

## SOCIAL CONTRIBUTION ACTIVITIES

Out of a keen awareness of corporate social responsibility, NISSIN FOODS HOLDINGS engages in activities in and with local communities that contribute to the realization of a better society by promoting harmonious coexistence. In 2008, we launched the Hyakufukushi\* project to carry on the socially beneficial activities of Momofuku Ando, the founder of Nissin Foods.

\* The project name means "One hundred followers," and was taken from "fukushi," the term for the retainers of a diplomatic mission head in the Edo period. It refers to Nissin employees and others who are inspired to follow Momofuku Ando's ideals.

### Follow-up on the Kenya Oishii Project

Since 2008, we have provided distribution support for the serving of *Chicken Ramen* in school meals for undernourished children in Africa, while simultaneously helping to establish local instant noodle production infrastructure to further economic independence within Kenya. This project was named the Kenya Oishii Project (oishii means "delicious" in Japanese). In 2009, we held a ceremony at the Jomo Kenyatta University

of Agriculture & Technology, to mark the opening of a new laboratory building to house a donated instant noodle manufacturing laboratory and manufacturing equipment (to be collectively known as the Oishii Project Laboratory). The university was introduced to us by JICA (the Japan International Cooperation Agency), which supports the socioeconomic development, recovery and economic stability of developing regions.



## Newly developed **Canned Chicken Ramen**

The extended shelf life was achieved by the removal of oxygen from the container and curbing of deterioration of oil and other contents by means of an included deoxygenizer in a plastic container.



### **Idle to Idol Project Trains Nature Experience Leaders**

Launched last year in the first year of the Hyakufukushi project, the Nature Experience Activities Leader Development Project has been nicknamed the “Idle to Idol project,” because it gives retirees and other members of the baby boom generation a new and purposeful active post-employment alternative. This project gives Group employees and third-party company employees aged 50 or older special training toward certification as a volunteer guide for children’s outdoor activities. The Ando Foundation, established by Nissin founder Momofuku Ando plans to open the Momofuku Ando Nature Experience Activities Advanced Leader Training Center in April 2010 in Nagano Prefecture. The Group provides additional support for this undertaking.

### **The Canned Chicken Ramen Just-in-Case Project**

The Group has donated newly developed long-term storage cans to three local governments in Osaka as disaster rations.

In Osaka, the birthplace of instant noodles, we have delivered to local governments a total of 100,000 servings of newly developed *Canned Chicken Ramen* (long-term storage cans for disaster relief). In light of the fact that food is the most necessary commodity in times of disaster, we developed this product to permit storage for three years. (The ordinary shelf life for pillow-type *Chicken Ramen* is six months and five months for *Cup Noodle*.)