

CSR Activities in JT's Business

CSR Activities in the Tobacco Business



Fulfilling the Social Responsibility of a Tobacco Manufacturer

As a tobacco company, we are committed to fulfilling the expectations of our consumers and behaving responsibly, striving for quality in everything we do from raw material procurement to sales and services.

The Great East Japan Earthquake dealt a severe blow to the JT Group's factories and tobacco material suppliers, forcing them temporarily to suspend shipments and restrict the distribution of our tobacco products, which caused much inconvenience to consumers. We are doing our best to recover as quickly as possible in an effort to provide better services for our valuable consumers.

It is important for us as a tobacco company to meet social responsibilities and expectations for both smokers and nonsmokers, and we are rolling out a campaign to improve smoking manners, providing smoke separation consulting services and setting up smoking areas in public places to improve the smoking environment. In addition, we are collaborating with tobacco retailers in each community, administrative agencies, and concerned parties for youth smoking prevention, one of the most important issues faced by the tobacco industry.

The JT Group is committed to live up to the expectations of consumers by fulfilling the social responsibility of a tobacco company, while working on a variety of activities.



Mitsuomi Koizumi, President, Tobacco Business

CSR Activities in the Tobacco Business

Promotion of Youth Smoking Prevention Initiatives

Minors should never smoke. In fact, minors are legally prohibited from smoking. They are in the process of development, both physically and mentally, with their personalities, lifestyles and discretion yet to be established.

Youth smoking is a problem that cannot be solved by the tobacco industry alone. It is a social problem that needs to be addressed by society as a whole, including households. JT continues to work on youth smoking prevention, while promoting cooperation with concerned parties.

Community Youth Smoking Prevention Programs

In cooperation with municipalities, police, the tobacconist associations and other concerned parties in each community, JT organizes the Youth Smoking Prevention Council and participates in a variety of educational campaigns.

Tobacco Institute of Japan (TIOJ), of which JT is a member, collaborates with concerned parties in producing and distributing stickers, posters, and badges for youth smoking prevention, while the Japan Tobacconist Federation (JTF) put them up in tobacconists to engage in educational activities and "I Care for You" campaign nationwide.



Youth smoking prevention logo

Educational Activities in Youth Smoking Prevention Awareness Month

The tobacco industry and concerned parties are working together with efforts for youth smoking prevention. For example, TIOJ, of which JT is a member, and JTF, collaborate for youth smoking prevention with the industry of retailers and chain restaurants which deal with tobacco products and operate facilities frequented by minors, and designate every year in July as the "Youth Smoking Prevention Awareness Month."

In July 2010, the Youth Smoking Prevention Educational Event was rolled out in 27 cities nationwide, where participants called for youth smoking prevention and handed out fliers, soliciting cooperation from the public.

Voluntary Rules for Advertising and Sales Promotion

JT has been in compliance with voluntary regulations for advertising and sales promotion in the domestic market since the days of the Japan Tobacco & Salt Public Corporation to further fulfill its social responsibility and youth smoking prevention, phasing out advertising through the public media from 1969.

Likewise, the tobacco industry has been in compliance with voluntary rules set by TIOJ since its establishment in 1987; TV and radio advertising was discontinued in April 1998, followed by advertising on public transportation in October 2004 and on outdoor billboard advertising in April 2005.

You may find details of the voluntary rules in the domestic market on the website of TIOJ.

TIOJ
URL www.tioj.or.jp

Age Verification Cigarette Vending Machines

The key factor for youth smoking prevention is to prevent minors from buying cigarettes through vending machines. The tobacco industry, therefore, has been rolling out programs such as placement of campaign stickers and voluntary restrictions on late-night sales through vending machines.

From 2008, TIOJ, JTF and Japan Vending Machine Manufacturers Association (JVMA) play a central role in introducing age verification cigarette vending machines, with efforts across the tobacco industry for youth smoking prevention.

The "taspo" IC card, issued exclusively for adults, is required for buying cigarettes from these age verification cigarette vending machines. The tobacco industry is promoting "taspo," in which JT is cooperating actively as the leading tobacco company.



