



Wisteria at the Kasuga Shrine (Nara)

The wisteria flower (fuji in Japanese) was the crest (mon) of the famous Fujiwara family, the most powerful clan of aristocrats in Japan throughout the 400-year-long Heian period (794-1185). The gardens of the Kasuga Shrine, which was built by the Fujiwara clan, are famous for the wisteria blossoms that bloom every spring, reminding visitors of the heyday of the Fujiwara nobles.

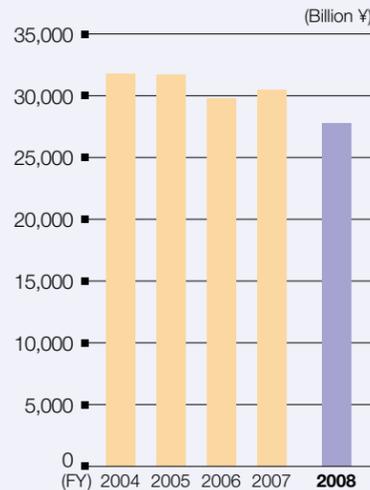
PRINCIPAL BUSINESS INDICATORS

As of March 31, 2009 and 2008
1US\$=98.23JPY (as of March 2009)

	Billions of Yen		Millions of U.S Dollars
	FY2008	FY2007	FY2008
Long-Term Insurance:			
New Business (Amount Insured)	¥ 27,272	¥ 30,758	\$ 277,639
Policies in Force (Amount Insured)	330,190	340,948	3,361,397
Short-Term Insurance:			
New Business (Premiums)	346	366	3,523
Total Premiums Received	5,488	4,731	55,872
Total Assets	43,210	43,517	439,890

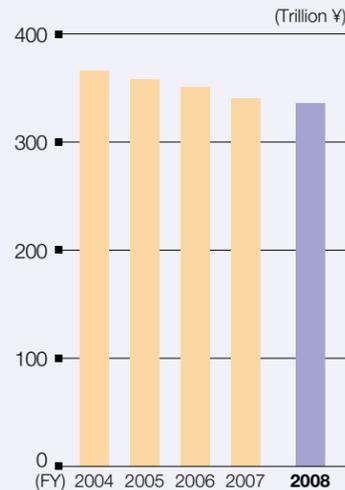
Long-Term Insurance New Business

Amount Insured

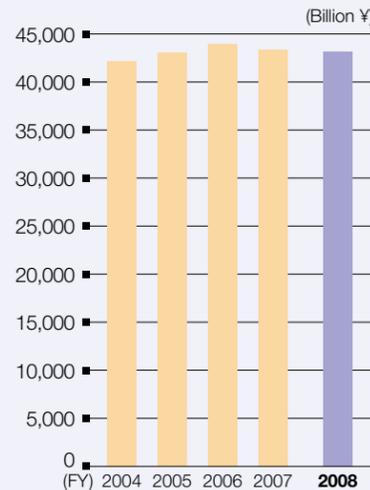


Long-Term Insurance Policies in Force

Amount Insured



Total Assets



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Regarding fractional figure processing

- Fractions in both yen and dollars amounts and the number of policies have been rounded down.
- Fractions in the component ratio and year-on-year comparison have been rounded off.

ZENKYOREN'S VISION

Zenkyoren's Basic Medium-to-Long-Term Objectives

In its three-year business plan covering the period FY2007-2009, the National Mutual Insurance Federation of Agricultural Cooperatives, known as Zenkyoren, has declared its medium-to-long-term business objectives, as well as its basic operating philosophy, as detailed below. Zenkyoren is working to ensure the provision of a reliable service giving comprehensive security and full satisfaction to its cooperative members and customers.

Our Medium-to-Long-Term Business Objectives

Expanding our organizational and business bases by strengthening ties of trust and cultivating new partners

We work to ensure the livelihoods of policyholders, expand our mutual aid network to include new partners, and encourage agricultural cooperative members to understand and participate in cooperative activities.

Basic Strategies

Zenkyoren offers a full range of comprehensive insurance products and services to cater to the diverse needs of its cooperative members, customers and communities. At the same time, we practice rigorous legal compliance and conduct our business operations with integrity.

During fiscal 2009, which is the final year of Zenkyoren's current three-year business plan, we are tackling the eight points below on a priority basis.

1. Ensuring thorough implementation of our policy of paying person-to-person visits to all members and policyholders
2. Strengthening our marketing of Automobile and Medical Insurance policies
3. Taking steps to raise the trustworthiness of JA cooperative insurance and realize greater satisfaction for members and policyholders
4. Strengthening our support for Agricultural Cooperatives
5. Realizing greater community services and social contributions as JA cooperative insurance
6. Redesigning our investment portfolio to adapt to the changed investment environment
7. Appropriately responding to changes in Japan's insurance legislation
8. Preparing for the next three-year business plan

Profile

Zenkyoren (the National Mutual Insurance Federation of Agricultural Cooperatives) was founded in 1951 to create "mutual aid" through cooperation under the motto "one for all, all for one." The JA Group (Japan Agricultural Cooperatives), to which Zenkyoren belongs, conducts a variety of businesses and provides a wide range of services through its societies (agricultural cooperatives). Zenkyoren is responsible for the JA Group's agricultural cooperative insurance business.

The fundamental goal is to assist members in establishing stable and secure farming and higher standards of living by insuring them against accidental loss of life and property damage. We meet this goal by offering both life and non-life insurance.

Zenkyoren continues to strengthen cooperative relationships with local primary societies to provide members with improved services and a greater sense of security.

Number of employees: 6,248 (as of March 31, 2009)

Further Cementing the Relationship of Trust under JA Cooperative Insurance between Zenkyoren and its Members and Customers

The Changing Business Environment in Fiscal 2008

Fiscal 2008 saw difficult conditions in both the economy as a whole and the agricultural operating environment, owing to high prices of oil and other production materials such as fertilizers and animal feed, as well as the economic downturn triggered by the U.S. financial crisis. While Zenkyoren too has been affected by the recent credit crunch, we have nevertheless been able to realize a solid business performance by following our basic policy of seeking long-term, stable earnings.

Meanwhile, against the backdrop of a succession of scandals involving food safety, the attention of Japanese consumers has become focused more than ever on safety and reliability of food, and consumers have been deserting imported food products in favor of home-grown produce. Zenkyoren aims to widely publicize its role of Japan's agriculture and JA, as a member of the JA Group, in ensuring a sufficient supply of safe and reliable agricultural and livestock products through a national campaign for local production and local consumption.

The financial crisis that triggered the current economic downturn has highlighted some of the shortcomings of the principles of market fundamentalism and the ideology of globalism. In view of this, the social role of cooperative societies such as Zenkyoren, whose business activities are based on the principle of mutual aid, is expected to become increasingly important.

Despite the rapidly changing business environment, we at Zenkyoren will continue working to earn the trust of our members and customers by offering services that meet their diverse needs. In addition, we will ensure strict legal compliance and maintain high ethical standards in the conduct of our business, enabling us to provide services with an optimum level of safety and customer satisfaction.

Measures Taken and Business Developments

Business Performance

Amid an extremely severe business environment, we continued to carry out personal visits to all members and policyholders, as set down in our current three-year business plan. We also strengthened our marketing for achieving targets for each type of insurance products. Consequently, we recorded good results in sales of new-type Endowment Life Insurance policies. Thanks to this, total sales of Life Insurance policies nationwide reached our target.

