

Policies for the Promotion of
Shokuiku
(White Paper on *Shokuiku*)
The Fiscal Year 2020 Edition
[Summary]

Ministry of Agriculture, Forestry, and Fisheries

This report is the Policies for the Promotion of *Shokuiku* defined in Article 15 of the Basic Act on *Shokuiku* (Food and Nutrition Education) (Act No. 63 of 2005). The Act requires the national government to submit a report on the measures that were taken for the promotion of *shokuiku* to the Diet each year.

In this report, we describe the measures that were taken for the promotion of *shokuiku* in fiscal 2020.

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○In principle, the numbers given in figures and tables are rounded off, and therefore they may differ slightly in summation from the totals indicated.

Introduction: Basic Framework of the *Shokuiku* Promotional Policies

1. Basic Act on *Shokuiku* (Food and Nutrition Education)

- The Basic Act on *Shokuiku* (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote *shokuiku* policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society at present and in the future.
- The Act positioned *shokuiku* as the basis of a human life which is fundamental to intellectual, moral, and physical education, which helps citizens acquire knowledge about *shoku* [comprehensive term for food and nutrition, diet, meals, and way of eating] and the ability to choose the appropriate *shoku* through their various experiences, enabling them to adopt healthy dietary habits.

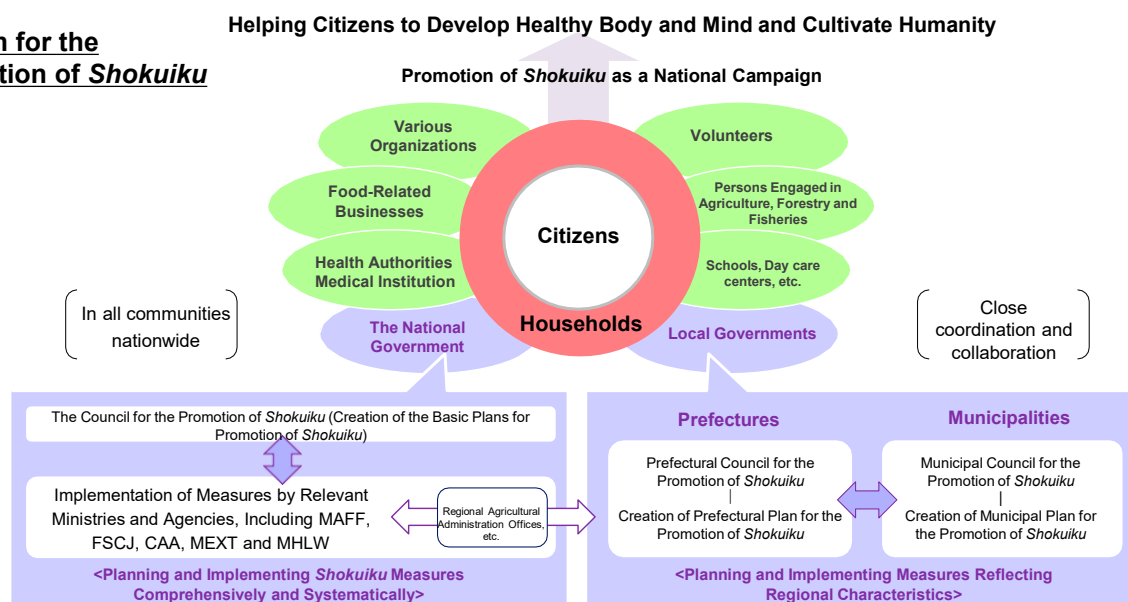
2. Basic Plan for the Promotion of *Shokuiku*

- In March 2016, “The Third Basic Plan for the Promotion of *Shokuiku*” (The Third Basic Plan) was created in consideration of the past achievements and challenges of *shokuiku*. The Third Basic Plan, covering five years from fiscal 2016 to 2020, sets the basic policies including targets for the promotion of *shokuiku*, and proposes measures to be taken for the comprehensive promotion of it.
- The following five priority issues were established as the basic policies:
(1) the promotion of *shokuiku* among the younger generation, (2) the promotion of *shokuiku* tailored to diverse lifestyles, (3) the promotion of *shokuiku* that contributes to the extension of healthy life expectancy, (4) the promotion of *shokuiku* to raise awareness of a sustainable food cycle and the environment, (5) the promotion of *shokuiku* aimed to pass down the Japanese food culture.
- “The Fourth Basic Plan for the Promotion of *Shokuiku*” was created in March 2021.

