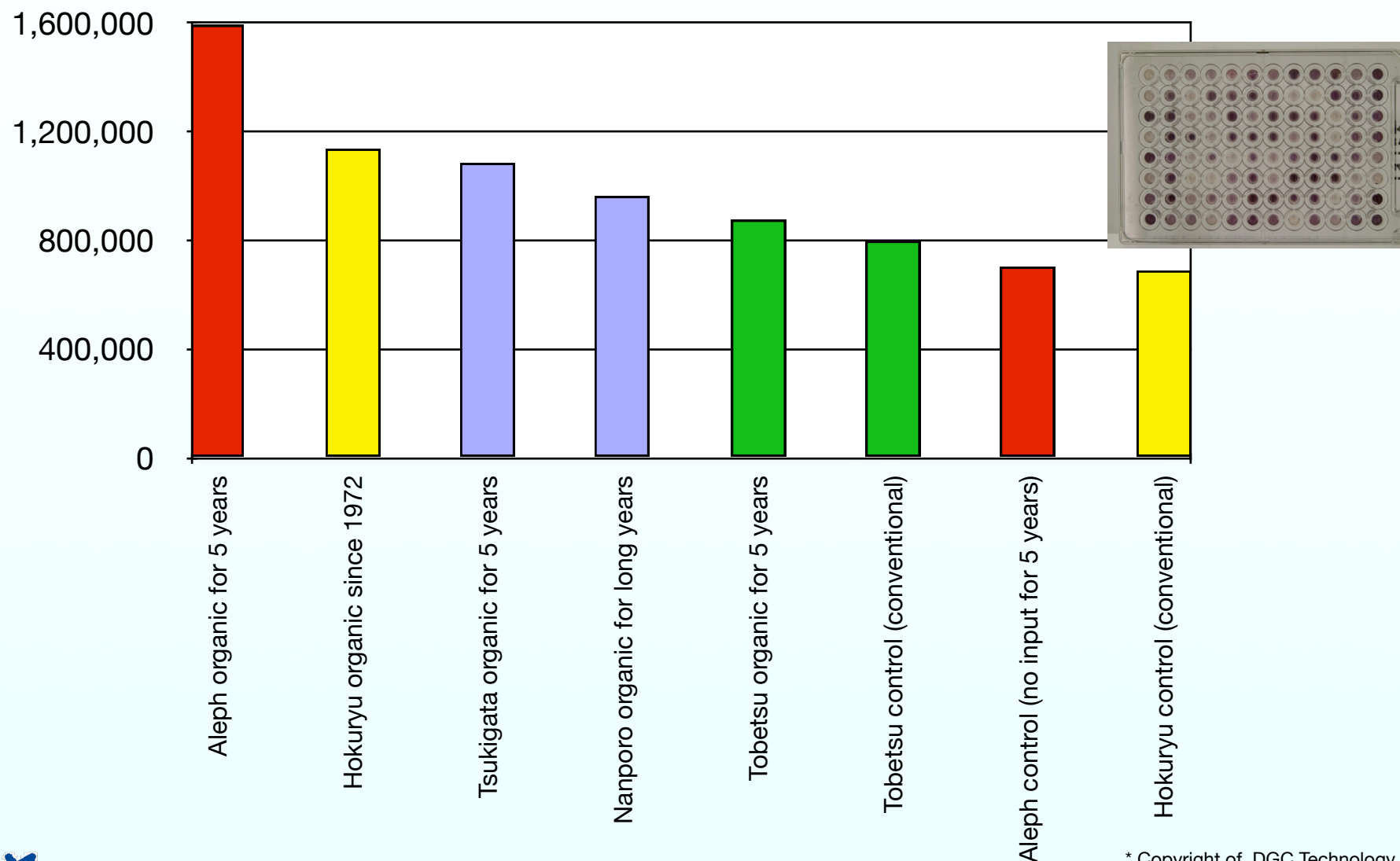
	Apr.	May	June	July	Aug.	Sep.
	(thousands/1000m ²)					
Fuyumizu-tambo (organic) 2007	938	4,300	5,950	6,050	2,750	3,250
Fuyumizu-tambo (organic) 2006	no investigation	3	12	95	453	33
Conventional (chemical use) 2007	no investigation	0	0	125	42	0

Sweeping investitgation result of Takeda paddies (2007)



4-2. Comparative investigation

Soil Microbial Diversity Vitality Value* of rice paddies of four farmers and Aleph



4-3. Ecosystem assists Organic Farming.