In Automobile Insurance, in spite of a steep declining trend in the number of new vehicles sold, we recorded a steady trend in policyholders switching to the new Family Automobile Insurance policy that we launched in October 2008. As a result, total sales of Automobile Insurance policies achieved the same level as for the previous term.

Claims paid, including both payments at maturity and upon occurrence of an accident, came to ¥4,118.7 billion, providing financial resources for members and customers. These resources enabled them both to provide for their living security and to engage in reconstruction following natural disasters such as earthquakes and floods.

In fiscal 2009, the final year of our current three-year business plan, we will be taking further steps to ensure regular personal visits to all members and policyholders. This is in line with our slogan of "Strengthening Ties and Finding Partners: Actions to Win Support for Zenkyoren". We intend to address the needs of all JA Cooperatives members and customers through the provision of enhanced financial security.

Development of New Insurance Products

We took further measures during the reporting period to provide JA Cooperatives members and customers with comprehensive life security.

In April 2008 we launched a new type of Endowment Life Insurance policy, involving single premium payment in return for coverage for a fixed term, to meet our policyholders' need for wealth-building. We also started a new type of Medical Insurance plan for middle-aged and elderly policyholders that allows them to simplify health-check procedures for application to the policy. In October 2008 we launched a new

type of Family Automobile Insurance policy with full safeguards and concise terms. Finally, in April 2009 we responded to our policyholders' rising need for wealth-building by raising the entry age limit and maximum insurance amount for savings-type Whole Life Insurance policies.

In April 2010, new insurance legislation will go into force aimed at strengthening protection for insurance policyholders by upholding their contractual rights. In addition to revising the terms and conditions of its insurance policies in compliance with the new legal ground rules, Zenkyoren will also be adopting a proactive response to this change by taking various measures to improve customer satisfaction. These measures will include speeding up payment procedures, simplifying insurance products and making insurance clauses easier to understand, and providing customers with improved explanations of insurance products through the distribution of pamphlets and other materials.

We will continue striving to understand our customers' wide range of insurance-related needs so as to provide even more individually-tailored comprehensive life security plans. This will further strengthen ties with JA and members/customers, and will help to attract new partners.

Securing Financial Soundness and Ensuring Trustworthiness

Regarding our investment activity during the reporting term, in view of our responsibility to provide a liability reserve for the

future payment of insurance coverage, we follow a policy of ensuring stable, long-term earnings to ensure our ability to pay all insurance coverage required under any conditions. Zenkyoren's investments therefore center on yen-denominated bonds linked to the levels of interest rates in Japan, such as government/corporate bonds, and loans to blue-chip companies. At the same time, we also make investments in equities and in foreign currency-denominated bonds in a cautious investment stance, as a means of raising our total earnings.

Fiscal 2008 saw stock prices plunge in response to the worldwide economic downturn triggered by the global financial crisis, while the yen appreciated against other major currencies. However, Zenkyoren's solvency margin, a key indicator of corporate financial soundness, recorded a slight decline to 860.4% from the previous term's 879.1%, giving us a sufficient level for the future payment obligations.

During fiscal 2009, Zenkyoren's investments will continue to be focused on trustworthy yen-denominated financial products such as Japanese Government Bonds, and we will take a cautious stance to secure stable returns on our investments in equities and foreign currency-denominated bonds. In this way, we aim to realize sound and secure management while maintaining adequate financial soundness.

* Please note that a simple comparison of this figure with the corresponding indicator for Japanese life and non-life insurance companies is not possible due to differences in the scope of business.



安田 舜一郎

Shunichiro Yasuta
Chairman of the Supervisory Board

今尾 和実

Kazumi Imao
President of the Board of Directors

About the JA Group

Japan Agricultural Cooperatives Group (the JA Group) is a national organization of farmers established in accordance with the Agricultural Cooperative Society Law. Based on a spirit of mutual aid, the JA Group undertakes cooperative business and other activities, for the purpose of enhancing agricultural operations and improving the standard of living among farmers. The JA Group provides its members with five essential services: insurance, guidance, credit, marketing and purchasing, and welfare.

The agricultural cooperative system previously featured a three-tiered structure organized on local, prefectural and national levels. Under this system, prefectural federations provided local agricultural cooperatives (primary societies) with supplementary functions, by conducting activities that the primary societies themselves were unable to perform. The national federation provided complementary functions to support the prefectural federations and make the group's activities more effective.

To cope with intensified global competition, the JA Group is reforming the organization and its business operations, with the aim of further improving agricultural operations and the living standard of farmers in years to come. Integration of prefectural and national federations, and the consolidation of local primary societies, are being encouraged as a way to enhance the functionality and effectiveness of the three-tiered organizational structure.

The JA Cooperative Insurance Business

The JA Group's agricultural cooperative insurance business offers products and services designed to protect our members' well-being, provide financial security, and improve their lifestyles.

In April 2000 Zenkyoren (then national federation only) merged with prefectural insurance federations, thus forming a two-tiered operation with each tier performing its distinct functions. This merger further tightened the bonds between Zenkyoren and primary societies. It also reduces operating costs while giving members better services and a greater sense of security.

The primary societies provide customers with consulting services and communicate directly with members in response to claims.

The primary societies and Zenkyoren jointly underwrite the insurance policies.

Division of Roles between Primary Societies and Zenkyoren

Primary Societies (Agricultural Cooperatives):

At the local level, the primary societies provide direct liaison with members and handle policy administration, processing and contract maintenance, as well as the payment of claims. They also provide members with various kinds of information related to the purchase of cooperative insurance policies.

Zenkyoren:

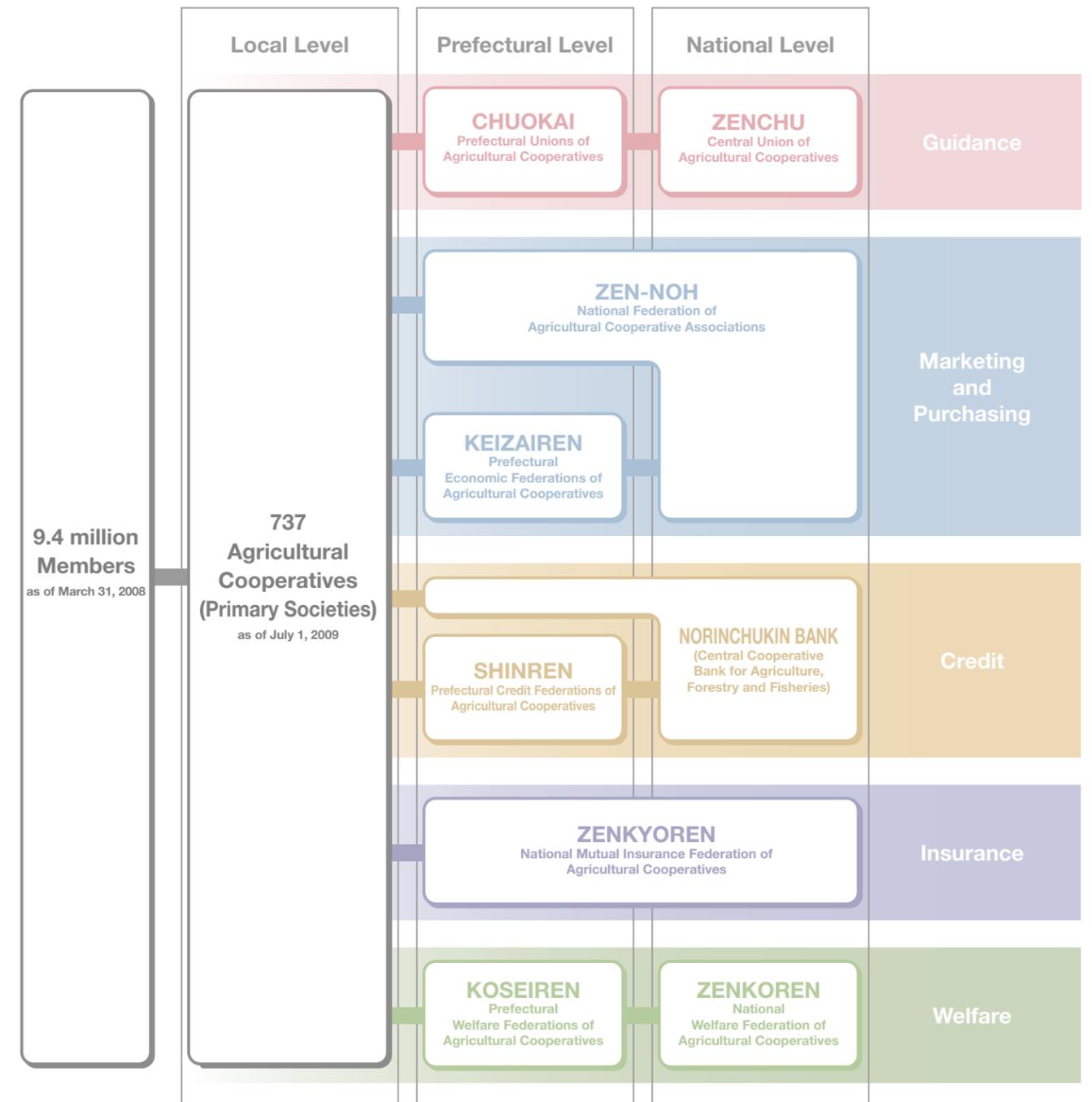
Zenkyoren's services can be divided roughly into four areas. Together, these services provide comprehensive security to policyholders.

- (1) Protection against risks, and money-saving functions
- (2) Finance-related services
- (3) Information services
- (4) Welfare services

The national headquarters of Zenkyoren engages in a wide range of agricultural cooperative insurance activities that include planning and management, product development, underwriting, and providing information and materials for sales promotion, as well as planning and execution of public relations activities. The national headquarters also manages investment funds, develops and operates information systems, holds educational and training programs, and conducts welfare activities. In addition, it supports the payments of claims performed by the prefectural headquarters.

Zenkyoren's prefectural headquarters support various activities carried out by the primary societies, and also play a pivotal role in payments of claims.

Organizational Structure of the JA Group



 The large triangle of the JA logo represents nature and the earth, while the small triangle represents a person. The circle on the left symbolizes the wealth of farming and the fruits of the harvest, as well as the harmony of people based on a spirit of cooperation.

The JA Group is unique in its ability to provide life and non-life insurance, thus offering comprehensive coverage to match each member's lifestyle.

Coverage can be divided into two basic types, long-term and short-term insurance. The kinds of insurance offered are outlined below.

Insurance Offered

Item \ Type	LONG-TERM INSURANCE (five or more years)	SHORT-TERM INSURANCE (less than five years)
LIFE INSURANCE	<ul style="list-style-type: none"> • Comprehensive Life Insurance <ol style="list-style-type: none"> 1. Whole Life Insurance 2. Endowment Life Insurance 3. Term Life Insurance 4. Annuity Insurance 5. Children's Insurance 6. Medical Insurance 7. Term Medical Insurance 8. Cancer Insurance 	<ul style="list-style-type: none"> • Group Term Life Insurance • Fixed-Amount Life Insurance
NON-LIFE INSURANCE	<ul style="list-style-type: none"> • Building Endowment Insurance 	<ul style="list-style-type: none"> • Automobile Insurance • Automobile Liability Insurance • Fire Insurance • Cooperative-Owned Building Fire Insurance • Personal Accident Insurance • Liability Insurance • Volunteer Comprehensive Insurance

“Life Advisers” – Trained Insurance Consultants

Life Advisers Representing the Primary Societies

Insurance schemes are becoming more sophisticated and complicated at the same time that customer needs are becoming more varied. In this environment, customers need someone they can turn to for helpful, accurate information.

The primary societies have been meeting these needs since fiscal 1994, when they began training “life advisers.” As of the end of March 2009, 21,857 life advisers have been helping customers throughout the country. Life advisers not only serve as a pipeline

between customers and the primary societies, they also provide sound advice and information on all aspects of members' insurance needs from the members' standpoints. In addition, they undertake a host of activities aimed at ensuring total customer satisfaction.

For advice and information related to insurance, members are encouraged to visit the nearest primary society or the customer service section at the headquarters, or to simply call on the phone.

Major Types of Insurance

LIFE INSURANCE

Comprehensive Life Insurance

Comprehensive life insurance is a general term encompassing five basic types of life insurance. A comprehensive range of benefits, including those for death, disability, hospitalization, and medical treatment, is obtainable by combining various riders from each type.

1 Whole Life Insurance

Under this policy, claims are paid upon death or serious disability of the insured. The objective is to protect the livelihood of the family of the insured. Conditions can be changed according to policyholder needs.

2 Endowment Life Insurance

Under this policy, claims are paid upon death or serious disability of the insured, or survival beyond the maturity date. The objective is to protect the livelihood of the family of the insured and to serve as a savings vehicle to help provide financial security to policyholders during old age.

3 Term Life Insurance

Under this policy, claims are paid upon death or serious disability of the insured. The objective is to protect the livelihood of the family of the insured. Since claims are not paid on maturity, premiums are less expensive than those for Endowment Life Insurance.

4 Annuity Insurance

Under this policy, annuities are paid every year beyond a date specified in the policy, throughout the lifetime of the insured to help provide financial security.

5 Children's Insurance

This insurance systematically accumulates funds for the education, marriage, and so on of policyholders' children. Claims are paid upon death or serious disability of the insured, or survival beyond the maturity date or prescribed age, or upon the death or disability of the policyholder (insured's parent or relative). In the event that the policyholder dies or suffers serious disability, an endowment pension is paid and premium payments are no longer required.

6 Medical Insurance

This policy covers the cost of hospitalization, including surgery, in the event of illness or injury. In addition to whole-life plans, limited period plans (Term Medical Insurance) are also available.

NON-LIFE INSURANCE

Building Endowment Insurance

This policy insures buildings and movable property owned by the policyholder or a relative of the policyholder against damage caused by fire, earthquake, or other natural disaster. Payment is also made upon death or serious injury of the policyholder or family members due to fire, earthquake, or other natural disaster.

Additionally, if the insured buildings or movable property survive intact beyond the maturity date, this insurance supplies funds for reconstruction or repurchase.



Investment Environment

At the beginning of fiscal 2008 the yield on 10-year Japanese Government Bonds (JGBs) – the prime indicator of domestic long-term interest rates – stood at 1.35%. From that point, the yield followed an upward path as a result of fears of inflation due to the rise in prices of crude oil and raw materials, reaching 1.88% in June. Subsequently, the 10-year JGB yield fell to 1.16% by December, in line with the rapid deterioration of the real economy, expectations of a prolonged recession, and the Bank of Japan's cutting of the key policy rate (uncollateralized overnight call rate). The yield ended the fiscal year at 1.34%.

