# 2024 HANSALIM



Rice farming in Korea is in danger. Less consumption leads to less production, gradually reducing rice farmland. The area of rice paddies lost last year is 13 times the size of Yeouido.

• 116.51 km<sup>2</sup>

Hansalim will do its best to protect rice farmland this year since we understand better than anyone else the meaning contained in a bowl of rice.

### 2024 Rice Consumption **Encouragement Campaign**

(ongoing from mid-May on a regular basis)

#### Higher-grade white rice

Enjoy your meals more deliciously every dayl



#### Special supply of farmingsupport rice

Purchase to help support Hansalim's farming!



#### Regular delivery to be newly launched Hansalim sends you as

much as you need, whenever you want!



#### **Providing** diverse content

Stay tuned for our rice-related information and events!



#### The future of Hansalim

# 2024-2026 Hansalim Mid-term Plan

Vision

To build a community where each and every person lives a happy life, Hansalim serves as a bowl of rice

Mission

To create a life-saving world through Table Salim, Agriculture Salim, and Local Community Salim

\*Salim: reviving, living and caring home and family

Goals by 2026 One million members to mark our 40th anniversary
155,000 regular members and 160,000 active members
3,500 core active members

33.75 km<sup>2</sup> of life-saving farmland (based on farmland sustained as of 2023)
A supply increase by 1% in 2024, 1.5% in 2025, and 2% in 2026

Key challenge

Sustainable agriculture

Response to the climate crisis Specified Local Community Salim movement

Effective operation of a joint business system



# Hansalim in 2024

# To lay a sustainable agricultural foundation

- Protect Korean agriculture with rice
   Let's consume 6,000 tons of rice together
  - We are expanding our supply of high-grade, premium rice for more delicious meals.
  - To make it more convenient to buy rice,
     we are launching a regular delivery service.
- We strive to pay attention to the serious aging population issue in rural areas to ensure that young and returning farmers can engage in farming stably
  - We plan to establish a producer-consumer cooperative support program that meets the needs of young and returning farmers.
  - We are exploring a settlement subsidy system that ensures a basic income for more young farmers and contracted projects based on Hansalim member-young producer partnerships.

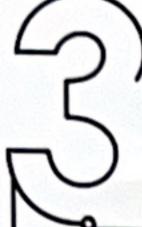


# Be more proactive in responding to the climate crisis!

- Let's work together to ensure that Hansalim members' daily recycling and reusing activities become common activities in Korean society
  - To sustain the Hansalim bottle reuse movement, we are considering introducing standardized reusable bottles.
     We seek to expand the movement to ensure bottle reuse becomes a routine activity not only in Hansalim but also in society.
  - Through So-Haeng-Seong\* (small action) campaign,
     Hansalim will take the lead in ensuring that our
     recycling and reuse activities become common in our society.
  - We plan to create a renewable energy production model in which producers and consumers cooperate.
     We would like to further spread the value of Saeng
     So Hana (producers and consumers as one) that the Hansalim movement is creating and propose a local self-reliant energy conversion model.



\*So-Haeng-Seong: Please see page 4 for more information

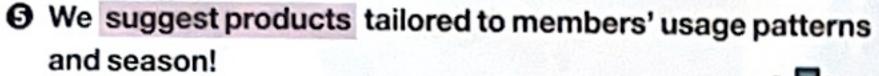


# Increasing member convenience

#### We give more benefits to Hansalim regular members!

 We decided to call those who shop at Hansalim three or more times a month regular members and excellent regular members. Become a regular member by shopping at Hansalim at least 3 times a month!

Please see page 5 for more information



 We recommend frequently used items and seasonal items depending on each member's needs. Find your everyday basics at Hansalim.



# For all Hansalim members from those raising children to those taking care of their health!

 We plan to strengthen the Kkomawatang brand for brave children who eat to their heart's content in a healthy land and to launch Geonganghanbo, a new health food brand, with the concept of "an everyday restorative treasure."