3. System to Advance Measures for *Shokuiku*

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the creation and promotion of the Basic Plan for the Promotion of *Shokuiku*. MAFF is promoting *shokuiku* as a government-wide initiative in coordination with other relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Rolling out *shokuiku* as a national campaign will require the national and local governments’ efforts and close coordination and collaboration among various community-level stakeholders.

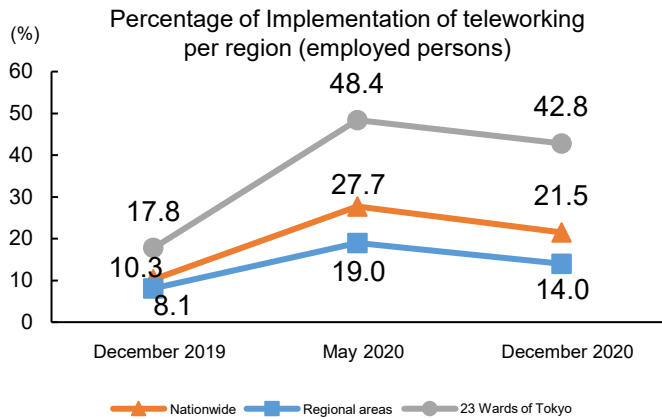
System for the Promotion of *Shokuiku*



Part I : Progress of *Shokuiku* Promotion Efforts

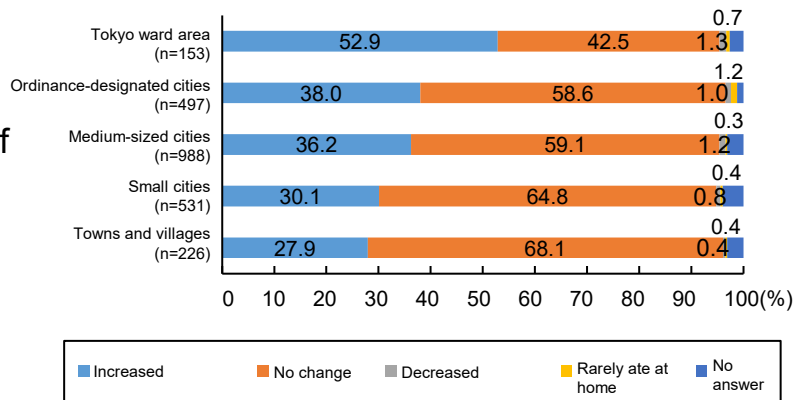
Shokuiku and the Spread of COVID-19

- According to “The Second Survey on Lifestyle-related Awareness/Behavior Changes within COVID-19 Epidemic” conducted by the Cabinet Office in December 2020, there was a major difference between the percentage of teleworking employed persons of the 23 wards of Tokyo and regional areas.
- In the “Survey of Attitudes Towards *Shokuiku* (Annual)” conducted by MAFF in December 2020, approximately 40% of participants answered the frequency of eating meals at home “increased” for the question “Have your current dietary habits changed from before the spread of COVID-19?”
- Per city size, while approximately 50% of people living in the Tokyo ward areas said that the frequency of eating meals at home “increased”, about 30% of people in small cities, towns and villages answered the same and more than 60% answered there was “no change” in the frequency of eating meals at home.
- Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19, when asked if one wants to participate in gatherings to eat in their region or community, approximately 30% answered “Yes”, and approximately 50% answered “No”. By age group, more over 60 years old, both men and women, answered “No”.
- In the “Public Opinion Survey on Dietary Habits” that the Cabinet Office conducted in fiscal 2020, approximately 50% of people answered “*Kyōshoku* outdoors” as contents of *kyōshoku* the government should promote, followed by “*kyōshoku* at home by promoting work style reform such as teleworking” (approximately 40%).



Data Source: Cabinet Office. The Second Survey on Lifestyle-related Awareness/Behavior Changes within COVID-19 Epidemic. Conducted in December 2020.

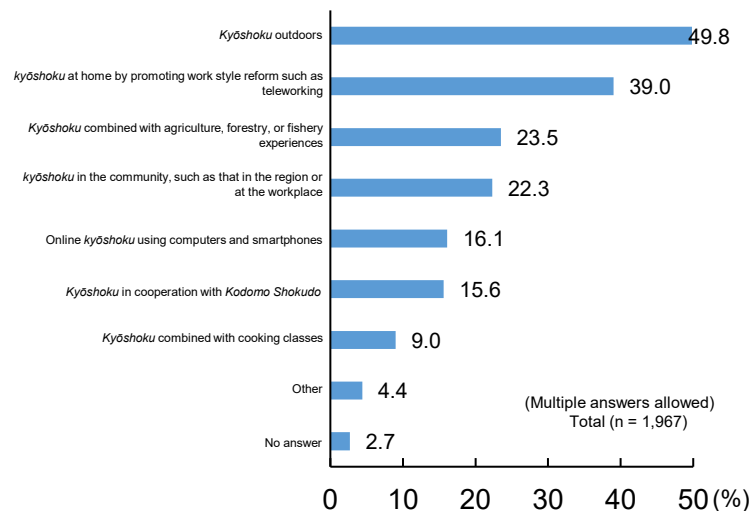
Change in the frequency of eating meals at home (by city size)