In the domestic stock market scene, the Nikkei 225 Average started off fiscal 2008 at ¥12,656.42 and rose to ¥14,489.44 in June against the backdrop of the yen's depreciation and the temporary ebbing of fears of a global credit crunch. In September, however, the bankruptcy of Lehman Brothers and the subsequent rapid deterioration of the real economy caused stock prices to plunge worldwide. In March 2009 the Nikkei had fallen to a new post-Bubble low of ¥7,054.98 (also, in fact, the Nikkei's lowest level for 26 years). The key index then rallied on the back of the U.S. government's announcement of the Public-Private Investment Program, a large-scale economic stimulus package in Japan, and the yen's depreciation. The Nikkei had slightly recovered to ¥8,109.53 by the end of the fiscal year.

On the foreign exchange markets, the yen stood at ¥99.84/\$1 at the start of fiscal 2008. The dollar was then bought on expectations of higher interest rates in the U.S. and against the backdrop of worsening economic indicators in the euro zone, and the yen weakened to ¥110.29/\$1 in August. Thereafter, the collapse of major U.S. financial institutions accompanied by government bailouts and the pull-down in key interest rates led to dollar selling, and the yen appreciated to a 13-year high in December, at ¥87.45/\$1. From early January, hopes for a U.S. led recovery against the backdrop of the new Obama administration's stimulus measures, leading to an appreciation of the dollar against the other major currencies. At the fiscal year-end the yen's value had fallen back to ¥98.23/\$1.

Highlights of Investment in Fiscal 2008

With the aim of building a solid, long-term earnings base, Zenkyoren invested principally in yen-denominated bonds and debt instruments. Amid a steadily worsening economic situation and a global financial crisis, we have been holding back on the acquisition of new equity investments since the start of 2009 and generally adopting a cautious investment stance.

Investment Policy

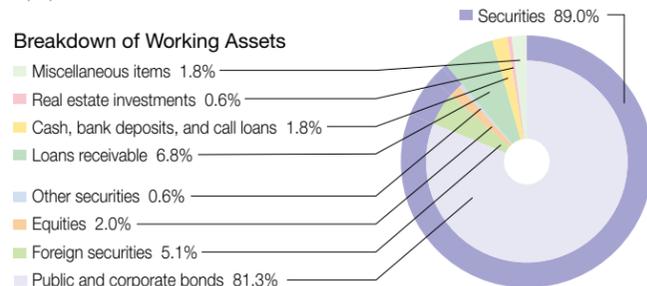
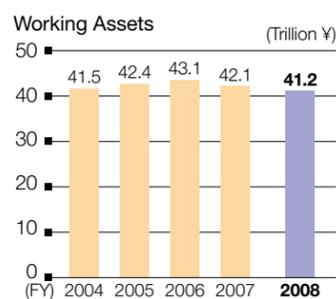
The majority of our investments of funds deposited with Zenkyoren are in long-term, fixed-interest financial products, and we are faced with the need to make additional provisions to our liability reserves each fiscal year. In view of these circumstances, we have adopted a medium-to-long-term approach to investment, centered on bonds meeting the requirements for liability reserve, with the aim of securing stable earnings over the long term.

Specifically, to secure stable earnings over the long term, we focus our investment on yen-denominated bonds and loans to companies with sound financial positions. In parallel, we are reinforcing our investment in equities, and are adjusting our portfolio to improve the soundness of our assets and raise investment profitability.

Current Situation of Asset Management

Our working assets at the end of fiscal 2008 amounted to ¥41,276.2 billion. Public and corporate bonds accounted for 81.3% of our asset portfolio, loans receivable for 6.8%, equities for 2.0%, and foreign securities for 5.1%. Investments denominated in foreign currencies accounted for 2.1% of our asset portfolio.

To promote agricultural productivity, we also offer a special low-interest loan program to farmers – something that sets us apart from ordinary life insurance providers and helps return benefits to farming communities.



International Investments

In its overseas investments, Zenkyoren pays extremely close attention to exchange risks, country risks and other risks, as we invest primarily in foreign currency-denominated bonds and foreign equities and in yen-denominated loans and bonds for foreign governments. Our subsidiaries in New York (ZAMA) and London (ZEL) undertake support activities related to securities investments, overseas investments, and so on.



Zenkyoren Asset Management of America, Inc. (ZAMA), New York



Zenkyoren Europe Limited (ZEL), London



The Staff of ZAMA (from left)
Mary Taylor Keisuke Higuchi
Shota Kobayashi Masaru Tanabe
Shinichi Narui



The Staff of ZEL (from left)
Yasuhiro Hidaka Elizabeth Ottewell
Keiji Sato Yoshihide Hosono
Koji Matsumura

Reinsurance Activities

Current Situation of Reinsurance Activities

As part of risk management in respect of major natural perils, risks deriving from Building Endowment policies, Cooperative-Owned Building Fire policies, and retrocession risks from the National Agricultural Insurance Association are ceded to multiple reinsurers.

Selecting Reinsurers

Reinsurance Panel in Zenkyoren is stringently selected considering the following elements.

- Past performance of each reinsurance company
- Credit ratings by third-party rating agencies
- Financial strength

Diversification of the risk portfolio by utilization of reinsurance contributes to a firm and stable business operation.

INTERNATIONAL INITIATIVES

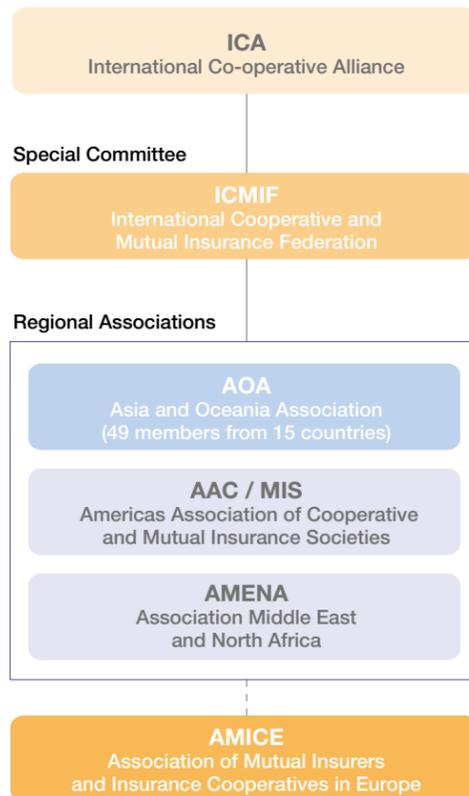
Strengthening International Ties

Zenkyoren's international activities include serving as a member of the International Co-operative Alliance (ICA), a worldwide association of cooperatives, and as a member of the International Cooperative and Mutual Insurance Federation (ICMIF), a special committee of the ICA. We also serve as the secretariat of ICMIF's Asia and Oceania Association (AOA).

As the AOA Secretariat, Zenkyoren provides these opportunities for the promotion of information exchange among members in different countries, improving understanding of insurance, and supporting the development and expansion of cooperative insurance organizations. Zenkyoren supports these events through its participation in ICMIF and AOA activities.

In addition, Zenkyoren actively engages in personnel exchanges with cooperative insurance organizations, aiming to promote information exchange and better mutual understanding.

Global Partnership



Zenkyoren's Contribution to AOA

For more than 20 years since the foundation of the association in 1984, directors of Zenkyoren have served as chairmen of the AOA, and Zenkyoren has also served as its Secretariat. These are examples of Zenkyoren's contribution to the cooperative and mutual insurance movement in Asia and the Pacific region.

