

## *TEN PRINCIPLES OF TEIKEI*

1. Principle of mutual assistance. The essence of this partnership lies, not in trading itself, but in the friendly relationship between people. Therefore, both producers and consumers should help each other on the basis of mutual understanding: This relation should be established through the reflection of past experiences.
2. Principle of intended production. Producers should, through consultation with consumers, intend to produce the maximum amount and maximum variety of produce within the capacity of the farms.
3. Principle of accepting the produce. Consumers should accept all the produce that has been grown according to previous consultation between both groups, and their diet should depend as much as possible on this produce.
4. Principle of mutual concession in the price decision. In deciding the price of the produce, producers should take full account of savings in labor and cost, due to grading and packaging processes being curtailed, as well as of all their produce being accepted; and consumers should take into full account the benefit of getting fresh, safe, and tasty foods.
5. Principle of deepening friendly relationships. The continuous development of this partnership requires the deepening of friendly relationships between producers and consumers. This will be achieved only through maximizing contact between the partners.
6. Principle of self-distribution. On this principle, the transportation of produce should be carried out by either the producer's or consumer's groups, up to the latter's depots, without dependence on professional transporters.
7. Principle of democratic management. Both groups should avoid over-reliance upon limited number of leaders in their activities, and try to practice democratic management with responsibility shared by all. The particular conditions of the members' families should be taken into consideration on the principle of mutual assistance.
8. Principle of learning among each group. Both groups of producers and consumers should attach much importance to studying among themselves, and should try to keep their activities from ending only in the distribution of safe foods.
9. Principle of maintaining the appropriate group scale. The full practice of the matters written in the above articles will be difficult if the membership or the territory of these groups becomes too large. That is the reason why both of them should be kept to an appropriate size. The development of this movement in terms of membership should be promoted through increasing the number of groups and the collaboration among them.
10. Principle of steady development. In most cases, neither producers nor consumers will be able to enjoy such good conditions as mentioned above from the very beginning. Therefore, it is necessary for both of them to choose promising partners, even if their present situation is unsatisfactory, and to go ahead with the effort to advance in mutual cooperation.

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