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

Note: “City size” divides cities according to city scale, with the Tokyo ward area, ordinance-designated cities, medium-sized cities (with 100 thousand citizens or more), and small cities (with less than 100 thousand citizens), and towns and villages.

Contents of *kyōshoku* [eating with someone] the government should promote



Data Source: Cabinet Office. Public Opinion Survey on Dietary Habits.
Question: With the implementation of the “new lifestyles” to prevent the spread of COVID-19, what type of *kyōshoku* should the government promote? (Circle all that apply).

Article Efforts of Relevant Ministries and Agencies for *Shokuiku* under the Spread of COVID-19

- MEXT has provided subsidies to cover costs borne by the establishers of schools for refunds of school lunch fees to parents, food ingredient cancellation, etc. due to the suspension of school lunches due to temporary school closings. Furthermore, case studies such as diet and nutrition teachers introducing lunch recipes and using the internet to grasp the dietary habits of students were also given.
- MHLW created tools, etc. to promote and raise awareness of the importance of improving dietary habits at home. Furthermore, “Balanced Diet Lessons” was published on the website, to promote balanced meals at home.
- MAFF has launched the “#GENKI ITADAKIMASU Project” to promote sales of domestic agricultural, forestry and fishery products which have inactive inventory due to factors such as the decrease of inbound visitors and more people staying home. The project supports to efforts such as provision of domestic foodstuffs to school lunches and *Kodomo Shokudo*.
- Support was offered to initiatives for donating unused food that would have been used for school lunches and events to food banks.
- The Kanto Regional Agricultural Administration Office launched the website “*Ouchi de Shokuiku* (*Shokuiku* at Home)” and published *shokuiku* content, such as movies, that can be practiced at home.



MHLW “Balanced Diet Lessons”

おうち de 食育



更新日：令和3年1月5日

関東農政局は、さまざまな活動が展開される中、食育活動が積極的に行われるよう「今、できることから始めよう！おうち de 食育」をテーマに、家庭内でもゲーム感覚で取組める食育コンテンツをまとめました。是非、家族やお友達とご活用ください。

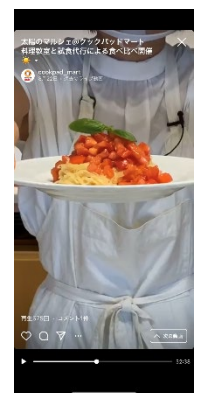


The Kanto Regional Agricultural Administration Office “*Ouchi de Shokuiku*”

Case Study

Shokuiku Efforts using Online Technology, etc. under the Spread of COVID-19

- Introduction of *shokuiku* efforts in response to the “new lifestyles” under the spread of COVID-19.
- Cookpad Inc. held an online marché with their app “cookpad mart”. Their efforts included online cooking classes, and programs in which consumers are able to purchase food ingredients while communicating with vendors.
- The Japan Dietetic Association and other nutrition-related societies disseminated information on the importance of preventing infection from a dietary perspective along with the importance of cooking at home.
- In accordance with the August 31 “Vegetable Day”, JA-ZENCHU held events such as “harvest experiences at home” in which families from all over Japan were connected online to harvest cherry tomatoes with the explanation of farmers.



An online cooking class taught by a specialist, held on the “cookpad mart” app

Featured Article 1: The Promotion of *Shokuiku* Aimed to Pass Down the Japanese Food Culture

1. Positioning of *Shokuiku* Aimed to Pass Down the Japanese Food Culture in the Third Basic Plan for the Promotion of *Shokuiku*

