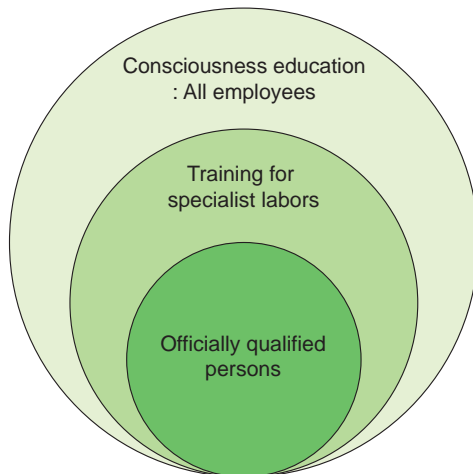


Education and training for environment / Qualified persons

Collaborative creation together with our stakeholders

〈Approach to systematic environmental education and training〉

The principle to develop the recycle-oriented society and realize the Low- Carbon emission society is to promote the reduction of environmental stresses and thus it is necessary for each employee to enhance their own consciousness and competency of the environment. For this, Iseki Group aims to improve environmental consciousness by providing all employees with the education and training called environmental program in three major steps according to the level of environmental stresses: subjective training for every employee, training for special jobs and education for employees who engage with jobs which require certain official qualification.



System for education and training for environment / Qualified persons

〈Strict compliance to environment-related laws and legal qualification and promotion of licenses related to environment〉

As we acknowledge that conformance to environment-related laws and legislation is the basis of environmental preservation activities, we therefore encourage all of our employees to observe safety and hygiene rules strictly. At the same time, we offer our employees the opportunities to participate in seminars held by external institutes for managers in charge of pollution supervisor, chief electrical engineer, and boiler engineers to have the official qualifications needed for the promotion of developing recycling-oriented society. The number of employees qualified for official environmental qualification as of the end of March, 2010 is shown in the following table.

Name of qualification		Number of employees
Pollution supervisor	Air	15
	Water quality	15
	Noise	16
	Vibration	17
Energy control engineer		8
Energy controller		3
Chief electrical engineer		13
Boiler engineer		89
High pressure gas production safety supervisor		12
Industrial waste treatment facility engineer		4
Specific chemical substances chief operator		19
Hazardous material handler		185

The number of officially qualified persons for environment

〈Environmental education〉

Iseki Group promotes the environmental preservation not only in their workshops but also in their home and community such as energy saving in their home and eco-driving.

We realized that the first step to the environmental preservation is to raise the awareness of each employee about the environment through the environmental training of new employees and issuances of Iseki Group newsletters.



Lecture for environment

〈Training for internal environment auditors〉

Iseki promotes appropriate improvements and continuous activities through the environmental education based on the environmental management system and yearly regular audits by external certification institutes, as well as internal system application audits.

Iseki Group focuses on the internal audits. Therefore, we have been offering our employees unified and systematic training and education by third-party institutions as we think it is important for us to train internal auditors and up-grade the skills and capabilities of our employee in order to maintain and improve the application of the environmental management system.

〈Environmental training〉

It is required to complete training and educations to a certain level for any employees assigned to particular jobs such as casting, heat treatment and painting before performing actual jobs. This training and education is offered on a regular basis in accordance with various standards describing the impacts of such particular jobs to the environment, daily management procedures, and emergency procedures.

Environmental communication

Collaborative creation together with our stakeholders

To exercise our responsibility as a company having a very close contact with the community, Iseki supports various activities in each community. Contribution to the development of community is a priority mission of Iseki group.

Iseki has made a registration as a promotion partner of the national movement, “FOOD ACTION NIPPON (FAN) Project Headquarters”, started by the Ministry of Agriculture, Forestry and Fisheries of Japan, in order to promote activities for the improvement of the self-sufficiency ratio through local production for local consumption activities in each region of Iseki Group companies.

