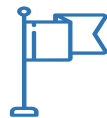


iCOOP

Healthy Consumers and the Environment

Juhee Lee, International relations
iCOOP
juhee.lee@icoop.coop

icoop



100 member coops
#253 stores
4,122 employees



Eco-friendly and organic food



The federation of consumer coops
Farmer's COOP



Food safety and Inspection



Natural Dream



Clusters

(Natural Dream Parks)



Cooperation between producers and consumers



Goesan Natural Dream Park(2018)

1,036,693m² space, # Space for healing and restoring



Goseong Natural Dream Park(planned)

330,578.512m² space
Signed an investment agreement with local governments in 2019
Producing microplastic 0% mineral water and salt using deep sea



Salt factory ▶

Gurye Natural Dream Park(2014)

198,442m² space, # The first Park



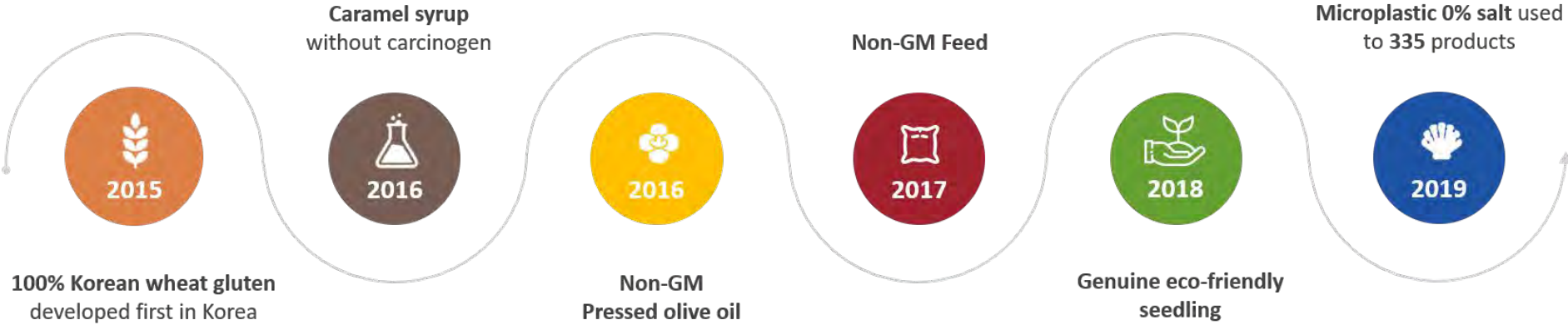
Seoul

Busan

Cheongdo Natural Dream Park(planned)

165,289m² space
Signed an investment agreement with local governments in 2020





- Consuming Korean wheat in response to the climate crisis and health
- Livestock raised with non-GMO soybeans .
- Conforming to the Natural Dream's standard, iCOOP applies non-heavy metals and microplastic 0% (45 μ m) deep-sea salt on food products.

The logo features the lowercase letters 'iN' in a stylized, rounded font on the left, followed by the Korean text '자연드림' (Jayeondeulim) in a bold, sans-serif font on the right. The entire logo is contained within a white rectangular box.

Upgrade our brand

Good food is the healthy and delicious food that cares for the environment

“Healing People Cooling the Planet”

Ensure consumers' health and the environment

- Through the change of lifestyle
- The combination of business and activities

Natural Dream Brand



**Eco-friendly
& organic food**



Natural Dream HF products



Eco-friendly, organic food products



Natural Dream Yummy Yummy products

Natural Dream Healing Food is a healthy and delicious brand that helps with healing

Eco-friendly & organic food is reliable food that has passed legal safety standards

Natural Dream Yummy Yummy guarantees quality, price, and taste

Carbon Healing Agriculture

- Farmer's COOP : 407 regular members
- Carbon Healing Agriculture to cool the warming earth and provide food rich in phytochemicals and minerals to members.
 - No-till, grassland, and using sea waters
 - Achieves more than the standard of existing organic farming that emphasizes only no pesticides and fertilizers.
 - Solving the global climate crisis caused by the increase in carbon dioxide



No Plastics

Healing people
Cooling the planet

Activities to keep the ‘promise
of Natural Dream for 100%
plastic recycling’ and business
that cares the planet

‘No Plastic Promise’ Campaign

- Reduce plastic bottled water in daily life
- Member coops and Consumer for Consumers for Climate Action
- As of January 2022, 301,834 people participated in the pledge, eliminating 50,572,664 plastic water bottles, and the reduced consumption of plastic water bottles led to a reduction of 2,712 tons of CO₂eq of carbon.



2,712 CO₂eq

=



13,696,970 km

=



410,909 그루



Tackling the plastic crisis

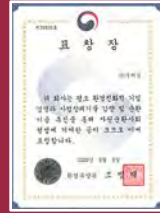


FSC-certified paper package
BONSUCRO-certified sugar cane-based lid
KRW20 deposit: return it as tissue or save to eco-mileage

Three commitments

1. Reduce

NO Plastic tray



◀ Awarded the Minister of Environment Award



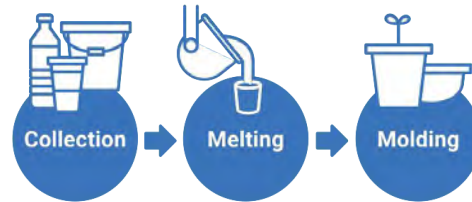
2. Replace

- # Carton tray
- # Boxed water
- # Disposable Café cups
- # Insulation bag instead of ice box

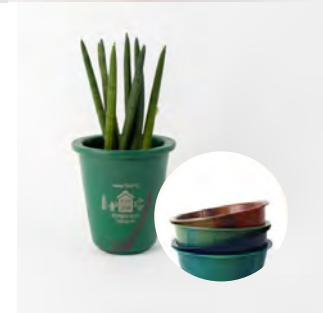


3. Recycle

- # "Thank you, Earth" factory
- # Simple process



Aim to reduce recycled energy and costs by up to 90%!



Thank you