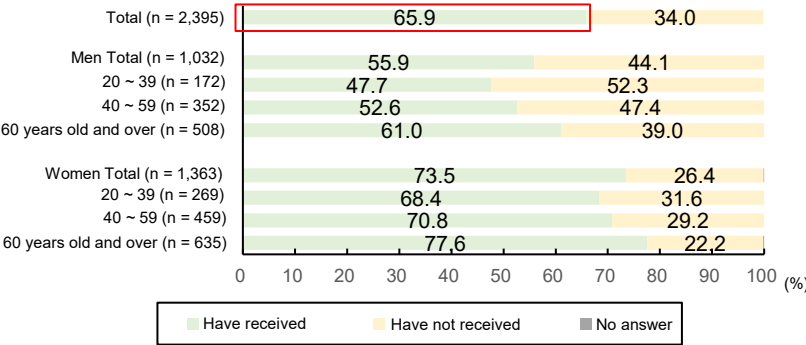
- The Third Basic Plan sets “The Promotion of *Shokuiku* Aimed to Pass Down the Japanese Food Culture” as one of its priority issues, as “*Washoku*, traditional dietary cultures of the Japanese”, was registered as a UNESCO Intangible Cultural Heritage in 2013, and the excellent traditional food culture has not been passed down sufficiently and has led to a gradual loss of its distinctive characteristics.
- In this featured article, the attitudes and practices of citizens toward inheritance of food culture are analyzed along with introduction of case studies for inheritance of food culture.

2. Viewpoint on the Inheritance of Japanese Food Culture and the Status of Practice

- Approximately 90% answered that receiving food culture is important. Approximately 70% answered that they have “received” food culture.
- When asked what is necessary to receive food cultures, “Learning at home from parents, etc.” was the most popular answer, followed by “Learning at school during childhood” and “Increasing opportunities to recognize local and traditional cuisine within daily meals”.
- Of those who answered “Have received” food culture, approximately 80% answered that they “Have passed it on” to the members of the local community and next generation (including their children and grandchildren).

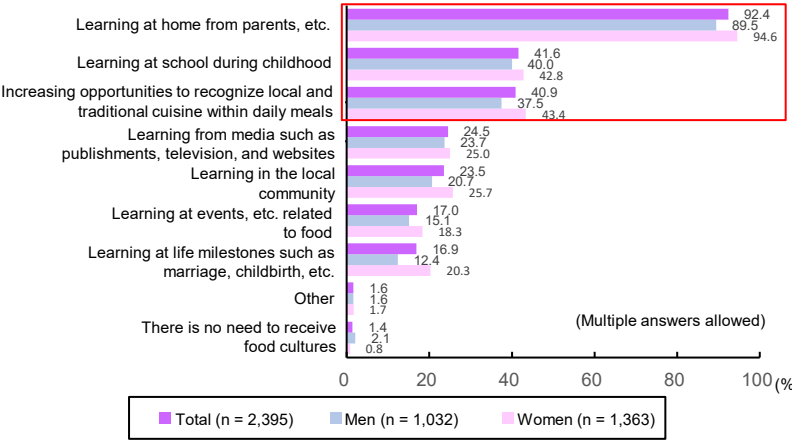
- Of those who answered “Have passed on” food culture, more than half answered that they eat breakfast with their family “Almost every day”, whereas of those who answered “Have not passed it on” or “Have not received”, approximately 40% answered so.

The state of receiving food culture (by sex and age)



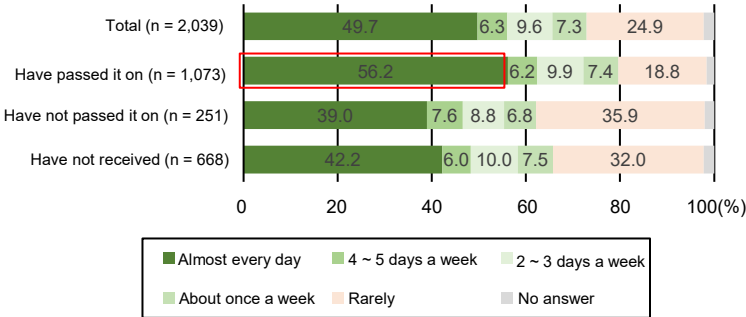
Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

Factors Necessary to Receive (by sex)



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

The relationship between inheritance of food culture and eating breakfast together with family members



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

Note: This survey includes the answers of those who didn't answer the question regarding the inheritance of food culture.

Case Study

Development of the *Shokuiku* Curriculum “Takakura Standard” which cultivate life skills along with Communities

- Kyoto Municipal Takakura Elementary School developed a “Takakura Standard” which is a systematized *shokuiku* curriculum for six years in elementary school, incorporating local educational materials and human resources.
- The program is rich in education related to *shokuiku*. First grade students experience “Smile School Lunches” in which they eat their school lunches with local senior citizens. Fourth grade students use a roof farm of a local enterprise for a farming experience, and fifth/sixth grade students learn at a “soup stock class” taught by a Japanese cuisine chef, along with arranging Japanese cuisine for serving.
- Visualizing how *shokuiku* is positioned within the education curriculum promotes information sharing among stakeholders and a deep understanding of *shokuiku*.