4-4. Rare species observed



Lefua nikkonis

"Endangered" on Red List of Ministry of Environment, Japan(2007)
"Endangered" on Red Data Book of Hokkaido(2001)



Pungitius tymensis

"Near Threatened" on Red List of Ministry of Environment, Japan(2007)
"Rare" on Red Data Book of Hokkaido(2001)



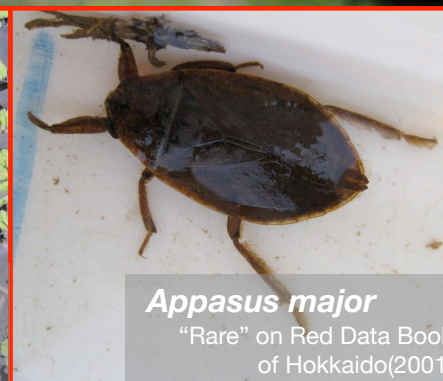
Monochoria korsakowii

"Near Threatened" on Red List of Ministry of Environment, Japan(2007)
"Vulnerable" on Red Data Book of Hokkaido(2001)



Ricciocarpus natans

"Near Threatened" on Red List of Ministry of Environment, Japan(2007)



Appasus major

"Rare" on Red Data Book of Hokkaido(2001)



Cercion sieboldii

"Rare" on Red Data Book of Hokkaido(2001)

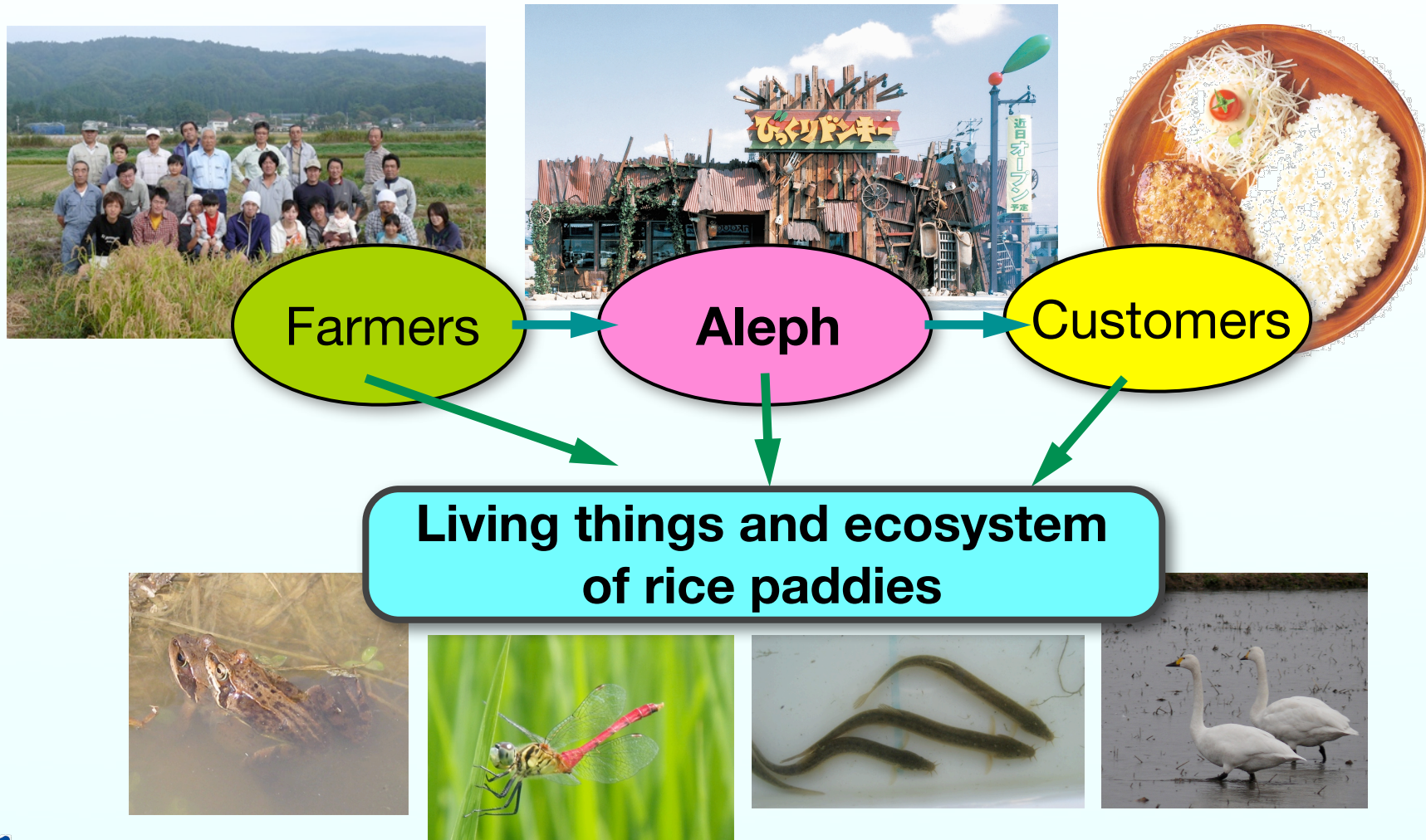


Sympetrum darwinianum

"Rare" on Red Data Book of Hokkaido(2001)

5. Contribution through Procurement

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



5. Contribution through Procurement

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

1. Organic rice farming
2. Monitoring of living things by farmers
3. Production with environmental concerns about rice paddies and living things



5. Contribution through Procurement

Aleph's target
Increaseing 100 hectares
of "Living-Things-Friendly"
rice paddies by 2012.

The area of "living-things-friendly" rice paddies