AOA Activities

AOA General Meetings are held once every two years to discuss the association's policy direction, financial position, operations and so on.

AOA seminars mainly for executives and senior managers, and AOA forums mainly for the staff of member organizations are held for the purposes stated above such promoting information exchange.

AOA Forum



DOMESTIC INITIATIVES

Human Resource Development

Zenkyoren's Human Resource Development Guidelines are aimed at fostering people capable of meeting the expectations and earning the trust of cooperative members and policyholders in local communities. Under these guidelines we are working to develop employees who share the Zenkyoren philosophy and bring specialized skills and knowledge to their respective fields.

The Makuhari Training Center

A new training facility was founded at the Makuhari New Center in Chiba Prefecture in April 2006, when a training base was relocated from Atsugi City in Kanagawa Prefecture. Zenkyoren's Makuhari Training Center is a facility that provides comprehensive training relevant to the operations of Zenkyoren, such as in automobile, property and medical insurance in addition to general training in the insurance business.

Adequate Training Facilities

The Makuhari Training Center has classrooms for various types of training courses, such as small-group discussions and lectures for a large number of trainees, classrooms and exhibition rooms for trainees to effectively learn expertise and skills in comprehensive life insurance, building endowment insurance, and automobile insurance.



Makuhari Training Center, Chiba



Online Network

Zenkyoren's operations span the country. Accordingly, we have developed one of the world's most extensive online networks, designed to link all our operations. We process data from across Japan at a sophisticated computer center in eastern Japan. Our online network promotes efficient, streamlined operation and allows us to communicate in real-time with policyholders around the nation.

We are in the process of expanding and strengthening our nationwide online network by implementing a new business application system called "Kind's 06" (JA Kyosai Information Network Developed System 2006). This advanced system is designed to further expedite our business operations. We are also working to provide better support for sales promotion, such as by updating our portable terminals.



Kawasaki Center, Kanagawa



Ishioka Center, Ibaraki

Health Care and Social Activities

As a complement to our insurance operations, Zenkyoren provides a host of human welfare services aimed at promoting better health and well-being for cooperative members and others in the community.

Health Care

To help our cooperative members enjoy better health and longer lives, Zenkyoren promotes health exams and medical checkups aimed at the early detection of disease.

Members can obtain information and advice from the Zenkyoren Health Care and Nursing Care Helpline.

We also organize campaigns aimed at raising awareness of health issues and encouraging members to follow healthier lifestyles. We also provide support for health-oriented activities, such as the "Rainbow Exercise" program that we developed.

The Nakaizu and Beppu Rehabilitation Centers

In 1973 Zenkyoren established rehabilitation centers in Nakaizu (Shizuoka Prefecture) and Beppu (Oita Prefecture), for people with physical disabilities as a result of traffic accidents or other mishaps. The centers provide a wide range of services, including physical rehabilitation, occupational therapy, and socialization training. Our comprehensive range of human welfare and rehabilitation services makes a positive contribution to the lives of members in need of help.



The Nakaizu Rehabilitation Center



The Beppu Rehabilitation Center

Service Dogs

We support activities to train and familiarize "service dogs" to assist those with disabilities as a result of traffic or other accidents with everyday tasks.

Through providing research support to the Japanese Service Dog Resource Academy, Japan's only such academic organization, business support to Support Dog Association, and conducting activities to promote understanding towards acceptance of service dogs, we help those with disabilities become independent and participate in society.



Service dog support poster



Service dog fetching a newspaper

(Photos by Japanese Service Dog Resource Academy)

Actively Working on Traffic Safety Campaign

We participate in the national traffic safety campaign staged in spring and autumn, and from July to September every year we run the Zenkyoren National Traffic Safety Campaign. In this campaign, we link up with local government bodies, the police, and others and make a positive contribution to local traffic safety campaign by holding traffic safety classes, distributing traffic safety posters and other materials, handing out reflective night seals to the elderly and others, and donating hats and traffic safety booklets to kindergarten and primary school pupils.

Traffic Safety Course for Senior Citizens

Considering the increasing number of traffic accidents that involve senior citizens, Zenkyoren promotes the education of senior citizens in traffic safety measures to reduce the incidence of such traffic accidents.

Since the aging trend is more prominent in farming communities than in urban communities, we provide a traffic safety course in which exercises easy enough for anyone and laughter are combined, based on our newly developed original programs for senior citizens, "Traffic Safety Rainbow Exercise" and "Traffic Safety Comic Monologue."

Since 2008 we have been offering advice on safer driving, using special vehicles equipped with driving simulators, based at eight locations around the country. Participants can learn the do's and don'ts of safe driving through simulations of situations with a high accident probability.



Nationwide Tour to Show Musicals on Traffic Safety

From fiscal 2004, we began sponsoring musical-style traffic safety classes targeted mainly at kindergarten children and their guardians.

In this musical, children can experience a pedestrian crossing on the stage. While the barrier between the audience and the stage is dissolved to create a single space, the program gives children an opportunity to effortlessly learn traffic safety rules.



Synopsis

"Mamorū Wataru" is a cheerful imaginary character used to teach the basics of traffic safety to kindergarten children. Because he is somewhat naughty, he is sent by the principal into the world of humans to learn. There he meets a kindergarten child named Sunao and a police officer. With the assistance of those two people, he grows up learning all about traffic rules, including the meaning of traffic signals and how to use pedestrian crossings.

Cultural Activities

In order to convey the spirit of cooperation, the so called "mutual assistance" to elementary and junior high school students, nurture creativity, and let as many people as possible feel the importance of traffic safety through raising awareness of the Japanese culture of calligraphy and art education, Zenkyoren has sponsored calligraphy and traffic-safety poster contests to help reduce traffic accidents.

In fiscal 2008 we held our 52nd calligraphy contest and our 37th traffic-safety poster contest. Both contests are the largest of their kind. Students across the country submitted over 1,440,000 entries to the calligraphy contest and more than 160,000 entries to the traffic safety poster contest.



Calligraphy and Traffic-Safety Poster Contest in FY2008

Total Assets

Our working assets at the end of fiscal 2008 amounted to ¥43.2 trillion (US\$439.9 billion), representing a decline of 0.7% from the start of the fiscal year, owing to unrealized losses on securities holdings caused by the deterioration in the capital markets, as well as an increase in payments accompanying an increased number of policies reaching maturity.

Long-Term Insurance (New Business, Policies in Force)

While conditions in the agricultural business remained very difficult, sales of new long-term insurance policies, in terms of the amount insured, totaled ¥27.2 trillion (US\$277.6 billion) in fiscal 2008. This figure was a decline of 11.3% from the previous fiscal year, in spite of an increase of 7.3% in the number of new contracts.

Total policies in force amounted to ¥330.1 trillion (US\$3.3 trillion), a decline of 3.2% from the previous year, as a result of an increase in policies reaching maturity.

We sold 206,914 new annuity insurance policies, representing an annual amount of ¥141.7 billion (US\$1.4 billion). The number of new policies dropped by 5.1% and the annual amount of new policies by 11.7% compared with the previous year. However, policies in force showed a slight increase both in the number of policies and in annual amount.