\*Kkomawatang: Hansalim's subbrand for young children, carrying the meaning of "kids and the Earth" Geonganghanbo: conveys the meaning of "one healthy step"

#### Just add the address, and we will deliver products to wherever you want!

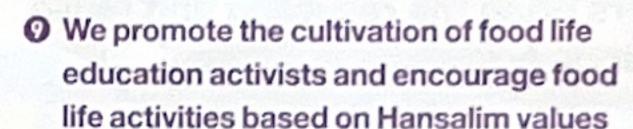
 Previously, products could only be sent to one registered address, but starting this year, we will deliver wherever you want. Once you add a new address, you can send goods there without having to type the address every time.

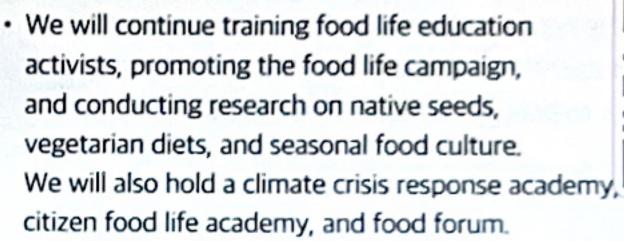
# Food movement and community care, Hansalim is with you everywhere

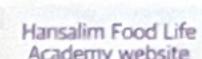


# We continue activities for food care and expanding the basic right to food

- We aim to discover and introduce best practices for Hansalim's food movement and community care activities.
   We will discover agendas and carry out activities according to the needs of the local community.
- We plan to implement an urban care project that realizes Hansalim's values and also promote a producer-consumer cooperative care project.









- We run the Mind Salim course to help self-discovery and to learn from each other
  - We operate the Hansalim Mind Salim course to help people discover themselves and strengthen their minds. We run a variety of programs such as mind-body Salim practice, daily mind improvement, and finding true meaning practice.

Hansalim Training



# Greetings to all Hansalim members

I learned bab (meals) at Hansalim. bab means "I will make you prosper through me." In a world where everything is intertwined, saving bab leads to saving the world. Hansalim has always tried to be bab to the world.

But these days, my heart is sinking. Rice consumption has decreased to the point where farmers can no longer plant rice! The sighs of Hansalim producers forced to give up rice farming, their lives' work, lay heavy on my mind.

This year, I would like to start a movement to prepare "society's table" with healthy Hansalim rice so that even people marginalized from healthy food can access it. Like one of our members, who says she is "doing Hansalim" because she takes pride in living as a practitioner who changes lifestyles and society by changing the food on the table, I want us to try our best to ensure that we can protect the farmland that has been saved through the Hansalim rice movement so that producers can continue farming this spring. I hope you do your best. I hope that you will always be healthy and do Hansalim throughout the new year.

