

History of J-milk

- 1980 Establishment of the “National Dairy Promotion and Research Association”
- 1981 Establishment of the “National Council of School Milk Supply”
- 2001 Establishment of the “National Dairy Intelligence Center Japan”
- 2004 Establishment of the incorporated association “Japan Dairy Association” through the merger of three above organizations
- 2013 The “Japan Dairy Association” became the General Incorporated Association “J-Milk” following the reform of the public-interest corporations system

Regular Members (23 members)

Nationwide associations of dairy producers, dairy processors, and milk sellers (7 members)
Regional block milk producers' associations and dairy processors' associations (16 members)

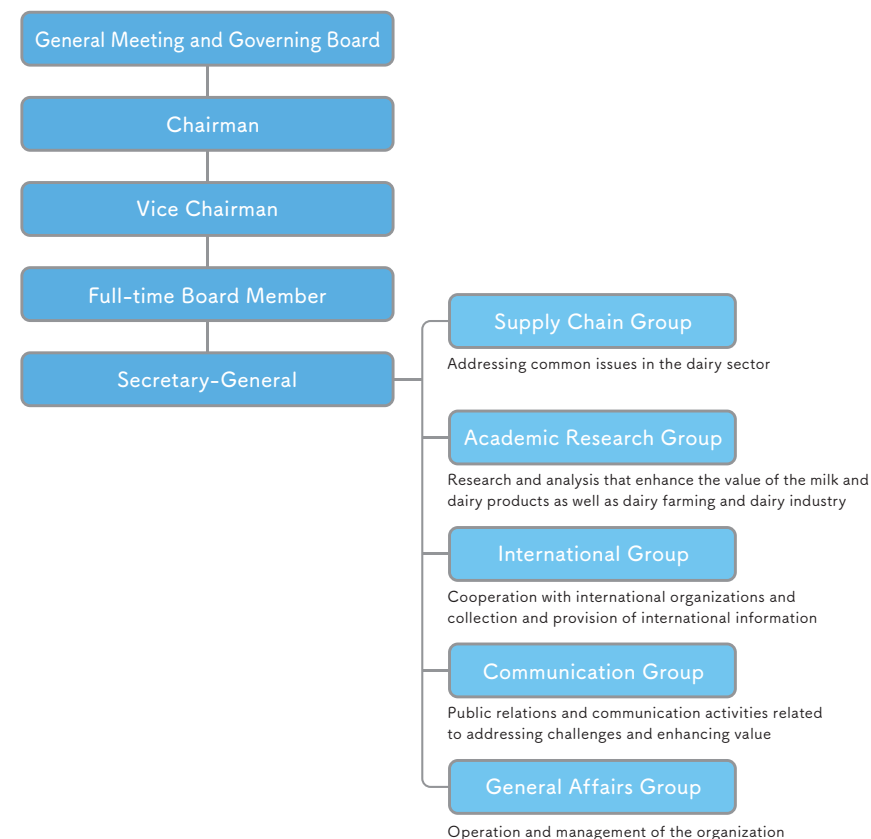
Supporting Members (40 members)

Prefectural organizations implementing milk promotion business and others (40 members)

Specific Supporting Members (55 members)

Companies, organizations, and individuals (55 members) who support international affairs business

Business Structure



一般社団法人 Jミルク
Japan Dairy Association (J-milk)

