

# ENVIRONMENTAL ACTIVITIES

Nissin Foods is committed to a future of healthful food enjoyment, expressed in the slogan “Savoring new challenge.” This desire for health and contentment underlies our rigorous independent safety and quality standards, our care of the environment and the Nissin Foods corporate philosophy. To fulfill our corporate social responsibility, we are tackling initiatives aimed at ensuring food safety and environmental protection—two preconditions for the preparation of delicious food.

## WORKING FOR THE ENVIRONMENT

Nissin Foods established its Environmental Charter in 1999, declaring a commitment to engage in business activities that further the interests of environmental protection and resource conservation, to seek harmonious coexistence with society, and to strive to improve the global environment. Since that time, we have worked to help achieve a sustainable, recycling-based society, implementing group-wide initiatives to address environmental problems.

Since the start of fiscal 2008 (year ended March 31, 2008), the Nissin Foods Group has implemented global warming countermeasures with the aim of achieving a 10% reduction in CO<sub>2</sub> emissions from the fiscal 2005 level. We have established medium-term environmental targets for the period through fiscal 2011, and our activities have steadily produced results. For instance, we have sharply reduced CO<sub>2</sub> emissions by converting the fuel used in the steam boilers at our main plants from heavy oil to natural gas, an energy source that entails lower CO<sub>2</sub> emissions.

## CONCRETE MEASURES TO REDUCE WASTE

In May 2007, we established the Basic Guidelines on Environmentally Friendly Container and Packaging Design. Expanding our environmental measures beyond production

activities at our plants to the products themselves, in March 2007, we launched *Cup Noodle Refill*, an eco-friendly product based on the concept “Delicious eating in eco-style.” Offering *Cup Noodle* as a refill product leads to reduction in the use of container and packaging materials.

Furthermore, in April 2008 we began converting the familiar styrofoam *Cup Noodle* container to the “ECO cup,” a newly developed paper container that reduces CO<sub>2</sub> emissions by 22% over the previous cup. The ECO cup, which takes its name from the initial letters of the words in the motto “For Ecology, for Customers, for Originality,” is a container that is not only eco-friendly, but also reflects consideration of our customers in the form of extensive labeling of allergenic substances and salt content, plus improved sealing to extend the preservation of flavor and freshness.

Other activities include a zero emissions initiative, whose aim is to use all waste generated at plants as resources, and participation in Team Minus 6%. This is a private-sector global warming prevention campaign launched under the auspices of the government’s Global Warming Prevention Headquarters, which was established under the provisions of the Kyoto Protocol.