Long-Term Insurance, New Business

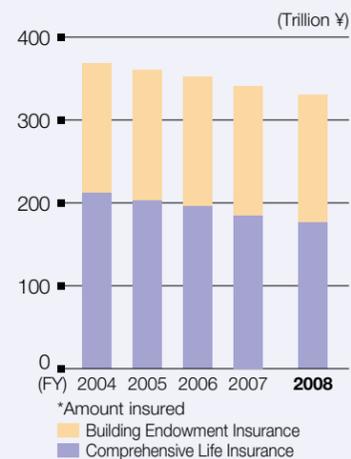
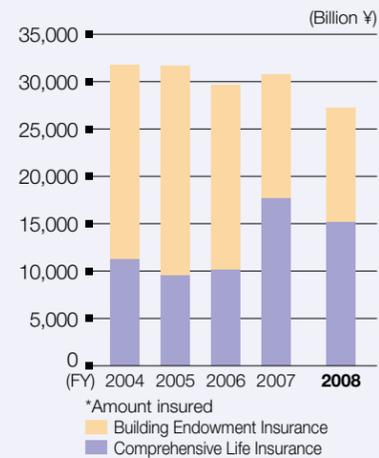
Type of Insurance	FY2008		FY2007	
	Policies (Thousands)	Amount (Billions of Yen)	Policies (Thousands)	Amount (Billions of Yen)
Comprehensive Life Insurance	1,405	15,240	1,240	17,767
Building Endowment Insurance	811	12,030	826	12,989
Others	2	1	1	1
Total	2,219	27,272	2,068	30,758

Note: Figures for Annuity Insurance are not included in the above statistics.

Long-Term Insurance, Policies in Force

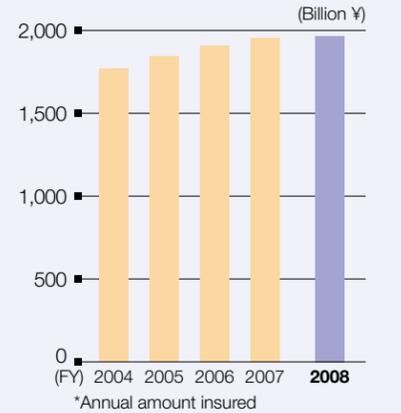
Type of Insurance	FY2008		FY2007	
	Policies (Thousands)	Amount (Billions of Yen)	Policies (Thousands)	Amount (Billions of Yen)
Comprehensive Life Insurance	13,877	177,146	14,106	185,273
Building Endowment Insurance	11,928	153,034	12,404	155,665
Others	9	8	9	8
Total	25,814	330,190	26,520	340,948

Note: Figures for Annuity Insurance are not included in the above statistics.



Annuity Insurance

Type of Insurance	FY2008		FY2007	
	Policies (Thousands)	Annual Amount (Billions of Yen)	Policies (Thousands)	Annual Amount (Billions of Yen)
New Business	206	141	217	160
Policies in Force	3,168	1,966	3,131	1,951



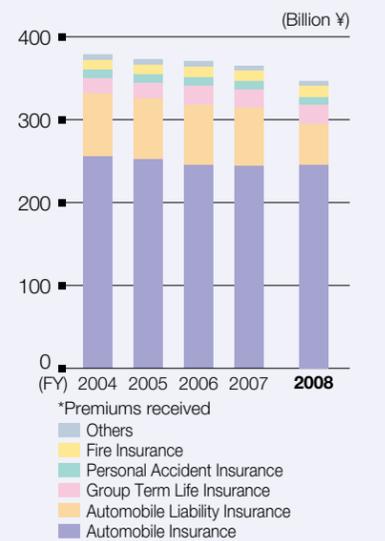
Short-Term Insurance

Short-term insurance policies for fiscal 2008 decreased to 26,274,252 in number, a drop of 0.9% from the previous term. These contracts represent premiums received of ¥346.1 billion (US\$3.5 billion), a decrease of 5.5%.

Short-Term Insurance, New Business

Type of Insurance	FY2008		FY2007	
	Policies (Thousands)	Premiums (Millions of Yen)	Policies (Thousands)	Premiums (Millions of Yen)
Fire Insurance	1,392	12,672	1,393	12,390
Automobile Insurance	8,448	244,926	8,443	246,234
Personal Accident Insurance	12,301	9,757	12,341	10,131
Group Term Life Insurance	211	22,299	204	21,719
Automobile Liability Insurance	3,447	50,273	3,658	69,675
Others	473	6,220	470	6,049
Total	26,274	346,149	26,513	366,200

Note: Cooperative-Owned Building Fire Insurance, Fixed-Amount Life Insurance, and Liability Insurance are included in "Others."



Claims Paid (Long-Term and Short-Term Insurance)

Total claims paid (including payments at maturity and accident) in fiscal 2008 totaled ¥4.1 trillion (US\$41.9 billion), an increase of 6.0% from the previous year. Claims paid out at maturity accounted for ¥3.2 trillion (US\$32.7 billion), an increase of 10.0% from the previous year, while accident payments were ¥0.9 trillion (US\$9.1 billion), a decrease of 6.1%.

Long-Term Insurance, Claims Paid

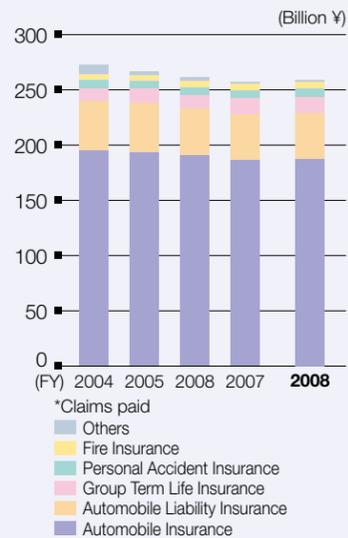
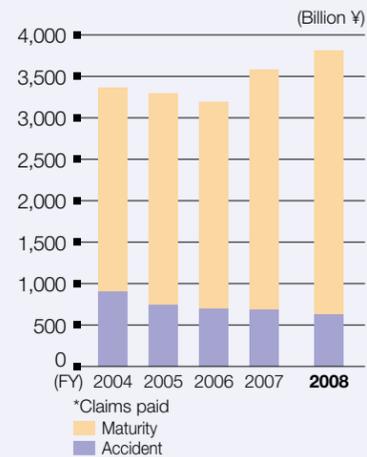
Type of Insurance	FY2008			FY2007		
	Accident (Billions of Yen)	Maturity (Billions of Yen)	Total (Billions of Yen)	Accident (Billions of Yen)	Maturity (Billions of Yen)	Total (Billions of Yen)
Comprehensive Life Insurance	565	1,954	2,520	582	1,858	2,440
Building Endowment Insurance	69	1,224	1,294	113	1,030	1,143
Others	0	2	2	0	0	0
Total	635	3,180	3,816	695	2,889	3,585

Note: Figures for Annuity Insurance are included in the above statistics.

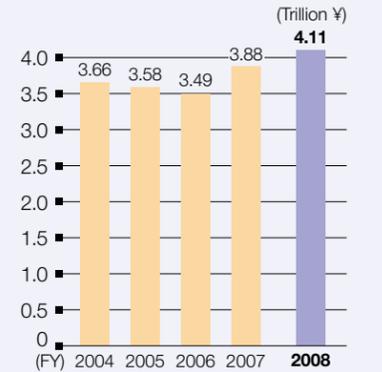
Short-Term Insurance, Claims Paid

Type of Insurance	FY2008	FY2007
	(Millions of Yen)	(Millions of Yen)
Fire Insurance	6,170	5,465
Automobile Insurance	187,153	186,808
Personal Accident Insurance	8,209	7,471
Group Term Life Insurance	13,884	13,816
Automobile Liability Insurance	41,988	41,930
Others	1,733	1,684
Total	259,139	257,176

Note: Cooperative-Owned Building Fire Insurance, Fixed-Amount Life Insurance, and Liability Insurance are included in "Others."