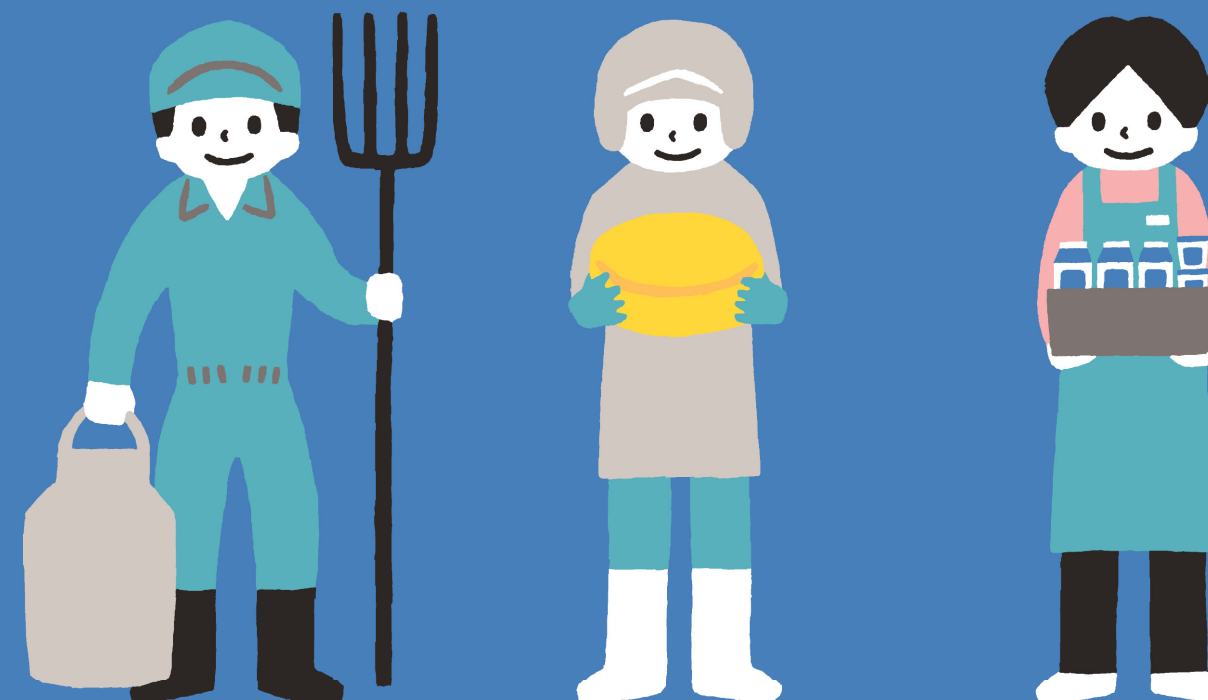
5th Floor, Ochanomizu Yasuda Bldg. 2-1-20 Kanda Surugadai, Chiyoda City, Tokyo 101-0062 Japan
TEL +81-3-5577-7492 FAX +81-3-5577-3236

✉ info@j-milk.jp 💻 <https://www.j-milk.jp> 📘 <https://www.facebook.com/jmilkjp>

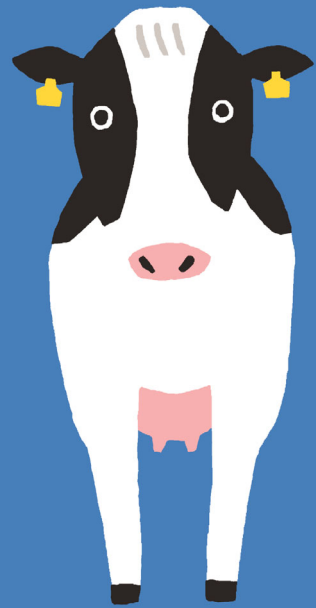
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What is J-milk?



一般社団法人 Jミルク



What is J-milk?

J-milk is a cross-sectorial organization that brings together dairy producers, dairy processors and milk sellers of the milk supply chain in Japan.



J-milk's mission

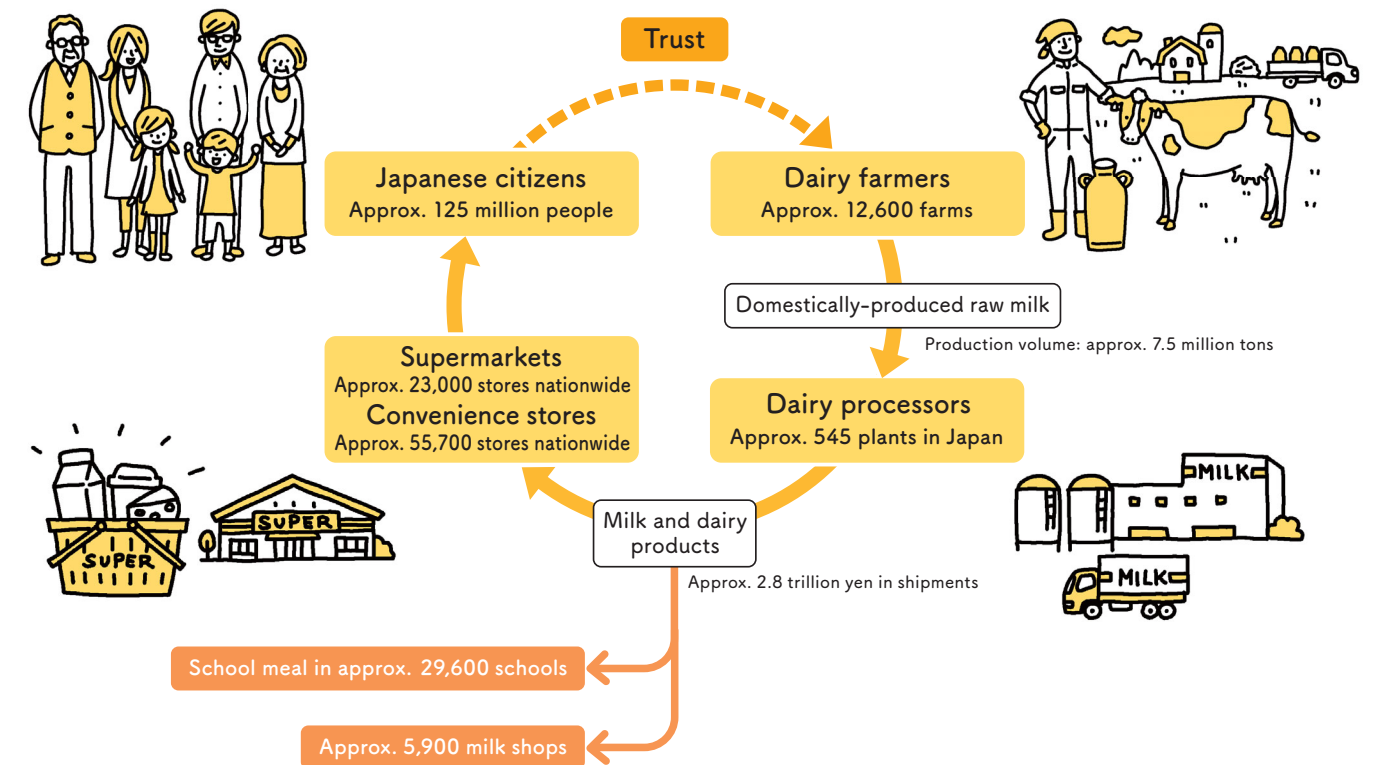
For the purpose of contributing to the health and affluent diet of the Japanese people through a stable supply of domestically-produced milk and dairy products and building a strong relationship of trust with ordinary citizens, it is essential for the actors involved in the milk supply chain in Japan's dairy sector to maintain interdependent and stable relationships. To this end, J-milk provides information to dairy professionals and milk influencers to help solve common issues in the dairy sector and enhance the value of milk and dairy products.

