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#20-18

**— Commitment to Sustainable Procurement of Coffee Beans —**  
**First for Japan! AGF Introduces 4C Certification Logo**  
**into Its Stick Coffee Packaging**

As a part of its commitment to the sustainable procurement of coffee beans, Ajinomoto AGF, Inc. (“AGF,” President & Representative Director Hideaki Shinada) is pleased to announce the introduction of 4C<sup>※1</sup> certification logo into the product packaging for its 39 items of “Blendy” Stick Series and “Blendy” “CAFÉ LATORY” Stick Series.

4C is one of the largest-scale certification systems for the sustainable cultivation and processing of coffee beans. It has established sustainable, trustworthy and fair coffee supply chains by applying its high criteria to three requirements of economy, society and environment in coffee production and processing. This certification system is operated by 4C Services GmbH headquartered in Koln of Germany.

AGF puts up “ASV<sup>※2</sup>” for its activities to create the social value that SDGs (Sustainable Development Goals) look toward, including “health of mind and body,” “connection between individuals” and “harmonious coexistence with the global environment,” through its active conduct of business, and contribute to solving social problems by providing 3R<sup>※3</sup>.

In the procurement of coffee beans, therefore, AGF directs its careful attention to global environment, and aims at the attainment of safe and secure labor environment, approaches to agricultural productivity improvement and economic sufficiency for producers. And, in order to accomplish our aims, we have procured 4C certified coffee beans since 2013 for which 4C has established sustainable, trustworthy and fair coffee supply chains on its strict criteria.

In view of the foregoing, we introduce the 4C certification logo into the product packaging for our 39 items (33 home items plus 6 mail-order items) of “Blendy” Stick Series and “Blendy” “CAFÉ LATORY” Stick Series to gain the public recognition of our products made of 4C certified coffee beans.

By releasing stick coffee with the logo mark indicating that 4C certified coffee beans are used, AGF approaches to the spread of ethical consumption and the promotion of sustainability in the production and logistics of coffee beans through the procurement of coffee beans produced by coffee farms which are conformable to the 4C certification system.

※1 The Common Code for the Coffee Community: 4C supports coffee farmers in their efforts to satisfy important criteria for sustainable production activities.

※2 Ajinomoto Group Shared Value: AGF’s engagement in the co-creation of social values (health of mind and body, connection between individuals, and harmonious coexistence with the global environment) through its business activities

※3 Rest, Relaxation and Refreshment



報道内容に関するお問合せ先

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いつでも、ふう。AGF®