

Michiaki Tokue

Representative of the OMR Project, CEO of the FTPS Corporation, Chairman of the Food Trust Association, Vice-President of IFOAM Japan, Head of the Green Logistic Study (GLS).

Mr. Tokue was born in 1951 in Minamata-city, Kumamoto-prefecture (Japan). He graduated from Waseda University in 1976 and then joined the supermarket chain Daiei Inc. His interest in food contamination and environmental problems led him to establish a farm in Nirasaki-city, Yamanashi-prefecture in 1978. There, he began a system of breeding completely free roaming pigs. That same year, he joined Daichi wo Mamoru Kai (association to preserve the earth), a specialized distribution group of sustainable agricultural products, including organic food. In 1980, he became a director of the same distribution group, as well as a director of Daichi Inc. He dedicated himself to establishing the collective purchasing method as a way to distribute organic and other sustainable agricultural products. In 1988, he joined a civil recycling movement network called Nihon Recycle Undo Shimin no Kai, where he started a home-delivery business for sustainable and organic agricultural products, Radish Boya. Mr. Tokue became the chairman of Radish Boya in 1993 and resigned in 1999. He also founded an organic supermarket, Mother's, in 1997, as well as an organic certification body, AFAS Certification Center for Safety, Environment and Quality, in 2000. In 2001, he was a founding member of IFOAM Japan and became its vice-president. In 2005, after leaving AFAS, Mr. Tokue founded the FTPS Corporation.

Kosuke Ogawa

Hosei University, Graduate School of Business Administration.

Professor of the Hosei Business School of Innovation Management.

(Specialities: Marketing and Marketing Research)
Head of the Japan Floral Marketing Association (JFMA).

Founder and Director of MPS Japan.

Professor Ogawa graduated from the Department of Economics, University of Tokyo, in 1974. Between 1982 and 1984, he studied at the Hass School of Business, University of California, Berkeley, as a visiting researcher. Professor Ogawa became the first Japanese to have a single author article on conjoint analysis accepted by *Marketing Science* in 1987. Between October of 2002 and March of 2006, he

served as the editor in chief of the Japanese journal *Marketing Science*, which is issued by the Japan Institute of Marketing Science.

Setsu Mori

Editor in Chief of *Alterna*.

Chairman of the United Feature Press (ufp).

Mr. Mori joined the newspaper company Nikkei Inc. after graduating from the Spanish Department of Tokyo University of Foreign Studies. After working in the Distribution Economics Department of Nikkei, he served as the chief of its Los Angeles branch between 1998 and 2001. Mr. Mori resigned in September of 2002. In October of that same year, he founded a not-for-profit network for journalists, called the United Feature Press (ufp), and became its chairman. He is a founding member and the current editor-in-chief of the magazine *Alterna*, which specializes in promoting new and alternative business perspectives, especially those concerning the welfare of the environment and health, as well as the concept of corporate social responsibility (CSR).

Kenji Matsumoto

President of the Japan Organic & Natural Foods Association (JONA).

<http://jona-japan.org>

JONA was founded in 1993 as a private organic food certification body in Japan. In 1996, Mr. Matsumoto became a director of JONA and took charge of restructuring the organization in order to establish it as a trustworthy third-party certification body in Japan. Since then, he has been dedicating himself to promoting organic agriculture and organic food in Japan. He has also been working on raising Japan's organic certification practices to be on par with international levels. In 2000, JONA was accredited under the JAS Law as a registered certifying body for organic products. It was also accredited by IFOAM as a certification body in 2001, and it received ISO65 accreditation in 2005. Mr. Matsumoto served on the IFOAM World Board from 2003 to 2005, at the end of which he was appointed JONA's president. In 2009, JONA was accredited as a certification body by the Canadian government. In the following year, 2010, the EU Commission registered it as a foreign certification body under an equivalency agreement between the EU and Japan. It was also accredited by MAFF as a USDA accredited certifying agent.

Masaya Koriyama

World Board Member of the International Federation of Organic Agriculture Movements (IFOAM).

Executive board member of IFOAM Japan.

From 1993 to 2006, Mr. Koriyama was in charge of public relations for Radish Boya Inc., a home-delivery company specialized in organic products, vegetables produced with low pesticides and additive-free foods. In 2010, he served as a committee member at a meeting that MAFF organized to revise the Organic JAS Regulations. He studied IFOAM's involvement in the EU's organic policymaking at the London School of Economics and Political Science (LSE) and there received a Master of Science (MSc) in political science. He then studied the EU's agri-environmental policies and organic agriculture at the Waseda University Graduate School and received a Master of Arts. Currently, he is enrolled in the doctoral program at the same university. Mr. Koriyama also teaches part-time at Nagoya Sangyo University. He is a member of the Public Policy Studies Association JAPAN and the Japanese Society of Organic Agriculture Science.

Taka Yamaguchi

Organic Journalist.

Editor and Publisher of *Organic Denwa-cho*.

CEO of Green Hand Inc.

Mr. Yamaguchi is from Saiki-city, Oita-prefecture (Japan). He published Japan's first magazine specialized in organic issues, titled *ORga* (published by Kosaido) and served as its editor in chief. Since then, he has chosen the promotion of organic practices as his life work, reporting on related topics from all over Japan. In 2001, Mr. Yamaguchi self-published the first edition of *Organic Denwa-cho* (organic telephone directory). This publication has increased in volume since then, and its fifth edition was recently published containing 620 pages (A5 size).