Kwon Ok-ja, Standing Representative of the Hansalim Cooperative Federation



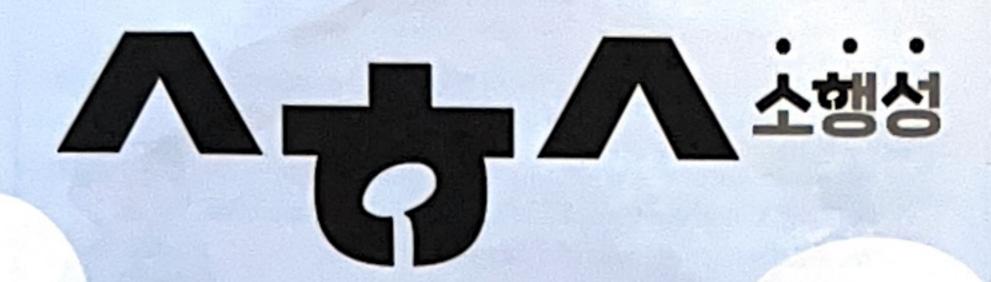


This year is a meaningful year as it marks the 38th anniversary of the start of Hansalim, the 35th anniversary of the Hansalim Manifesto, and the 30th anniversary of the passing of Jang Il-soon. We need to remember Hansalim's founding intention: To overcome the crisis of industrial civilization by practicing a cooperative lifestyle with a life-centered worldview. We must look back on the growth and development that Hansalim has achieved so far as we work to overcome crises such as the climate crisis, agricultural crisis, and war crisis. Let producers, consumers, practitioners, and activists take the lead in overcoming these crises. Let's spread the Hansalim movement into the world again.

Park Yong-jun,



# So-Haeng-Seong, small actions for our planet!



# Hansalim members bring the recycling and reuse movement to their daily lives

Reusing and reviving items for their entire lifespan is the most practical way to protect the environment. Let's do So-Haeng-Seong together to bring happiness with small actions!





#### So-Haeng-Seong: Reviving milk cartons

#### Milk cartons reborn as toilet paper

Since milk cartons and sterilized milk packs are made from natural pulp, they are very good resources to recycle. Coated cartons and packs should be collected separately to revive them into toilet paper and paper towels.



- Rinse and dry milk cartons thoroughly and bring them when you visit a Hansalim store.
- ☑ The cartons do not have to be from a Hansalim product.
- Receive Salim Prepayment credit of KRW 2-15 per item, depending on its size

	Milk carton		Sterilized milk pack
Small (~400ml)	Medium(400~900ml)	Large(900ml~)	KRW 2 each
KRW 5 each	KRW 10 each	KRW 15 each	KKW Z Edili

You can choose to donate the Salim Prepayment credit to the Forestry Salim Fund.





#### So-Haeng-Seong: Reusing Supply Boxes

#### Multiple-use Supply Box

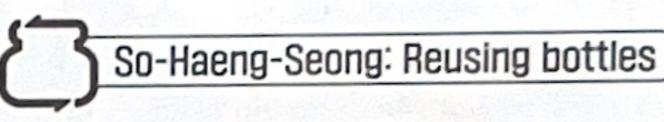
It would be a waste to throw away a sturdy Supply Box after using it only once. Supply boxes are resources from the forest. So that we can use each Supply Box as many times as possible, store it well before returning.



- You receive a Supply Box when you order online groceries.
- Empty and fold flat the Supply Box and leave it at the door,
- The supplier collects it on the next order delivery date.







#### Reusable glass bottle

Reusing is better than recycling! Since the process of recycling items requires a lot of energy, Hansalim has been staging campaigns to reuse glass bottles since the 1990s.

Glass bottles of Hansalim sauces, jams, etc. with the "Reusable Bottle" mark on the lid can be sent back to Hansalim. They will be used again after cleaning and disinfection.

- Only glass bottles with the "Reusable" mark can be reused.
- Remove the label and wash the bottle thoroughly before returning it.
- ✓ Bring it to the store or leave it at the door with the Supply Box on the order delivery day.
- ✓ Earn Salim Prepayment credit of KRW 50 for each item.

\*Excluding Hansalim Jeju



# الم

#### So-Haeng-Seong: Using reusable products

Use reusable shopping bags, tumblers, and handkerchiefs instead of disposable items.

If you use no disposable items, you don't have to throw them away!

Don't forget to bring a shopping bag, tumbler, and handkerchief when going out. Never forget your shopping bag when visiting a Hansalim store.







#### Donating clothes you do not wear

The first step to an excellent life is having an organized closet. A wardrobe that is not stuffed also helps protect our planet. You can raise money to help children in Pakistan and neighbors in Korea by donating clothes you do not wear. Don't miss your chance.

From Monday, March 11 to Sunday, April 14



The two Hansalim systems you might not know about

### Regular Member system

We give small gifts every month to members who use our stores more often.



We give discount coupons to regular members.

