

Kirin Holdings Company, Limited



<https://www.kirinholdings.co.jp/english/csv/env/>

Policy for the future:

The Kirin Group announced its Environmental Vision 2050 in February 2020 and set the following targets to realize “a society that values sustainable biological resources”.

1. Cultivate, expand and procure sustainable agricultural raw materials.

- Procure agricultural raw materials that comply with certification schemes, such as FSC®, RSPO and the Rainforest Alliance.
- Cultivate agricultural raw materials that are suited to global warming and expand them to raw material production areas.
- Promote recycling and reduction of product waste, thereby bringing food waste generated by production activities to zero.

2. Stand by the side of farmers to make raw material production areas sustainable.

- Expand support in acquiring sustainable certifications, such as the Rainforest Alliance, and solve environmental issues, etc., in production areas.
- Examine and research contributions to affluent biodiversity by sustainable agriculture and expand the outcomes to raw material production areas.

Kirin Gogo-no-Kocha has been a top-selling packaged tea brand in Japan for more than thirty years.

When we conducted a biodiversity risk assessment in 2010 – 2012, Kirin Gogo-no-Kocha was using approximately 25% of the Sri Lankan black tea leaves imported into Japan. In response to this fact, in 2013, we began providing assistance for motivated Sri Lankan tea farmers to obtain Rainforest Alliance certification. A total of 84 farms had obtained certification by 2019.

*Source: 2011 Tea Statistics, Japan Tea Association

Increasing the number of Rainforest Alliance-certified “sustainable farms” not only protects the environment through such measures as forest conservation, wastewater management, and wildlife protection. It also has positive impacts on the local community such as economic benefits, including yield increases and improved quality of tea leaves for the farms, as well as better working conditions for farm workers and the provision of education for children.

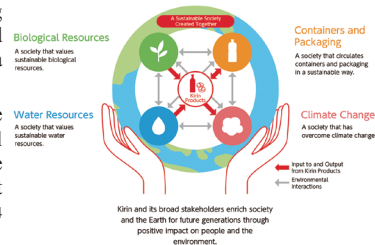


Ensuring the sustainability of Sri Lankan tea leaves will require certification of the small, family-run farms, which are said to number in the hundreds of thousands. We have set a target of assisting 10,000 small farms to obtain certification by 2025 and started working toward that goal in 2018. We have also expanded the training programs for large farms and commenced the conservation of water sources on tea farms.

From 2020, we will expand the scope and regions of sustainable agricultural raw materials and start assisting coffee farms in Vietnam to obtain Rainforest Alliance certification.

FSC®C137754

Kirin Group's Environmental Vision 2050 Enrich the Earth with Positive Impact



Kirin Group's Environmental Vision 2050

Enrich the Earth with Positive Impact

Kirin and its broad stakeholders enrich society and the Earth for future generations through positive impact on people and the environment.

Joy brings us together