「taspo」IC card

Age verification cigarette vending machine

Creation of an Environment Where Smokers and Nonsmokers Can Coexist in Harmony

With the catch line "Creating a Comfortable Environment for Both Smokers and Nonsmokers," JT is promoting approaches such as separating smoking and nonsmoking areas in public places and improving smoking manners, all designed to create a better smoking environment.

For separating smoking and nonsmoking areas, a variety of options should be offered to both smokers and nonsmokers. To create a "society of smoking area separation," where such options are available, programs are in place to set up smoking areas in public places and offer expertise on the flow of cigarette smoke, examples of separating smoking and nonsmoking areas, and stickers indicating the smoking environment in cafes and restaurants.

Smokers, meanwhile, are expected to play a part in establishing harmony with nonsmokers by observing smoking manners. JT and concerned parties are thus calling for improved smoking manners.

A wide range of approaches to create a society where "smokers and nonsmokers can coexist in harmony" are posted on JT's website and advertised on TV.

Tobacco World
URL www.jti.co.jp/sstyle



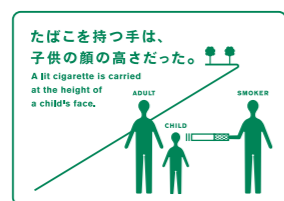
Approaches to Improve Smoking Manners

JT is calling for improved smoking manners through advertising campaigns, encouraging smokers to give consideration to people around them, including nonsmokers. For example, with the catch line "Pay Attention and You Can Change Your Manners," public awareness campaigns are underway through newspapers and posters.

JT is also engaged in the "Minato Tobacco Rule" program organized by Minato Ward Office, Tokyo, working with other companies to prevent cigarette butt littering and smoking while walking.



Smoking manner campaign through TV commercial



Smoking manner ads on newspaper

Setting Up Smoking Areas in Public Places

JT and municipalities nationwide are jointly setting up smoking areas to prevent cigarette butt littering and improve smoking manners.

In April 2004, several smoking areas were set up around Shibuya Station in collaboration with the Shibuya Ward Office, while they totaled 943 as of the end of March 2011, with 212 municipalities taking part in their construction. Some of them have contributed to reducing cigarette butt littering significantly.



Smoking area in Kawasaki city, Kanagawa prefecture

Improving the Smoking Environment in Various Facilities

JT is working with a variety of parties such as municipalities and facility managers to improve the smoking environment.

Specifically, consulting services are offered to terminal stations, airports, and large-scale commercial facilities— which are alive with commuters, tourists, business persons, families, and shoppers — with focus on providing expertise in smoke separation simulating the flow of cigarette smoke as well as smoke separation consulting services on the basis of case studies.

Encouraging Restaurants to Put Up Stickers and Posters to Indicate the Smoking Environment

JT is encouraging restaurants to put up stickers and posters, each of which indicates the smoking environment, at their entrances to guide customers.

Restaurant managers, meanwhile, can design their own signs by choosing figures and colors on JT's website. These stickers and posters are being advertised on TV.



Smoke separation sticker

Original signs can be designed at
URL www.bun-en.com

Advice on Separation of Smoking and Nonsmoking Areas

JT's smoke separation consulting services are designed to provide facility managers with smoke separation systems that satisfy smokers' requirements, with due consideration to nonsmokers. The JT headquarters houses a smoke separation test room where physical conditions such as exhaust airflow and layout can be adjusted to recreate various smoking environments. This smoke separation test room is a system to verify optimal smoke separation methods through experiments. In addition, the website Tobacco World shows basic information and key points in smoke separation as well as details of smoke separation consulting services.



Smoke separation test room

Tobacco World
URL www.jti.co.jp/sstyle

Citizen Participation Cleanup Campaign

JT has been engaged in the "Pick Up and You Will Love Your City" initiative in an effort to eradicate public littering by raising awareness of the problem and organizing rubbish collection in 47 prefectures nationwide. This campaign — a joint initiative with municipalities, companies, schools, volunteer bodies, and planning committees and participants in local events — has been carried out in more than 1,000 occasions, with about 1,200,000 participants and 2,390 parties teaming up for it (as of March 2011).

JT will continue to push ahead with the campaign, hoping to increase the number of those who do not litter on the street, while calling for broader participation and cooperation.