〈Acceptance of plant tour〉

As a part of communication with people from outside, Iseki-Matsuyama MFG Co., Ltd., at the location of birthplace of Iseki, and other Iseki's manufacturing plants, including Iseki-Kumamoto, Iseki-Niigata and Iseki-Houei, accept elementary school students, local residents, and people from other countries for plant tours.



〈Product exhibition corner〉

The Exhibition Pavilion in Matsuyama, the base of advertisement and public relations of Iseki Group, there are exhibitions of products including combined harvesters, tractors, dryers, and the “SANAЕ-chan Farm” for home gardening, as well as the “FOOD ACTION NIPPON” corner.

URL <http://www.iseki.co.jp/products/sanae/index.html>



〈Information offering from web site〉

Iseki Group also publishes our environmental activities on Iseki's web site. On the web site, you will find a mail box for your opinions and questions about environmental matters. For more information, please visit our web site.

<http://www.iseki.co.jp/>

〈Execution of clean activity〉

As part of “Contribution to society and community”, which Iseki Group presents as our environmental policies for each district, our employees participate in cleaning activities in their district.



Iseki-Matsuyama MFG. Co., Ltd.



Iseki-Kumamoto MFG. Co., Ltd.



Iseki-Niigata MFG. Co., Ltd.



Iseki-Houei MFG. Co., Ltd.

Environmental communication II

Collaborative creation together with our stakeholders

< Activities of sales subsidiaries >

One of sales subsidiaries of Iseki Group, Iseki-Tohoku, drove around 6 prefectures in Tohoku region by using a tractor as a company of an agricultural field. Iseki Tohoku makes a stop at each “roadside station”, a promotion partner of national movement “FAN”, on its way, and held various events with the slogan of “Expand the local production for local consumption activities from Tohoku region, a base of food production” and “Encourage farmers as producers”.

FOOD ACTION NIPPON backup team In Tohoku region Around Tohoku activity by a tractor

[Information on the activity]

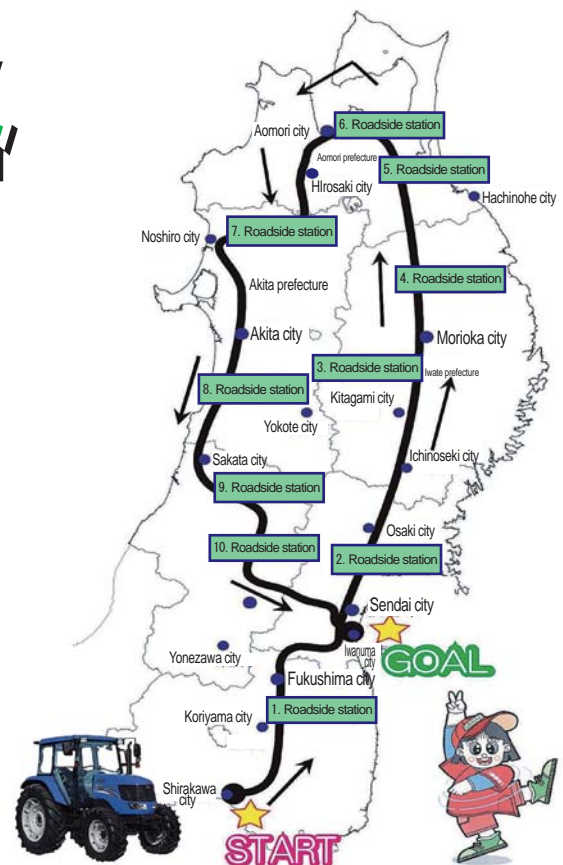
- Schedule : From September 2 (Wed.) to 10 (Thu.) 2009
- Traveling distance : Approximately 1,100 km
- Model of tractor : TJW117 {117 horsepower (86kW)}
- Events held : at 10 roadside stations

[Detail of the events at roadside stations]

- Stopped the tractor (named “FAN”) at each roadside station for photo sessions and PR activities for improvement of food self-sufficiency ratio.
- Handed out brochures of “The most familiar food” issued by Ministry of Agriculture, Forestry and Fisheries of Japan to visitors of the roadside stations.
- Handed out Iseki original goods to answerers of the quiz about FOOD ACTION NIPPON.
- Appealed the local products sold at roadside stations to visitors.