Kyoto Municipal Takakura Elementary School (Kyoto Prefecture)



Fifth grade students learning how to make soup stock



Sixth grade students dishing up Japanese cuisine for serving

Case Study

Food Culture Inheritance Efforts Based on the “Gunma *Shokuiku* Kokoro Plan”

- In Gunma Prefecture, “Protection/inheritance of traditional food culture” was positioned as a priority issue within “Gunma Prefectural Plan for the Promotion of *Shokuiku* “Gunma *Shokuiku* Kokoro Plan””.
- Gunma Prefecture established October 24 as “Gunma School Lunch Day”, on which school lunches feature local cuisine and agricultural products.
- Gunma Prefecture made the leaflet “Gunma Local Cuisine” on the origins of the local cuisine, along with the “Textbook for Inheritance of Gunma's Food Culture” summarizing the efforts for the food culture preservation, and uses them at schools, etc.

Gunma Prefecture



(Left) Textbook for Inheritance of Gunma's Food Culture (Issued in March 2019)

(Right) Gunma Local Cuisine (Issued in June 2017)

Case Study

Toyama’s “*Saiku Kamaboko*”-Inheritance of Food Culture Reflecting Regional Characteristics

- Toyama Prefecture is active in the production of *kamaboko* (fish cakes), and famous “*Saiku Kamaboko*”, often used for gifts such as wedding banquet souvenirs that feature items that bring good fortune.
- People who receive these souvenirs share them with their relatives, neighbors and friends. This lasting food culture is rooted in the linkage between the local products and local nature which respect ceremonial occasions.
- The Toyama Prefecture *Kamaboko* Fishery Processing Industry Cooperative offers programs such as “Parent and Child *Saiku Kamaboko* Classes” and the hands-on event “Toyama *Kamaboko* School” in their efforts to pass down *Saiku Kamaboko*.

The Toyama Prefecture *Kamaboko* Fishery Processing Industry Cooperative (Toyama Prefecture)



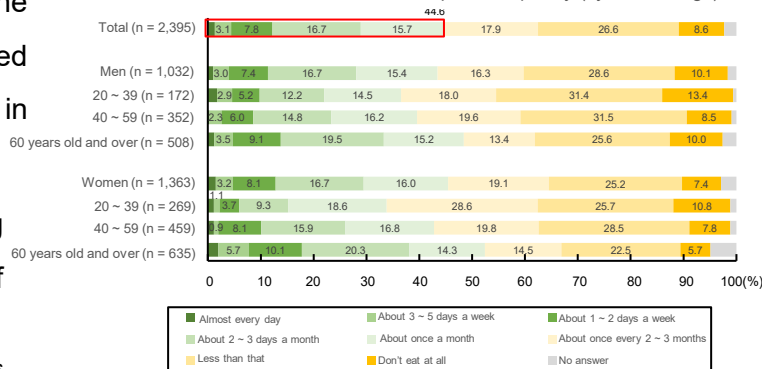
Saiku Kamaboko

➤ When asked about local or traditional cuisine of their hometown, approximately 50% answered “I’m very familiar with, and have eaten those in the past”.

➤ As for a question on the frequency of eating local or traditional cuisine of Japan, about half answered “About once a month*” or more.

* “Almost every day”, “About 3 ~ 5 days a week”, “About 1 ~ 2 days a week”, “About 2 ~ 3 days a month”, “About once a month”

Local or Traditional Cuisine Consumption Frequency (by sex and age)



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

3. Traditional Japanese Food Culture that Should be Passed On

➤ In this article, the characteristics of traditional Japanese food culture, from the perspective of the basic *Washoku* form of “one soup three dishes”, are introduced, along with *shokuiku* case studies of efforts being made to pass down food culture.

Article “Rice”, the Traditional Staple of the Japanese Diet

➤ People who eat “rice”, the traditional staple food in Japan, more frequently, are likely to have more than two well-balanced meals with a staple food, a main dish, and side dishes almost every day.

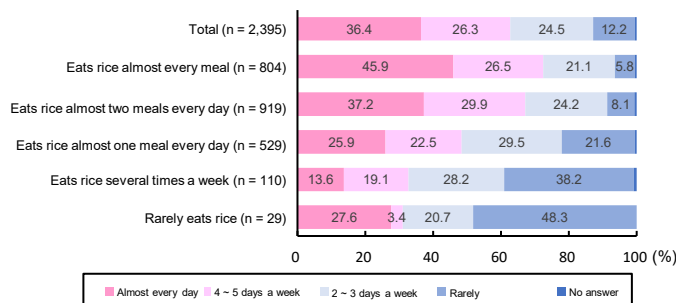
➤ From February to March 2020, MAFF conducted a survey on trends of rice consumption. The survey shows that 14% of the respondents think that they eat a larger amount of rice than 5 years ago, while 28%, twice as many, think that they have decreased their rice consumption in the last 5 years.