"Pick Up and You Will Love Your City" campaign

"Pick Up and You Will Love Your City" campaign
URL www.jti.co.jp/sstyle/manners/clean

Quest for Quality Trusted by Consumers

Providing consumers with a sense of security and deserving their trust boils down to improving the quality control system for every aspect of operations, from product development to raw material procurement, manufacturing, and consumer services. We are thus striving to maintain and improve product quality, develop new products, and upgrade services, taking into account valuable opinions and information provided by consumers through the Customer Service Center.

In manufacturing products, moreover, we practice rigorous quality control conforming to global standards, while manufacturing personnel are working on quality improvement with efforts underway to procure reliable leaf tobacco with consistent quality.

Feeding Consumers' Opinions Back to New Product Development and Quality Improvement — Role of the Customer Service Center

The Customer Service Center plays a key role in feeding consumers' valuable opinions back to the management and all departments concerned to improve our products and services.

In dealing with quality problems and complaints about defects, for example, we examine the products in question in addition to complaint details to determine root causes. At the same time, the information about such defects is immediately communicated to the quality control divisions and factories, while requests for product improvement are reviewed and addressed from short-, medium-, and long-term perspectives. In the unlikely event that other products are defective in the same way, stocks at factories and distribution centers are checked immediately to minimize the problem caused by the defect.

In addition, opinions and requests for changes in product specifications are communicated to the product development divisions and are taken into account in developing new products.

The management, meanwhile, is kept informed of consumers' opinions, which are posted on the intranet — a company-wide effort to improve product quality. Such consumers' opinions and how they are addressed are regularly reported and discussed at meetings of the tobacco business to secure sharing information with the management.



Our Philosophy as a Tobacco Manufacturer

Based on the JT Group Mission, we define our recognition of tobacco products and principles in conducting tobacco business.

Our Recognition on Tobacco

We, as the JT Group, recognize our main product, Tobacco, as follows:

Tobacco for Smokers

Almost one third of the adult population of the world smokes. People smoke for various reasons; some people smoke for pleasure, to enjoy tobacco's rich taste and flavor, others to relax and gain peace of mind, or to focus. On the other hand, with smoking pleasure come real risks. There are many people who report difficulty in quitting.

We believe adults have the freedom to choose smoking as a personal pleasure, being fully informed about the risks.

Tobacco for Society

Tobacco has been commonly used as an item to promote communication between people; to break a moment of silence or sometimes to gain relief from tension.

However, people who do not smoke are often irritated by tobacco smoke. Smokers should at all times be courteous and pay full attention to nonsmokers.

From a socio-economic standpoint, tobacco is the product of a wide range of industries, from growers to retailers. Many people in the world rely on tobacco for their livelihoods. It should also be noted that tobacco taxes stemming from cigarette sales are borne by smokers and contribute to a significant part of government revenues across the world.

Tobacco in History

Tobacco has a long history going back to the days of the Mayan civilization. Many unique and interesting cultures can be traced back to its natural proximity to people's everyday lives.



In modern times, tobacco became an important agricultural product with significant economic value. The manufacturing of tobacco products, starting off as family-run businesses, went through rapid technological innovation and became one of the first industries to globalize at the end of the 19th century. On the other hand, some countries have, from time to time, banned tobacco, considering smoking as an unnecessary pastime, and for various reasons. In recent years smoking has become controversial in terms of its effects on health.

While tobacco has been a controversial product through history, it is a product that people have enjoyed for more than 500 years.



Mayan jar with cigar patterns

Tobacco Business Management Guideline

Tobacco is a controversial product, and public authorities have determined that with smoking come health risks. As a tobacco business operator, we therefore recognize that we must meet high social expectations of honesty and transparency. We have established management guidelines by which we discipline ourselves in order to meet these expectations, and are committed to the following principles:

Openness about the Risks of Smoking

Public authorities have determined that smoking causes or is an important risk factor of a number of diseases. We support efforts to advise smokers accordingly. No one should smoke without knowledge about the risks of smoking.

Transparency about Our Product

Naturally, smokers want to have information about the cigarettes they smoke. We, therefore, provide information about additives used in our products (cigarettes) distributed in Japan.