Schedule map

Traveling distance : 1,100km



Driving FAN



Photo with FAN



Company members greeted the tractor arrived at the destination after driving around Tohoku region.

Environmental communication III

Collaborative creation together with our stakeholders

〈Renewal of Exhibition Pavilion of Iseki-Kumamoto MFG. CO., Ltd.〉

Following the renewal of Iseki-Matsuyama MFG. Co., Ltd., Iseki-Kumamoto MFG. Co., Ltd. renewed the exhibition pavilion for offering factory tours featuring food education as well as displaying “approaches of Iseki Group towards improvement of food self-sufficiency ratio” called “FOOD ACTION NIPPON” activity. The 3 companies, Iseki & Co., Ltd, Iseki-Kumamoto MFG. Co., Ltd. and Iseki Kyusyu Co., Ltd. worked together to press-show the renewal of the exhibition pavilion on July 23rd, 2009.

In the exhibition pavilion, we set up an exhibition corner for displaying articles about improvement of food education and food self-sufficiency ratio and our approaches and PR corner for displaying Kumamoto-made products. In the machine exhibition area, exhibited are articles about history of agricultural machines, our main products, articles explaining the function of the combine harvesters produced by Iseki-Kumamoto MFG. Co., Ltd. examples of a telescopic discharge pipe equipped with the combine harvester and transmission mechanism which are cut so that the mechanism inside can be seen.

Outside of the pavilion, there is “Sanae-chan Farm” featuring a home garden for gaining attention of visitors other than farmers. There, visitors are able to actually take care of the farm by using tools and equipment there.

In the company cafeteria of Iseki-Kumamoto MFG. Co., Ltd., a corner for “local production for local consumption” is set up for offering some dishes using local food such as “Katsu-don” (deep-fried pork on rice) and salad. Set meals using local foods only are on the menu on every 3rd Friday for promoting improvement of the local production for local consumption activity and food self-sufficient ratio.



Renewed Exhibition Pavilion



Local production for local consumption corner



FOOD ACTION NIPPON corner

〈Participation in an interactive event with producers and consumers〉

Iseki Co. & Ltd. participated the event built on the concept of “Encouraging Japanese agriculture” held in Yoyogi park in Tokyo on March 13th and 14th 2010 for improving awareness of “FOOD ACTION NIPPON” (FAN). The event was held together with “Local food, Japanese food” activity hosted by NHK, etc., and the event place was full of visitors.

Iseki participated this event as a sole agricultural manufacturer for aiming to increase awareness of people, who do not have much opportunity to have exposure to the agricultural machines or agriculture, about “agriculture” or “food” by actually handling the agricultural machines.

Many visitors were interested in our exhibitions corner where we displayed the panels introducing our approaches to “local production and local consumption” activity and approaches to low cost agriculture and plant factory as a partner of FAN promoting team as well as handing out balloon with a logo “FAN”, implementing PR for promoting FAN activity and showing DVD of promotion and improvement of rice powder consumption. We also had a photo session with the tractor which had driven around Tohoku region for PR of FAN activity in September 2009. In order for the visitors to feel more familiar to “agriculture” and “food”, we set up a corner at which they were able to handle electric mini tiller “ERENA” and/or “ASUNA” suitable for home garden. Many children seemed to be more interested in driving the cultivators than adults. There were huge queues of people form in front of the corner for the driving the cultivator. This event proved to be very popular. From now on, Iseki is going to participate events for foods through FAN activity for giving more information to consumers.



Yoyogi park event corner



Yoyogi park exhibition corner



FOOD ACTION NIPPON corner