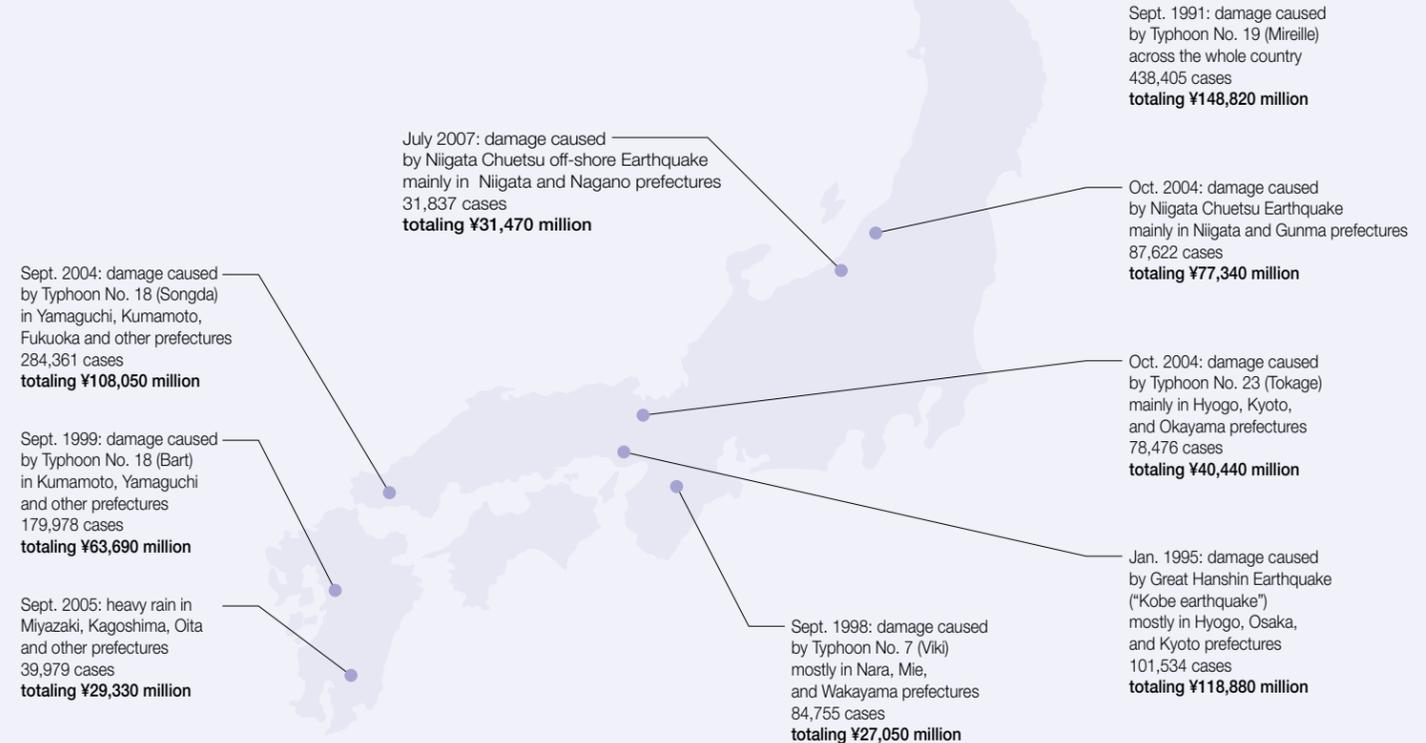
Breakdown of Claims Paid



Insurance payments made in compensation for losses suffered as a result of natural disasters

Main payments made in FY2008

- June 2008 (damage caused by Iwate-Miyagi Nairiku Earthquake, mainly in Iwate and Miyagi prefectures) : 7,933 cases totaling ¥6,060 million



Insurance payments made in FY2008 by Building Endowment Insurance for damage to property suffered as a result of natural disasters

¥18,600 million (down 68.6% year-on-year)

BALANCE SHEET

As of March 31, 2009 and 2008
1US\$=98.23JPY (as of March 2009)

Assets	Millions of Yen		Thousands of U.S. Dollars
	FY2008	FY2007	FY2008
Cash and Deposits	¥ 182,788	¥ 165,335	\$ 1,860,825
Call Loans	545,000	476,800	5,548,203
Money Trust	25,100	25,113	255,527
Monetary Claims Bought	718,767	290,391	7,317,185
Securities	36,723,462	38,128,231	373,851,800
Loans	2,818,682	2,822,104	28,694,721
Invested Real Estate	262,463	217,693	2,671,932
Outstanding Premiums	238,999	171,014	2,433,062
Reins. Receivables	10,405	5,083	105,925
Insurance Funds	-	-	-
Other Assets	192,173	236,488	1,956,364
Fixed Assets for Business	92,205	88,805	938,671
Capital Loans	100,000	-	1,018,018
Investments	326,572	101,736	3,324,572
Deferred Assets	-	-	-
Deferred Tax Assets	1,000,223	807,524	10,182,460
Reserves for Bad Debts	(24,189)	(16,396)	(246,249)
Reserves for Investments Loss	(2,245)	(2,505)	(22,857)
Total Assets	¥ 43,210,410	¥ 43,517,423	\$ 439,890,165
Liabilities			
Outstanding Reserves	¥ 530,388	¥ 466,618	\$ 5,399,452
Liability Reserves	39,990,328	39,734,657	407,109,120
Dividends Reserves	519,298	515,253	5,286,554
Reins. Payables	13,957	14,148	142,094
Agencies Payables	117	104	1,198
Insurance Funds	6,637	10,699	67,571
Other Liabilities	83,448	216,640	849,520
Other Reserves	42,239	45,266	430,001
Price Fluctuation Reserves	457,914	549,790	4,661,654
Funds for Traffic Accident-Prevention	-	-	-
Total Liabilities	¥ 41,644,330	¥ 41,553,180	\$ 423,947,169
Net Assets			
Paid-in Capital	¥ 128,785	¥ 128,814	\$ 1,311,061
Treasury Paid-in capital	(29)	(57)	(296)
Earned Surplus Reserves	239,709	220,955	2,440,287
Unappropriated Surplus at End of the Year	60,521	132,940	616,123
Other Surplus	1,197,663	1,123,427	12,192,441
Net Unrealized Gains on Securities	(60,570)	358,161	(616,621)
Total Net Assets	¥ 1,566,080	¥ 1,964,242	\$ 15,942,996

Note: Fiscal 2008 refers to the period from April 1, 2008 to March 31, 2009.