Endeavoring to Reduce the Risks of Smoking

We do not believe that smoking risks can be completely eliminated, but there are ways in which we may be able to reduce the risks. We are committed to developing cigarettes that have the potential to reduce the risks of smoking.

Youth Smoking Prevention

Minors should not smoke. Youth smoking is a societal problem and cannot be solved by tobacco companies alone. We are committed to playing a full role in the prevention of youth smoking.

Accommodation of Smokers and Nonsmokers

People who do not smoke are often irritated by tobacco smoke. Cigarette littering spoils the environment, can cause fires, and smoking in a crowd can be dangerous.

At all times, smokers should show more courtesy to nonsmokers and to society.

We advocate reasonable solutions to accommodate both smokers and nonsmokers.

Basic Principles in Conducting Tobacco Business and Adults' Responsibilities and Selection

JT's understanding of smoking, including its "Our Recognition on Tobacco" and "Tobacco Business Management Guideline," is posted on the website.

- JT's Recognition on Tobacco
- Tobacco Business Management Guideline
- Data concerning tobacco business
- JT's understanding and comments about tobacco measures
- Youth smoking prevention activities
- JT's understanding of smoking and health
- Approaches to deal with illicit trade of tobacco products



Basic Principles in Conducting Tobacco Business and Adults' Responsibilities and Selection

URL www.jti.co.jp/corporate/enterprise/tobacco/responsibilities

CSR Activities in JT's Business

CSR Activities in the Pharmaceutical Business



We Are Committed To Acting with Integrity and Having a Strong Sense of Ethics and Responsibilities

While our most important mission is to “develop innovative, unique, and globally competitive drugs,” we are engaged in a business that has a direct impact on human life. We, therefore, must act with integrity, placing a premium on the health and welfare of patients, with a strong sense of ethics and responsibilities. As the Great East Japan Earthquake did not inflict direct damage on our business, we were able to provide drugs to patients who need them. It is imperative for the pharmaceutical business to ensure supply of lifesaving drugs. The earthquake disaster brought home our responsibilities at the time of disaster and emergency.

Developing new drugs requires a considerable amount of time, so much so that we are often eager for results. As what we are doing has a direct impact on human life, we must not lose control of ourselves. To fulfil such responsibilities, we have a foolproof system in place to manage chemical substances and comply with pharmaceutical laws and regulations. We, as a pharmaceutical business, are committed to abiding by the “highest level of ethical standards,” with each employee playing a key role in it, in an effort to do business in an appropriate and ethical manner.

At the same time, JT and Torii Pharmaceutical Co., Ltd., a JT Group company, will continue to make concerted efforts to be respected and appreciated by patients and medical staff around the world.



Noriaki Okubo, President, Pharmaceutical Business

CSR Activities in the Pharmaceutical Business

Strict Compliance with Drug Related Laws and Regulations

— Strict Compliance with the Promotion Code

The Japan Pharmaceutical Manufacturers Association (JPMA) sets forth the “JPMA Promotion Code for Prescription Drugs,” a code of conduct for pharmaceutical companies in promoting medical supplies and prescription drugs, to strictly prohibit drug abuse. Medical representatives (MRs), meanwhile, play a vital role in the appropriate use of drugs — providing, collecting, and communicating information on pharmaceuticals. They are thus obliged to follow the promotion code.

Torii Pharmaceutical Co., Ltd., which produces and distributes JT Group’s pharmaceuticals, holds study sessions and seminars to strictly comply with its own code of conduct in accordance with the promotion code, while educating and training MRs, taking into account the nature of their duties.



Study session

— Proper Management of Chemical Substances

The JT Group continues to comply with a variety of laws and regulations concerning the management of designated chemical substances, with rigorous in-house regulations and systems in place to educate employees on safety management. The Central Pharmaceutical Research Institute, which spearheads the JT Group’s new drug development, is striving to improve and put into practice its chemical substance management system. In accordance with chemical substance safety control standards and procedures, meanwhile, Torii Pharmaceutical Co., Ltd. systematically manages chemical substances, setting up management categories based on the characteristics of each chemical substance.