Who are the actors making up J-milk?

Positioning at the milk supply chain

The flow of the material, including raw material, processing, distribution, and retailing of milk and dairy products from dairy farmers to consumers is called "the milk supply chain." Smooth relay of milk from dairy farmers to dining tables of consumers enables a more stable supply.

J-milk is comprised of main actors of the milk supply chain, including dairy farmers, dairy processors, and milk shops.



Who is the target of information from J-milk?

Milk Influencers and Milk Supporters

J-milk calls the actors in the medical, nutritional, and educational fields "Milk Influencers," who can significantly influence the dietary habits of the ordinary citizens and convey the value of milk and dairy products to the public.

We also call to the actors in the dairy sector, professional areas, and government "Milk Supporters," who actively support the activities of J-milk.



To address the common challenge in the dairy sector

With respect to common issues and information related to the stable supply, safety, and security of milk and dairy products, we would like to contribute to solving problems by developing reliable information and sharing it with actors in the dairy sectors and others.

Common challenge 1

Stable supply of milk and dairy products

- Advice for stabilizing dairy farming and processing business
- Providing appropriate information on supply and demand
- Coping with the smooth delivery of raw milk and supply of milk and dairy products
- Maintaining and strengthening the dairy production base

Common challenge 2

Ensure safety and improve quality

- Efforts to improve the quality of domestically-produced milk and dairy products
- Compliance with the national positive list system
- Efforts to prevent residues of pesticides and other chemicals

Information development and collaboration

We will prepare a variety of information and collaborate to resolve.



- Examination and implementation of solutions for issues in the dairy sector
- Accurate forecasting and publication of supply and demand of raw milk and dairy products
- Compliance with milk inspections and standards which are related to government regulations
- Efforts to ensure a stable supply of milk for school meal
- Addressing appropriate crisis management strategies against disasters
- Efforts to improve the sustainability of the dairy sector

Providing information and collaboration to ensure trust



Actors in the dairy sector

Reliable dissemination of information



Market (ordinary citizens)

Providing the latest information



Media

To enhance the value of milk and dairy products

We collect information related to new evidence (scientific basis) on nutrition and health functions, make the information understandable and communicable in accordance with social needs, and communicate the value of milk and dairy products to ordinary citizens through Milk Influencers.

Elucidating new value



- Dairy Health Science Council
- Milk Sociocultural Network
- Milk Nutrition Education Study Group

The Academic Union of Milk is an organization that conducts studies in collaboration with researchers in diverse fields in Japan that are highly regarded by society. It builds reliable information on the value of milk and dairy products.