Do you use Hansalim stores more than three times a month? Then you are a Regular Member! Our mission of responsible consumption will be realized if all 890,000 Hansalim members become Regular Members.



#### Criteria and benefits for Regular Members

	Ω	M
	Excellent Regular Member	Regular Member
Based on the previous month's orders	<ul> <li>Used more than three times per month for four consecutive months; or</li> <li>Spent at least KRW 100,000 per month for four consecutive months</li> </ul>	Used more than three times a month
Main benefits	<ul> <li>Seasonal product discount coupon provided each month</li> <li>New product discount coupon provided every other month</li> </ul>	✓ New product discount coupon provided even other month

Excellent Regular and Regular Member status differs each month as eligibility depends on the orders of the previous month (including both store/online orders).

\*Terms used in 2023—Favored Member and Repetitive Member Benefits—are changed to Regular Member and Excellent Regular Member Benefits, respectively.

### **Participatory Certification System**



5

Participatory certification is a system which certifies compliance with Hansalim's standards and a healthy production process based on mutual respect between producers and consumers, under the Hansalim value that all life should coexist without imposing a burden on the land.



5 Follow-up management

> Hansalim producers

Continuous internal

Application

Hansalim producers

Application by a community unit that complies with the participatory certification principles during production.

Selfmanagement

> Hansalim producers

Land parcels inspected internally by each community through its meetings.

Selfinspection

Self-inspection team

Management checked by the inspection team consisting of producers, consumer members, and Hansalim staff

Eligibility is assessed by the Participatory Certification Deliberation Committee consisting of producers, consumer members, Hansalim staff, and external experts based on autonomous standard inspection reports.

Certification

deliberation

**Participatory Certification** 

Deliberation Committee

Continuous internal management by certified production communities

Multi-level participatory certification mark for agricultural products 'Fruit level is raised according to differences in agricultural production methods



Participatory Certification Basic

Community goods that comply with Hansalim production principles and values

E.g., livestock products (honey, Korean beef, fertilized eggs, etc.)



Participatory Certification I (Fruit 1)

Agricultural products using some permitted pesticides and fertilizers

E.g., low-pesticide fruits (apples, pears, persimmons, peaches, plums, jujubes, etc.)



Participatory Certification II (Fruit 2)

Agricultural products using no pesticides and less fertilizers

E.g., products equivalent to eco-friendly-certified pesticide-free products



Participatory Certification III (Fruit 3)

Pesticide and fertilizer-free agricultural products

E.g., products equivalent to eco-friendlycertified organic products



Enjoy your favorite Hansalim items with cute pictures throughout the year!



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### Hansalim in 2023

1

Hansalim stays together with our 894,988 members Members

894,988 households



Amount of supply KRW 485.07 billion



investment by members KRW 96.04 billion



No. of stores

240



2

We protected 45.32 km<sup>2</sup> 13.71 million pyeong of farmland with 2,287 producer households.

No. of producers

2,287

Based on the Hansalim Producers' Association)



Production area

45.32<sup>km²</sup>

of farmland was protected



No. of production communities

(\*Based on the Hansalim Producers' Associationmembership)

No. of processed food-producing facilities

(\*Based on the Hansalim



Hansalim rice, the basis of agriculture

13.65<sup>km²</sup>

of rice farmland was protected

\*A total of 1,049 Hansalim rice farms have supplied 4,597 tons of rice(as of 2023)



Increasingly scarce domestic grains

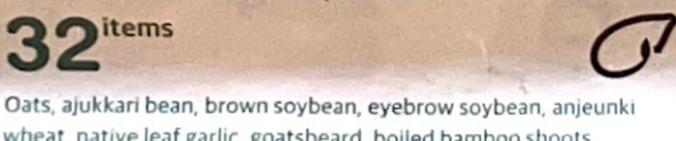
19.56<sup>km²</sup>

of grain farmland was protected

\*A total of 2,065 Hansalim grain farms supplied 3,429 tons of grain (as of 2023)