— Strict Compliance with Pharmaceutical-Related Laws and Regulations

A number of laws and regulations apply to new drug development, some of which include verification of the safety of drug candidate compounds at the preclinical stage and assurance of safety of trialists during clinical development. In developing new drugs, moreover, the JT Group controls the safety of its drugs through strict in-house audits to check if the prescribed operating procedures are appropriately followed, while improving the system in compliance with related laws and regulations.

At the same time, a variety of measures are in place to provide patients with drugs in an effective and safe manner, based on data for their efficacy and side effects.

Programs in Medical Care Field

— Awareness Raising Programs in Medical Care

Torii Pharmaceutical Co., Ltd., which produces and distributes the JT Group’s pharmaceuticals, provides tips on health and for managing diseases through the Internet, and brochures to contribute to improving the quality of life of patients. In addition, “Manga Life Sciences” is posted on its website, presenting the mechanisms and symptoms of a variety of diseases.



Brochures for awareness raising programs

Torii Pharmaceutical’s website
URL www.torii.co.jp

Ethical Considerations for Animal Experiments

Animal experiments are essential part of pharmaceutical development in determining the safety and efficacy of drugs. When conducting animal experiments, we examine their scientific rationality, respect the lives of animals and the concept of animal welfare.

The Central Pharmaceutical Research Institute set in-house regulations for animal experiments in accordance with the Law of Humane Treatment and Management of Animals (Law 105, instituted in 1973) and its relevant guidelines (Notification 0601005, issued by the Ministry of Health, Labour and Welfare in 2006) to properly manage animal experiments and breed experimental animals. Specifically, the animal experiment committee is in place to examine and ensure that experiments are conducted in accordance with the 3R concepts*.

*3R Concepts Replacement: Where possible, opt for test methods using no experimental animals
Reduction: Minimize the number of animals used for experiments
Refinement: Do not let experimental animals suffer unnecessary pain

— Ethical Considerations for Human Genome / Gene Analysis

The Ethics Review Committee on Human Genome / Gene Analysis is in place to examine the ethical and scientific validity of human genome and genetic sequencing research programs in accordance with the Ethical Guidelines Human Genome / Gene Analysis (Notification 1, issued by the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Health, Labour and Welfare and the Ministry of Economy, Trade and Industry in 2001).

CSR Activities in JT's Business

CSR Activities in the Food Business



To Retain the Trust of Consumers

The JT Group has been making concerted efforts to practice the highest standard of safety management, focusing on 1) reducing risks, 2) better serving consumers, and 3) strengthening the corporate organization and system.

All of its outsourcing factories for frozen processed foods, as well as all of 21 frozen food factories of its own, domestic and foreign, have been certified according to ISO 22000, an international standard for food safety. In addition, efforts are underway to further ensure the safety of foods through improved traceability and food defense system, while an advanced factory started operation last year, bringing together the JT Group's expertise in safety control.

Meanwhile, the JT Group provided drinking water, packaged foods, and relief goods to the victims of the Great East Japan Earthquake, which occurred last March, with some of the JT Group employees serving meals on-site in disaster zones. The JT Group, for that matter, played a part in the relief efforts in a way that is unique to a food company. With the philosophy of "Providing products that your loved ones want to eat," the JT Group will continue to provide safe and reliable products to consumers.



President,
Soft Drink Business Division
Ryoko Nagata



President,
TableMark Co., Ltd.
Miyoharu Hino

Approaches to Food Safety

JT Group Food Safety Policy

The JT Group set the group-wide Food Safety Policy, which can be summarized as follows:

- In addition to observing laws and regulations, we make our best efforts to ensure safety based on stringent standards designed to provide consumers with a feeling of trust.
- We incorporate opinions of consumers in our products to improve the safety and quality of products.
- We proactively and appropriately disseminate information to meet the needs of consumers and provide them with a feeling of trust, with focus on the origin of raw materials and location of manufacturing factories.
- In the event of any health hazard, we give the highest priority to minimizing harm to consumers by taking quick and appropriate action while disclosing information obtained through investigations in order to prevent damage from spreading.

Approaches to R&D and New Product Development

The Food Development Center of the JT Group, the base for R&D and product development of the Soft Drink Business Division and TableMark Co., Ltd., plays a key role in providing safe and tasty products to consumers by enhancing cooperation between quality control, R&D, and product development divisions, and by paying more attention to safety control from the very beginning of product planning and development.