➤ People who answered “Increasing” had reasons such as “I prefer rice now/Rice tastes better now”, and people who answered “Decreasing” had “The quantity of side dishes increased, so the quantity of staple food decreased” as the most popular reason.

➤ Approximately 40% of women 50 and over, and men 60 and over answered that their rice consumption has decreased. Annual trends of rice and rice processed foods consumption show a major decrease in the middle-aged and older groups.

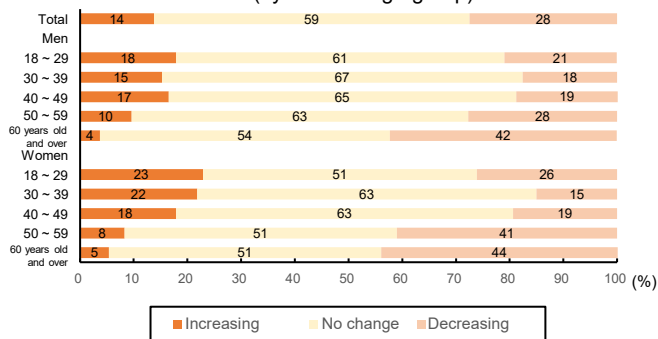
➤ In 2018, MAFF launched the “Yappari Gohan Desho! (Rice is Awesome!)” campaign to boost rice consumption. The project features a website with information on rice recipes and effect of rice-centered meals on improvement of nutritional balance, to promote benefits of eating rice. The project has actively incorporated social media to communicate information in coordination with enterprises and other organizations.

The relationship between the frequency of consuming rice and the frequency of eating well-balanced meals



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in December 2020.

Change of the quantity of rice consumed (by sex and age group)



Data Source: MAFF. The Survey on Rice Consumption Trends. Conducted in February to March, 2020.

米の消費拡大情報サイト やっぱりごはんでしょ！



MAFF website “Yappari Gohan Desho!”

Case Study

Promotion of *Shokuiku* and Inheritance of Food Culture through “*Miso*”

- Noda Miso Co. offers tours of their *miso* brewery along with *miso*-making experiences for the purpose of passing down food cultures to the younger generation.
- With coordination with local restaurants, Noda Miso Co. makes efforts toward inheritance of local food cultures, such as that for “*Goheimochi* (skewered rice cakes with *miso*)”, which is a local cuisine using *miso*.
- With the spread of COVID-19, online *miso* brewery tours and *miso*-making experiences using *miso* preparation kits at home were also conducted.

Noda Miso Co.
(Aichi Prefecture)



A *miso* brewery tour

Case Study

Efforts to Pass on the Significance of “*Hashioki* (chopstick rests)” in Japanese Food Culture

- The Saga Prefecture Ceramics Commercial Cooperative launched a “*Hizen/Arita Ware Hashioki Project*” in 2019, with the aim of promoting interest in meals and the dinner table overall through *hashioki* that can be easily purchased.
- The project introduces *hashioki* on their official Instagram account and also holds events such as special classes at school lunches using *hashioki*, “Let’s use *hashioki* at school lunches.”

The Saga Prefecture Ceramics Commercial Cooperative
(Saga Prefecture)



Image of the “*Hizen/Arita Ware Hashioki Project*”

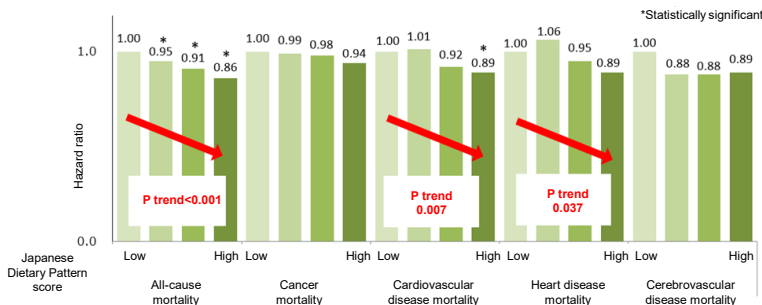
Case Study

The Association Between the “Japanese Dietary Pattern” and Mortality Risks

- National Cancer Center Japan conducted research, bringing to light the association between various lifestyle habits and illnesses, to help prevent non-communicable diseases and extend the healthy life expectancies of Japanese people.
- When the association between a Japanese Dietary Pattern and mortality risks was studied, it was discovered that groups with a high Japanese Dietary Pattern score had lower risks of all-cause mortality, cardiovascular disease mortality, and heart disease mortality.