Survey on dietary trends of milk and dairy products

Clarifying the essential needs of people living in Japan

- Dietary and health issues
- Perceptions and awareness of milk and dairy products
- Verification of effectiveness of information provision

Creation of value-enhancing information

Moving toward information needed by the ordinary citizens

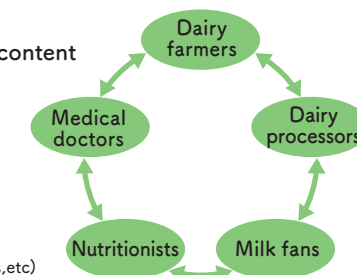
1 Accumulation of knowledge

- Conducted by the Academic Union of Milk
- Research related to value enhancement
- Gathering information on health, nutritional, industrial, cultural, and educational values

2 Development of information content Co-creation with communication partners

- Development of understandable expressions
- Development of tools for easier communication (e.g., New-Washoku, anti-milk, market trends, etc)

Communication Partners



Communication activities (website, seminars, provision of tools, etc.)

Milk Influencer

Medical, nutrition, and education professionals



Actors in the dairy sector



Media

Journalists



Ordinary citizens in Japan

Addressing the internationalization of the dairy sector

In 2019, we established a new international affairs business to deepen our collaboration with relevant international organizations and strengthen our efforts to address the globalization of the milk supply chain and the global challenges to achieve the SDGs.

International affairs business

Collaboration with international organizations

Cooperation with international organizations such as the Food and Agriculture Organization of the United Nations (FAO) and gathering information

Provision of international information

Provision of information on the international affairs to relevant actors

Activities of the Japan National Committee of IDF (JIDF)

Participation in activities of the International Dairy Federation (IDF), holding JIDF technical meetings, and gathering information



Progress and significance of J-milk's establishment of new international affairs business

- 1 International exchange at IDF World Dairy Summit (WDS) 2013 in Yokohama triggered increased interest in international activities among actors in domestic dairy sector and the Academic Union of Milk.
- 2 J-milk strengthened its international business by participating in WDS and the International Farm Comparison Network (IFCN) since 2013, as well as hosting the Global Dairy Platform (GDP) Japan Conference in 2015.
- 3 In addition to international standards for milk and dairy products, we aim to raise international responses toward challenges such as dairy policy, animal welfare, dairy sustainability, and environmental issues at a world-class level.
- 4 In April 2019, the international affairs business was newly established and the International Group was created; the JIDF Secretariat was transferred to J-milk to integrate and consolidate international affairs operations.

How is the international information collected and provided?

Obtaining the latest information from international organizations

- Policy information of each country, FAO, World Health Organization (WHO), etc
- Valuable information from international academic societies, etc.
- International information from IDF, GDP, and IFCN

Digital archiving and collaboration with affiliated organizations

- Digital archiving facilitates the use by interested actors
- Provide information promptly with the cooperation of affiliated organizations

International institutions and organizations with which J-milk promotes collaboration



Food and Agriculture Organization of the United Nations (FAO)

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Collaboration in efforts to achieve the SDGs and promotion of World Milk Day



International Dairy Federation (IDF)

Participation in international conferences
Collaboration and cooperation with FAO, WHO, ISO, OIE, etc



GLOBAL DAIRY PLATFORM

Global Dairy Platform (GDP)

Gathering information on global marketing activities and antimilk, etc
Coordinated response to common challenges related to the global dairy sector



International Farm Comparison Network (IFCN)

International comparative study of dairy farm management with information provided by Japan
Future projections and analysis of issues in the global dairy sector

For connecting to the future as a sustainable industry

For the dairy sector to thrive robustly in the future and continue to develop while coexisting with the environment sustainably, we have developed a strategic vision in October 2019 for guiding future efforts with recommendations to all concerned stakeholders.

Purpose and positioning of the recommendations

This strategic vision outlines the ideal industry profile for the Japanese dairy sector, strategic perspectives that should be addressed through collaboration, and the direction of actions and policy support required to ensure the future success of the dairy industry as a sustainable sector.

It is vital for all stakeholders in the milk value chain in our country to share these strategic perspectives and, with the help of policy support, to consciously promote initiatives and jointly verify the results and challenges.

Brochure of recommendations



Three strategic perspectives for sustainable development

Growth potential

Continue to increase the value of milk and maintain and expand the size of the industry

Resilience

Resiliently deal with a variety of inexperienced changes

Sociality

Responding to the demands of society and earning the trust and empathy of consumers

Three behavioral characteristics that support the realization of the strategic perspectives

Future-oriented understanding

Explore the future of the industry and do not postpone the risk to future generations

Diversity

Recognize diverse senses of values and styles to ensure that they can coexist

Autonomy

Control own behavior and cooperate with others to contribute to overall optimization

Enhancing the value of the dairy sector through SDG initiatives

In order to enhance the social value of the dairy sector and strengthen its sustainability over the medium to long term, J-milk supports the domestic dairy sector's efforts to contribute to the United Nations Sustainable Development Goals (SDGs).

SUSTAINABLE DEVELOPMENT GOALS
世界を変えるための17の目標