Approaches to Raw Material Procurement

Producing safe foods starts from procuring safe, high-quality raw materials. In selecting raw materials, therefore, the JT Group monitors pesticide residues and inspects raw material factories regularly in addition to checking quality guarantees provided by suppliers. Specifically, pesticide residues are closely monitored in accordance with the Positive List System*, which is set forth by the Food Sanitation Law, to ensure the safety of finished products.

In addition, TableMark Co., Ltd. inspects the conditions of plantations (the soil, water quality, and cultivation conditions) and pesticide management as well as breeding farms and fish farms in countries



Overseas plantations, breeding farms, and fish farms are inspected regularly.

including China, Thailand, and Vietnam, in an effort to ensure the safety of finished products right from the production of raw materials.

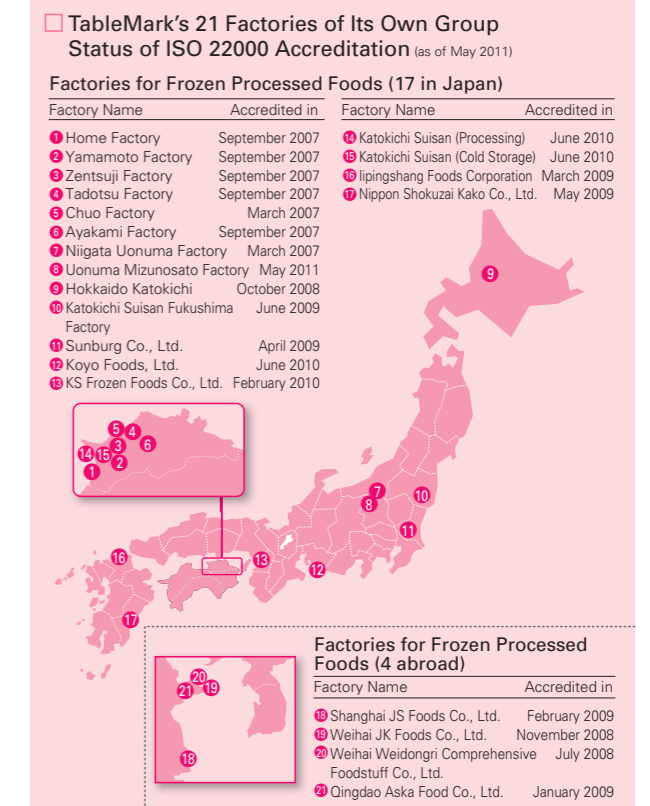
*The Positive List System sets standards for chemical residues (pesticides, veterinary drugs, and feed additives) in food and bans the distribution and sale of food containing a prescribed amount of chemical residues for which such standards are not available.

Activities at Factories

ISO 22000 Accreditation

The JT Group has been working on programs to gain ISO 9001 accreditation, HACCP certification, and ISO 22000 accreditation (an international food safety management standard).

TableMark Co., Ltd., for example, has had all its outsourcing factories for frozen processed foods, as well as all of 21 frozen food factories of its own, domestic and foreign, certified according to ISO 22000. ISO 22000 sets international standards for scientifically proven hygiene control and critical control points based on the concept of HACCP and is designed to maintain the PDCA cycle through its management method for continuous improvement. Only through this practice can the highest level of safety control be ensured at manufacturing sites.



To Better Serve Customers

Improved Traceability

The Uonuma Mizunosato factory of TableMark Co., Ltd. introduced an advanced IT-based traceability system. In particular, serial numbers are printed on product packages to keep track of raw material usage and production records to ensure quick and accurate traceability. This system is designed to properly manage product information, improve product quality and keep consumers informed proactively and timely.



Uonuma Mizunosato factory (Uonuma City, Niigata prefecture)

Approaches to Food Defense

The JT Group is also working on food defense* at its factories and major warehouses to deal with intentional attack on the foods it produces. The hardware aspect of food defense includes installation of security equipment effective in reducing risks, and its software aspect, development of management systems.