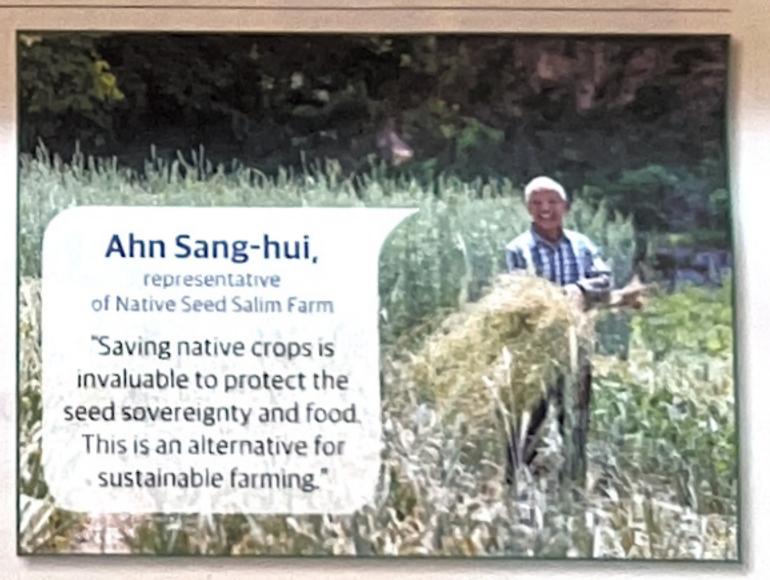


Native seeds, hope to protect food on the table



wheat, native leaf garlic, goatsbeard, boiled bamboo shoots, shepherd's purse, sedum acre, butterbur leaves, butterbur stems, pigweed, native lettuce, sol chives, mugwort, middle-sized green onions, hanjae water parsley, heads of lettuce, native radish, yardlong bean, kidney bean, unripe cranberry bean, artichoke, eggplant, yellow cucumber, cucumber, yam, air potato yam, cleaned taro, native corn, native green pepper, dried native pepper, old pumpkin

88,310<sup>m of farmland cultivated</sup>



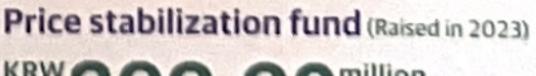


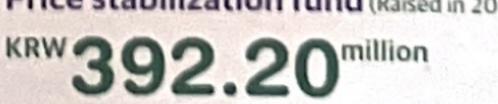
We farmed with the funds we raised together. Production stabilization fund



Where it was used KRW 358.68 million was spent to recover from damage such as damage from spring frosts, flooding caused by torrential rain, drought, and typhoons.

"The production stabilization fund is created by consumers" cooperative and production organizations, each of which accumulates 0.1% of the shipment amount and supply amount from producers and members, respectively, thereby helping producers affected by natural disasters, abnormal climate, etc., continue production stably.







KRW 745.57 million was spent to relieve the backlog of goods such as apples, tangerines, rice, grains, and fertilized eggs, and to make up the difference in shipping prices and the government's purchasing prices of glutinous and non-glutinous rice.

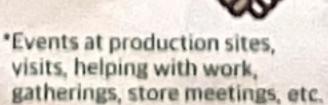
\*The price stabilization fund is raised by consumers' cooperative and production organizations, each of which accumulates 0.085% of the selling and supply prices, respectively, to keep prices stable when damage to producers and consumers is expected due to fluctuating market prices and sluggish consumption.



We further strengthened cooperation between producers and consumers.

Meeting with the producers

19,838 people attended



Hansalim Solidarity Fund

raised to purchase production sites (\* Accumulated amount as of 2023)



**Expanding the Hangorang Sharing Movement** 

Regular donation of rice for care

teams of advocators supported

Sharing seasonal items

\*Apple, autumn squash, corn, and chestnut sweet potato

\*Hangorang Sharing: A movement where producers cultivate an extra furrow of crops more generously to share with neighbors in need of food care. Hangorang carries the meaning of "one furrow."



