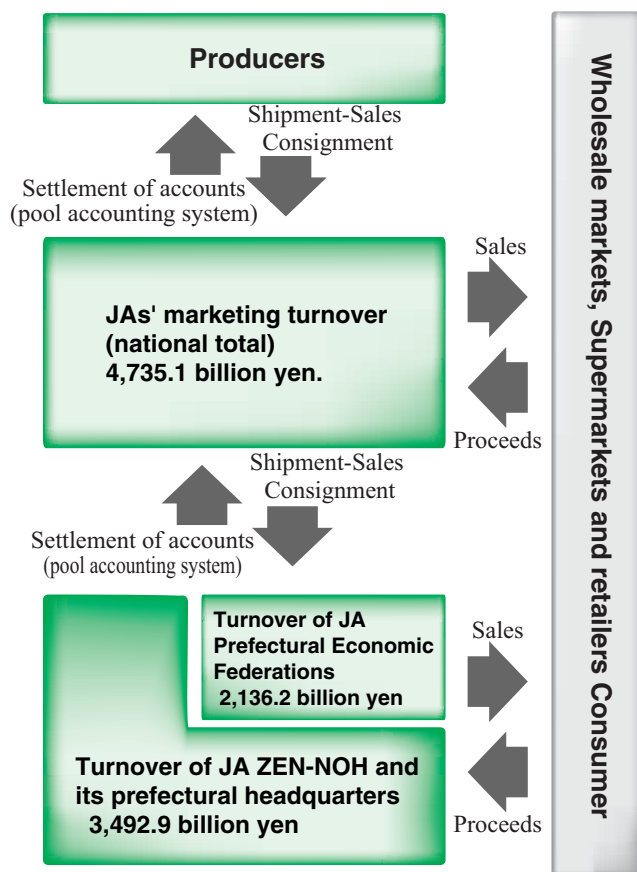


System of JA Group's Marketing Business

The JA Group's marketing business aims to increase member farmers' revenues as well as to secure their stable incomes through promoting joint marketing of their farm and livestock products. To this end, the JA Group has developed its own marketing system in accordance with farm products as well as with the size and trends of their respective markets.

The JA Group has been efficiently operating its marketing business through its three-tiered system of JAs, prefectural economic federations of agricultural cooperatives and JA ZEN-NOH (National Federation of Agricultural Co-operative Associations), which have played their roles and functions at the respective level. However, this three-tiered organizational structure is now integrating into a two-tiered system to meet the dramatic changes in the distribution sector of agricultural products in recent years, in which 36 prefectural federations have been merged with the National Federation as of February, 2005.

Marketing Business of the JA Group (FY 2002)



Source: "Basic Statistics on Economic Activities of the JA Group" (Year 2004 Issue), JA ZEN-NOH