* Food defense is designed to protect foods from planned or intentional contamination by foreign matter.



Surveillance camera

Pocketless work shirts and pants

Approaches to Better Serve Consumers

To Provide Information about Food Safety

The JT Group is committed to providing safe and reliable products to consumers, as well as posting information on its website about approaches to ensure food safety at each stage of manufacturing.

The Soft Drink Business Division, for example, disseminates information about its quality assurance system, ranging from raw materials and ingredients to product development and consumer services. Likewise, TableMark Co., Ltd. provides information about where its products are manufactured and where their ingredients are sourced from, how to read the labelling on packages and food safety programs, while offering a virtual factory tour.

Website of JT Beverage Inc.

URL www.jti.co.jp/softdrink

Website of TableMark Co., Ltd.

URL www.tablemark.co.jp

Approaches to Factory Tours

The JT Group facilities such as the Uonuma Mizunosato factory of TableMark Co., Ltd. and Recycle Plaza JB of the Japan Beverage Group welcome visitors and offer them factory tours.

The Uonuma Mizunosato factory, for example, built a walkway for tours, with panels and displays showing production process of frozen UDON noodle and packaged rice. The walkway is hygienically isolated from the manufacturing floor, eliminating the need for putting on special clothes for tours.

Recycle Plaza, which is engaged in intermediate treatment of used beverage containers (cans, glass bottles, PET bottles, etc.), not only shows recycling processes but also provides the public, including students from nearby schools, with opportunities to learn about environmental conservation.



Walkway for tours at the Uonuma Mizunosato factory

Tour at Recycle Plaza JB

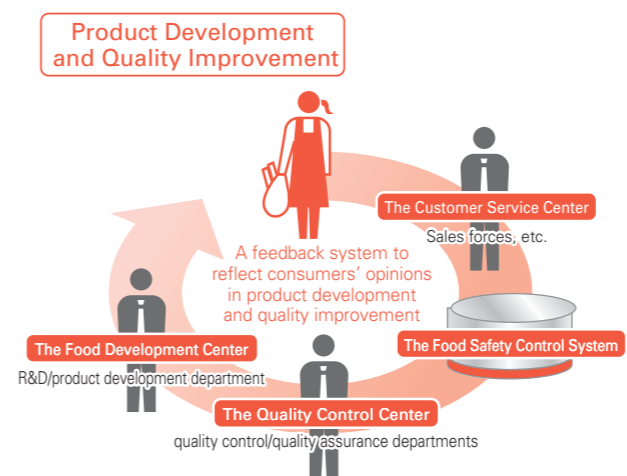
Customer Service Center

The Customer Service Center is on call 365 days a year to deal with consumers' inquiries and suggestions, with a unique food safety control system* in place to promote cooperation between all departments concerned, thereby serving consumers quickly and appropriately.









* An integrated database for managing information about raw materials, products, factories, inspections, and consumers' suggestions

System to Take into Account Consumers' Opinions

Consumers' valuable opinions are communicated to all departments concerned and shared among them to develop new products and improve product quality.



Consumers' suggestions, opinions, and requests are taken into account to improve product quality.

| | Opinions | Improvements |
|--|--|--|
| Crush and Drink! Milk Coffee Jelly  | I was not able to drink it properly as I forget to shake it before opening. Jelly is a bit too thick and hard to drink even after shaking. | POP instructions were added to vending machines and improvements were made on ingredients to make it easier to drink. Before improvement:  → After improvement:  |
| Super Tasty Takoyaki (octopus dumplings)  | I found a piece of bone in takoyaki. It's dangerous for kids. | Dried bonito is now shaved crosswise instead of lengthwise to shred bones and reduce the risk. Before improvement:  → After improvement:  Before improvement:  → After improvement:  |

Making Concerted Efforts to Promote Food Safety Control

The JT Group set up an independent organization to control food safety, with "food safety control representatives" assigned respectively to the Soft Drink Business Division and the TableMark Group companies producing processed foods — concerted efforts are underway to ensure the highest standard of safety management. In addition, "food safety advisors" consisting of external experts evaluate and provide advice on food safety control systems, while a variety of information and viewpoints are taken into account and reflected in business activities.



Taking into account food safety advisors' opinions