### Hansalim maintained its own standards

#### Hansalim autonomous standard inspection

Product safety inspection

Fertilized egg self-quality test

2,253

69

sts V

Pesticide residue tests

Heavy metal tests

959

**77** 

Radioactive material tests

998

\*Hansalim standards for radioactive materials are more stringent than national standards.

National limit	Hansalim's	Hansalim's own limit			
100Bq/kg	Adults, youth	Children			
	8Bq/kg	4Bq/kg			

# Hansalim participation certification that monitors processes, together with more communities

No. of Participating communities

'Q

\* Accounts for 57% of total farms

Self-inspection

38



Participation certificate inspecting members

43 70 inspections

Inspecting producers

38





# 125 new items were introduced.

#### New items

125

Spicy Chicken Soup, Organic Protein Powder (sweet pumpkin flavor),
Organic Oatmeal, Seongisidol Fresh Mozzarella, Frozen Baguette,
Korean Beef Sirloin Chon Steak, Korean Beef Rib Soup, etc.



#### Improved items

31



Organic Rice Tteokguk Tteok, Organic Tomato Ketchup, Gachicharin Korean Wheat Handmade Dumplings, Brown Rice Oil, Concentrated Seafood Stock, Household Sterilizing Water, etc.



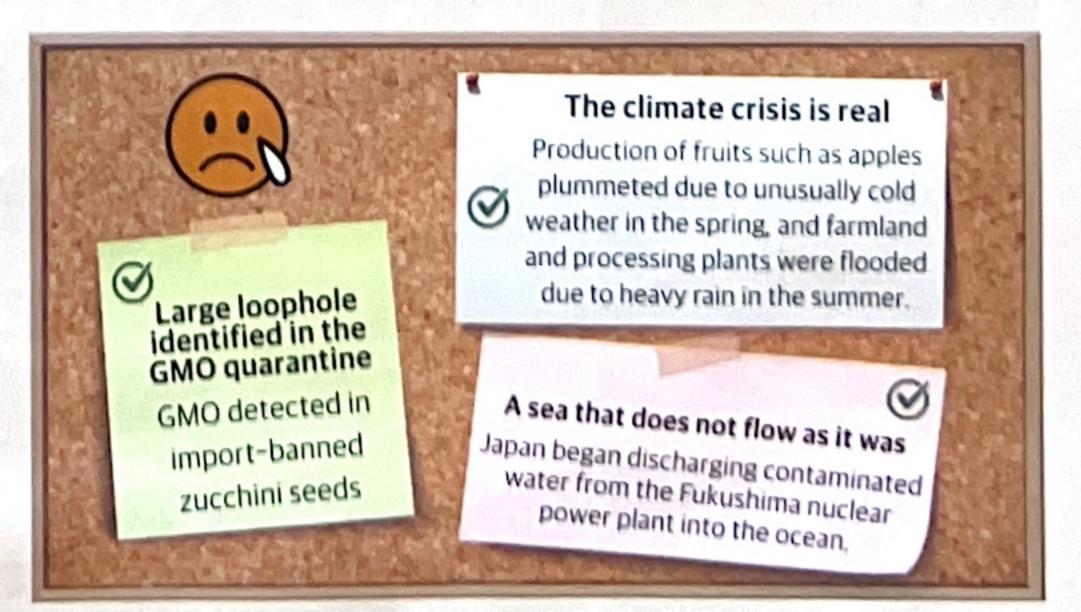
Total items available 4,607





# What happened in 2023

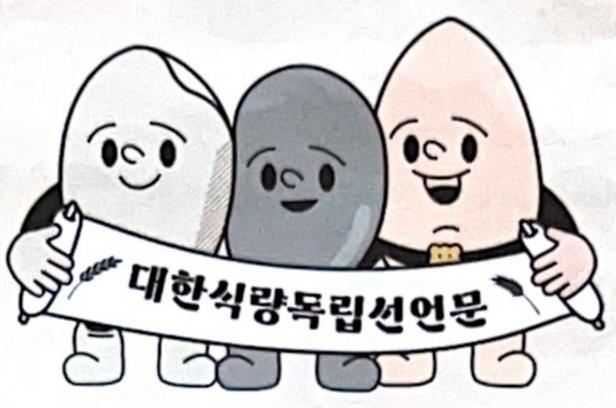




We promised to consume domestic rice, wheat, and beans! Hurray for the Korean Food Independence Campaign







Signature participants

43,841

No. of food-independent stores using domestic rice, wheat, and soybeans

Wheat Week participating bakeries

Types of bread made from domestic wheat

A total of 43,841 people declared that they would become food independent by consuming domestic rice, wheat, and soybeans at home, when eating out, and with producers.

We distributed Korea Food Independent Store stickers to 165 memberrecommended stores that protect food sovereignty using domestically produced rice, wheat, and soybeans, and shared the map with our members. During Wheat Week, we baked bread using Hansalim organic wheat together with local bakeries which use domestic wheat. The Korean Food Independence Declaration rang out at Hansalim stores, production sites, local markets, and all over the country.

#### Wheat Week participating bakery

A word from Jonas at Jazz Peanut

"I already used Hansalim domestic wheat, so I didn't have to change my recipe while participating in the event. Instead, I was happy to meet Hansalim members."

@jazzpeanut\_coffee











Werespondedto the increasingly serious climate crisis with daily life activities.









We delivered the funds raised to producers affected by the severe climate crisis and heavy rains.