INCOME STATEMENT

As of March 31, 2009 and 2008
1US\$=98.23JPY (as of March 2009)

Income	Millions of Yen		Thousands of U.S. Dollars
	FY2008	FY2007	FY2008
Ordinary Income:			
Premiums and Other Insurance Income	¥ 5,528,428	¥ 4,766,416	\$ 56,280,448
Reversal of Policy Reserves	107,075	385,498	1,090,045
Investment Income	858,834	865,465	8,743,095
Other Ordinary Income	4,303	5,153	43,809
Total Ordinary Income	¥ 6,498,641	¥ 6,022,533	\$ 66,157,398
Expenses			
Ordinary Expenses:			
Benefits and Other Insurance Expenses	¥ 5,496,857	¥ 5,410,235	\$ 55,959,049
Provisions for Policy Reserves	336,324	76,373	3,423,845
Investment Expenses	437,785	108,704	4,456,734
Provisions for Price Fluctuation Reserves	-	34,314	-
Sales Expenses	23,915	24,292	243,461
General Administration Expenses	107,344	109,425	1,092,785
Other Ordinary Expenses	25,101	23,620	255,540
Total Ordinary Expenses	¥ 6,427,328	¥ 5,786,966	\$ 65,431,417
Surplus			
Ordinary Profits	¥ 71,313	¥ 235,566	\$ 725,980
Extraordinary Profit	97,360	7,047	991,144
Extraordinary Losses	1,898	2,577	19,325
Surplus before Taxes	¥ 166,774	¥ 240,036	\$ 1,697,799
Corporate and Other Taxes	47,563	128,451	484,206
Adjustments in Corporate Tax. etc.	(5,663)	(76,714)	(57,656)
Provisions for Policy Dividend Reserves	99,142	94,532	1,009,287
Net Surplus for the Year	¥ 25,732	¥ 93,767	\$ 261,961
Balance Brought Forward from the Previous Year	13,629	18,272	138,754
Reversal from Voluntary Reserves	21,159	20,900	215,406
Unappropriated Surplus at End of the Year	60,521	132,940	616,123

Supervisory Board

Chairman

Shunichiro Yasuta

Deputy Chairman

Katsumi Hanamoto
Iwao Okuno

Other Members of the Supervisory Board

Kazuo Kimura	Asakazu Amano
Toshio Yasuda	Masuo Nakamura
Hiromu Ichinosawa	Kuniyuki Sakane
Masashi Ehara	Nobuo Yamamoto
Kiyoshi Ishii	Toshihiro Miyatake
Hisanobu Hirose	Ryou Nishiuchi
Toshiomi Yamada	Katsuyoshi Yamanaka
Tadatoshi Okada	Koichi Kawaida
Iwao Kurauchi	Anyu Onaha
Yasuhiro Nakagawa	Naoshi Suzuki

Board of Auditors

Standing Auditor

Hiromi Watahiki
Kazuaki Nakamura
Haruji Tsukatani

Auditor

Hideki Wakai
Kimito Amari

Board of Directors

President

Kazumi Imao

Senior Managing Director

Yoshinori Yokoi
Kenji Sugiyama

Managing Director

Shinichi Miyamoto
Masakazu Maezawa
Tamotsu Shozui
Shoichi Kawatake
Junsei Nakamura
Yasunori Yoda
Mototsugu Shimasaki

(As of July 30, 2009)

Board System

Since 2002, Zenkyoren, as the cooperative insurance organization for the agricultural cooperatives, has employed the following board system to deal with rapid changes in the business environment, to respond to a wide range of businesses, and, most importantly, to reflect the opinions and feedback of members more adequately.

1. The Supervisory Board determines important matters such as fundamental policies, and supervises business operations of the Board of Directors on behalf of the members.
2. The Board of Directors executes daily business operations.
3. The Auditors inspect business operations for both the Supervisory Board and the Board of Directors.

Zenkyoren

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2-17-22 Akasaka, Minato-ku,
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+81-3-5215-9390 (Reinsurance)
Fax: +81-3-5215-9484
E-mail: intl-aoa@ja-kyosai.or.jp

Zenkyoren Asset Management of America, Inc.

340 Madison Avenue, 4F Suite D
New York, NY 10173, U.S.A.
Tel: +1-212-826-3644
Fax: +1-212-826-3814

Zenkyoren Europe Limited

7th Floor, 62 Cornhill
London EC3V 3NH, U.K.
Tel: +44-20-7283-9568
Fax: +44-20-7283-0545

- 1947 • Agricultural Cooperative Society Law enacted
- 1948 • Agricultural Mutual Insurance business started in Hokkaido
- 1951 • National Mutual Insurance Federation of Agricultural Cooperatives (Zenkyoren) established
 - Launched operation of Cooperative-Owned Building Fire Insurance
- 1952 • Launched operation of Endowment Life Insurance
- 1953 • Launched operation of Building Endowment Insurance
- 1955 • Launched operation of Fire Insurance
- 1958 • Completed establishment of 46 Prefectural Federations, one for each of the prefectures in Japan (with the exception of Okinawa, then under U.S. jurisdiction)
- 1961 • Launched operation of Children's Insurance
- 1962 • Launched operation of Group Term Life Insurance
- 1963 • Launched operation of Automobile Insurance
- 1964 • Joined the insurance committee of International Co-operative Alliance (ICA)
- 1966 • Launched operation of mandatory Automobile Liability Insurance
- 1969 • Opened Atsugi Staff Training Center in Kanagawa prefecture
 - Launched operation of Personal Accident Insurance
- 1972 • Established Okinawa Prefectural Federation
 - International Cooperative Insurance Federation (ICIF) was derived from ICA and Zenkyoren became a member of ICIF
- 1973 • Opened Nakaizu and Beppu Rehabilitation Centers in Shizuoka and Oita prefectures
- 1974 • Online network system between National Federation and Prefectural Federations went into operation
 - Launched operation of long-term Life Insurance
- 1980 • Launched operation of Agricultural Machinery Insurance
 - Launched operation of Agricultural Machinery Endowment Insurance
- 1981 • Launched operation of Annuity Insurance
- 1983 • Launched operation of Whole Life Insurance
- 1984 • Opened Zenkyoren Automotive Training Center in Kanagawa prefecture
 - Asia and Oceania Association (AOA) was set up as a regional association of ICIF

- 1985 • Opened Zenkyoren Osaka Center in Osaka prefecture
- 1988 • Established Zenkyoren Automotive Training Center Co., Ltd.
 - Established Zenkyoren Asset Management of America, Inc.
- 1989 • Launched operation of Liability Insurance
 - Online network system for local Agricultural Cooperatives went into operation
 - Established Zenkyoren Europe Limited
- 1990 • Launched operation of Group Endowment Insurance
- 1992 • ICA/ICIF held International Congress in Tokyo
- 1993 • ICIF changed its structure and was renamed ICMIF (International Cooperative and Mutual Insurance Federation)
- 1994 • Set up Health Care Helpline
 - Opened Ishioka Center in Ibaraki prefecture
- 2000 • National and Prefectural Federations integrated
- 2001 • Formed business alliance with The Kyoei Fire & Marine Insurance Company, Limited
- 2002 • Launched Zenkyoren Happy & Dream Club (Membership club for policyholders)
 - Launched operation of Cancer Insurance
 - Launched operation of Defined Contribution Annuity Insurance
 - Supervisory Board System introduced
- 2003 • The Kyoei Fire & Marine Insurance became a subsidiary
 - Launched operation of Medical Insurance
- 2004 • Opened Kawasaki Center in Kanagawa prefecture
 - AOA's 20th anniversary event held in Tokyo
- 2005 • Opened Zenkyoren East and West Japan Underwriting Centers in Kanagawa and Osaka prefectures
 - Insurance Agency system introduced
- 2006 • Opened MakuHari Training Center in Chiba prefecture
- 2007 • Launched 3Q Visit Project (person-to-person visits to all members and policyholders)
- 2008 • Launched a new type of single-premium Endowment Life Insurance for policyholders with reaching maturity