National Cancer Center Japan

The Association Between the “Japanese Dietary Pattern” and Mortality Risk



The results were adjusted for age, sex, area, body mass index, smoking status, alcohol drinking, total physical activity, medication, occupation and total energy intake.

Source: “Japan Public Health Center-based Prospective Study” (The Association Between the “Japanese Dietary Pattern” and Mortality Risk) conducted by the National Research and Development Agency National Cancer Center Japan

Featured Article 2: Summary of the Fourth Basic Plan for the Promotion of *Shokuiku*

1. Background of the Creation of the Fourth Basic Plan for the Promotion of *Shokuiku*

<Deliberations made by the expert committee on *shokuiku* promotion and evaluation>

- March 22, 2019 Follow-ups for the Third Basic Plan (Interim summary) (Draft)
- January 20, 2020 Major points of discussion towards formulating the Fourth Basic Plan (Draft) (March 25 summary)
- *Solicitation of opinions for new issues, etc. that should be newly included in the Fourth Basic Plan (June 5 to July 5, 2020)
- August 18, 2020 Priority issues, etc. for the Fourth Basic Plan (Interviews from the committee, etc.)
- October 1, 2020 Priority issues, etc. for the Fourth Basic Plan (Interviews, direction and viewpoints)
- December 11, 2020 Framework of the Fourth Basic Plan (Draft)
- February 9, 2021 Main clause for the Fourth Basic Plan (Draft)
- *Solicitation of opinions about the Fourth Basic Plan (Draft) (February 12 to 26, 2021)
- March 19, 2021 Main clause for the Fourth Basic Plan (Draft)

<The Council for the Promotion of *Shokuiku*>

- March 31, 2021 Creation of the Fourth Basic Plan

2. Structure and Summary of the Fourth Basic Plan for the Promotion of *Shokuiku*

- Within the aging of the population, taking balanced nutrition into account is becoming increasingly important. On the other hand, Values and lifestyles of citizens regarding food and nutrition are becoming more and more diverse, and it is becoming more difficult to practice healthy dietary habits in an increasing number of situations. Also, a matter of concern is the loss of traditional food cultures.
- From the perspective of the supply of food, while the population of persons engaged in agriculture, forestry and fisheries along with those living in rural areas whose economy is based on agriculture, forestry or fisheries has been aging and declining, and food self-sufficiency ratio is decreasing, the issue of food loss and waste has emerged. Furthermore, in recent years, effects of global climate change have been becoming prominent, and environmental issues cannot be avoided anymore when considering how food should be.
- In “SDGs (Sustainable Development Goals)”, there are goals closely related to *shokuiku* such as improving nutrition, education and ensuring sustainable production and consumption patterns, meaning that *shokuiku* promotion also contributes to the achievement of SDGs.
- It is necessary to use digital tools and the internet, etc. in the “new normal”.
- Based on the above, the following three points have been set as priority issues to promote comprehensively *shokuiku* through mutual coordination from a SDGs perspective.
 - (1) Promotion of *shokuiku* supporting lifetime physical and mental health
 - (2) Promotion of *shokuiku* supporting sustainable food and nutrition
 - (3) Promotion of *shokuiku* in response to the new normal and digitalization
- The following is the content to be promoted.
 - 1. Promotion of *Shokuiku* in Households
 - 2. Promotion of *Shokuiku* in Schools and Day care centers, etc.
 - 3. Promotion of *Shokuiku* in Local Communities
 - 4. Expansion of the Campaign Promoting *Shokuiku*
 - 5. Promoting Interaction between Producers and Consumers and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries.
 - 6. Support for Activities to Pass Down Food Culture
 - 7. Promotion of Research, Study, Provision of Information and International Exchange on Food Safety, Nutrition, and Other Dietary Habits
- The plan has been scheduled for a period of approximately five years starting in fiscal 2021.