About 8,000 Hansalim members and producers collected and delivered KRW 226.75 million to 101 producers who suffered damage to their crops, facilities, and homes.





We won the Minister of Environment Prize on Resource Circulation Day (September 6) for Hansalim members' daily life activities.

Hansalim members' small but valuable resource circulation activities, such as reusing glass bottles, collecting milk cartons/ sterilized milk packs, and reusing ice packs for delivery, were recognized by the Ministry of Environment.

#### Activities to reduce carbon emissions

Low-carbon refrigerant conversion 2 stores

#### 923 Climate Justice March

About 30,000 citizens gathered to stage a march demanding a resolution to the climate crisis, and 600 Hansalim producers and members joined the march. They marched shouting, "The climate crisis is a food crisis" and "Realize food sovereignty."

#### Activities to respond to Japan's discharging of radioactive water

To protect the ocean and our lives, Hansalim members and producers took action against the discharging of nuclearcontaminated water.

#### Collect milk cartons to prevent desertification and yellow dust

You can now choose to donate the Salim Prepayment credit from milk cartons/packs to the Forestry Salim Fund. Collect them to circulate resources and contribute to the Forestry Salim Fund.

The Forestry Salim Fund is delivered to Green Asia and used for tree planting activities in Mongolia and East Asia.



#### Resources revived together

Reviving milk cartons to protect trees and forests

3.04 million milk cartons (73.5 tons)

1.55 million sterilized packs (15.5 tons)

Reusing bottles is more environmentally friendly than recycling

390 thousand reusable bottles collected 32.9% collection rate



Reusing Supply Boxes as many times as possible to save paper

Supply Boxes reused 6.26 times on average



Reviving unused clothes to help neighbors Approximately 99.5 tons of clothes collected in 2023 KRW 14.41 million donated through clothes revival



Improving packaging to facilitate resource circulation 36 items

9

We shine brighter when we get together

Hansalim member gatherings

1,618 froups 6,363 meetings 36,984 participants

\*Cumulative number of attendees at village gatherings, small gatherings, and store gatherings combined



Online meetings

260



Agricultural Products
Committee's rallies for rice use

60 rallies in 20 regions



Rallies to promote and use Hansalim processed products

75 rallies in 17 regions

Hurray for Korean Food Independence Campaign

18times in 13 regions







10

We offer Hansalim newsletters more often, making us feel closer We deliver Hansalim news once a week, from product news to welcome greetings from producers.

