

Aiming to bring about a prosperous community, constantly growing in affluence

While global warming and the depletion of energy resources have become critical global environmental issues, it was agreed by representatives of the participating countries in the last Toyako Environmental Summit that all countries shall unite even more closely in order to halve the volume of greenhouse effects gasses as presented in a plan, “Cool earth 50.” Upon this agreement, it is a great challenge for us to find realistic ways of attaining a 6% reduction in total emission levels as recorded in the year 1990, starting from 2008, the first year of Primary Commitment Period (2008 to 2012) mentioned in the “Kyoto Protocol.” In Japan, responsibilities imposed not only on manufacturing companies but also on every entity have become extremely critical after an amendment of a Law concerning the Rational Use of Energy. Meeting this challenge means the fight against global warming must be accelerated in various fields of people’s lives through the motivation and actions of each individual in Japan.

Since its foundation over 80 years ago, Iseki has made exertions to improve the productivity through the promotion of agricultural streamlining and by reducing fatigue farming work through providing agricultural machines. An effective use of bio-mass for agriculture in which Iseki Group’s business is based allows for not only great contributions with respect to the prevention of global warming by controlling the emission of greenhouse effect gasses and the formation of a recycle-oriented society by utilizing resources which had been normally disposed of as wastes, but also for regional revitalization and an increase in job opportunities. Iseki believes that we can serve society by tangibly improving food self sufficiency rates through the utilization of sparse planting technology that we have been developing through improvements in agriculture and agricultural machinery, provide insight regarding the expansion of consumption such as the local consumption of local products, and by providing information regarding dietary education and the future of our food strategy.

Iseki Group recognizes that it is our social responsibility to contribute to society which is in the stage to be recycle-oriented. We therefore position these as important management tasks among others. Our environment preservation activities were started primarily at our manufacturing factories and they have now spread widely throughout the entire scope of our business, from headquarters to sales subsidiaries, through the implementation of the Environmental Management System (EMS). From initial product development, manufacturing, product logistics and all the way to after-sales activities all business activities at Iseki Group are based on a tangible target and the management system so as to be an environment-conscious company. Iseki continues our efforts to be of assistance in establishing a “prosperous community, constantly growing in affluence.”

We are pleased to have an opportunity to publish this 2008 report of our approach and actions to preserve the global environment. Iseki Group carries out now and in future years, our social responsibilities to even greater improve the environmental quality through the group-wide environmental management activities. We would like to ask for your further support, assistance, and cooperation to make our activities successful.



President

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