KakaoTalk friends

A total of 51 newsletters were sent to 159,632 people.

\*Newsletters on products and activities of producers and members

Online shopping page promoted engagement and created many stories.

"Hansalim Story" contents

260 Hansalim story contents introduced on online shopping page

events for online shopping mall users

772 participatory

\*HanQuiz, KakaoTalk channel friend event, verification of using domestic rice and wheat, proof shot of native seed products, Kkomawattang baby food photo sharing event, leaving comments supporting producers affected by heavy rain, etc.

(11

We planted hope with our neighbors Fund delivery to a sugar community KRW 25.46 million delivered

A fund for which KRW 100 was accumulated per kilogram of people's trade goods (muscovado and organic sugar) to help the Philippine sugarcane production community become self-reliant. The fund was delivered twice, in February and September 2023.



Solidarity visit to the people's trade production site in 2023



Delivering relief supplies in Syria and Turkey

The support fund delivered to earthquake-hit Turkey and Syria KRW 67.05 million delivered



Turkey 10,000 pieces of Hansalim scorched rice Syria Food parcels delivered Hansalim Care School

**Hansalim Food Movement** 

52 participants in

6 lectures



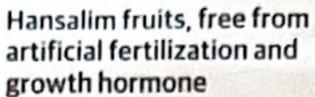
Region Salim Movement support project
Support for

5 food-related movements (community kitchen, Hangorang Sharing, Saengsohana (producers and consumers as one), network-centered) and 13 community care projects (community care projects (community care provided to a total of 606 people through care activities of 91 projects nationwide)

Food life education activities
31,329 participants in
2,768 lectures

# Decent Hansalim items













Hansalim's thorough radioactive material tests of its marine products and transparent information disclosure





### **How to use** Hansalim

Online grocery shopping (app/web)



Orders via phone

1661-0800



Hansalim stores nationwide

Find your local store.



- www.hansalim.or.kr
- shop.hansalim.or.kr
- hansalim\_official
- Hansalim

#### Not yet our KakaoTalk friend?

We will send you a variety of Hansalim news every week, from discount information to new products and stories about Hansalim members' activities! Add us as a friend and receive newsletters!



#### Get in the know about Hansalim,

A variety of news and events are waiting for youl

follow us on Instagram!

Non-members are also welcome.

0

Test how much you have used Hansalim

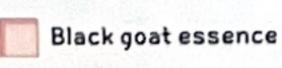
Check out how many of the 50 most-loved Hansalim products you have tried!

Can't live without Hansalim 45~50

Hansalim Regular 31-45

Getting to know Hansalim 11~30

Hansalim beginner 0~10



Black soybean oil

Potato

Shredded squid

Blueberries

Oriental melon

Small anchovies

Fertilized egg

Thin pork belly

Dried shredded pollack

Ssanghwacha

70% milled rice

Dubu

Peach

Grilled seaweed

Apple

Korean beef bone soup

Sliced pork belly

Pork shoulder

Cabbage

Roasted sesame seeds

Strawberry

Pesticide-free dubu

Organic milk

Peeled garlic

Onion

Pork belly

Organic sliced tteck for soup

Total

Carrot

Saenghyeop hamkke 3-ply toilet paper

Ripe tomatoes

Beef bone soup

Cabbage broccoli essence

Broccoli

Middle-sized green onion

Idaces Inches



White rice

Cucumber

Stew tofu

Chestnut sweet potato

Perilla seed powder

Baked fertilized egg

Acorn jelly

Brown rice oil

Bean sprouts

Sesame oil

Red ginseng essence

1 400 E

Shrimp meat

Perilla oil

Vegetable juice



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