New Numerical Goals for Promotion of *Shokuiku* in the Fourth Basic Plan for the Promotion of *Shokuiku*

Goals			Goals		
Detailed target values (Added/reviewed target values are colored yellow)		Values in FY2020, When the Plan Was Created	Target Values (FY2025)	Detailed target values (Added/reviewed target values are colored yellow)	
1 Increase the number of citizens who are interested in <i>shokuiku</i>				7 Increase the percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat non-communicable diseases	
(1) Percentage of citizens who are interested in <i>shokuiku</i>		83.2%	90% or more	(14) Percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat non-communicable diseases	64.3% 75% or more
2 Increase the number of “ <i>kyōshoku</i> ” occasions for breakfasts or dinners with family members				8 Increase the percentage of citizens who take time to eat and chew well	
(2) Number of <i>kyōshoku</i> [breakfast or dinner eaten together with family members]		9.6 times/week	11 times or more/week	(15) Percentage of citizens who take time to eat and chew well	47.3% 55% or more
3 Increase the percentage of citizens participating in <i>kyōshoku</i> in communities as they hope to				9 Increase the number of volunteers engaging in the promotion of <i>shokuiku</i>	
(3) Percentage of citizens participated in <i>kyōshoku</i> in their communities, etc. at their request		70.7%	75% or more	(16) Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000* 370,000 or more
4 Decrease the percentage of citizens skipping breakfast				10 Increase the number of citizens who have agriculture, forestry or fishery experience	
(4) Percentage of children who skip breakfast		4.6%*	0%	(17) Percentage of citizens (households) who have had agriculture, forestry or fishery experience	65.7% 70% or more
(5) Percentage of young citizens who skip breakfast		21.5%	15% or less	11 Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of the production area and the producer	
5 Increase efforts to use local products in school lunches, etc.				(18) Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of the production area and the producer	73.5% 80% or more
(6) The average number of times diet and nutrition teachers provide guidance on local products		9.1 times/month	12 times or more/month	12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	
(7) percentage of using local products in school lunches (value basis) from the current value (FY2019)		-	90% or more	(19) Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1% 75% or more
(8) percentage of using domestic foodstuffs in school lunches (value basis) from the current value (FY2019)		-	90% or more	13 Increase the number of citizens who take action to reduce food loss and waste	
6 Increase the number of citizens who adopt dietary habits in consideration of balanced nutrition				(20) Percentage of citizens who take action to reduce food loss and waste	76.5%* 80% or more
(9) Percentage of citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day		36.4%	50% or more	14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families	
(10) Percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day		27.4%	40% or more	(21) Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families	50.4% 55% or more
(11) Mean daily salt intake		10.1g*	8g or less	(22) Percentage of citizens who eat local and traditional cuisine at least once a month	44.6% 50% or more
(12) Mean daily vegetable intake		280.5g*	350g or more	15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it	
(13) Percentage of those with a fruit intake of less than 100 grams per day		61.6%*	30% or less	(23) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it	75.2% 80% or more
				16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	
				(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5%* 100%

* are values for FY2019

Article Efforts Toward Creating an Environment supporting Sustainable Food and Nutrition

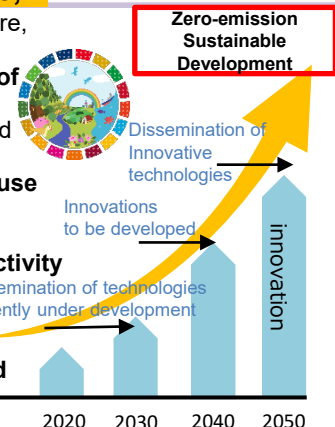
- MAFF developed the interim summary for the “Strategy for Sustainable Food Systems, MeaDRI” in March 2021, as a new strategy to enhance potential and ensure sustainability of food, agriculture, forestry and fishery industries in a compatible manner through innovation.

- In terms of *Shokuiku*, promotion of efforts are implemented, such as *shokuiku* regarding Japanese-style dietary habits with their excellent nutritional balance, promotion of local production for local consumption, and incorporating sustainable local products and domestic organic agricultural products in school lunches.

- With these activities, “Promotion of Environmentally Friendly and Sustainable Food Production and Consumption” has been raised as a measure to be taken in the Fourth Basic Plan for the Promotion of *Shokuiku*.

By 2050, MAFF aims to achieve;

- Zero CO2 emission from the agriculture, forestry and fisheries sectors
- 50% reduction in risk-weighted use of chemical pesticides by dissemination of the Integrated Pest Management and newly-developed alternatives
- 30% reduction in chemical fertilizer use
- Increase in organic farming to 1Mha (equivalent to 25% of farmland)
- At least 30% enhancement in productivity of food manufacturers (by 2030)
- Sustainable sourcing for import materials (by 2030)
- 90% and more superior varieties and F1 plus trees in forestry seedling
- 100% of artificial seedling rates in aquaculture of Japanese eel, Pacific bluefin tuna etc



which will be enabled through:

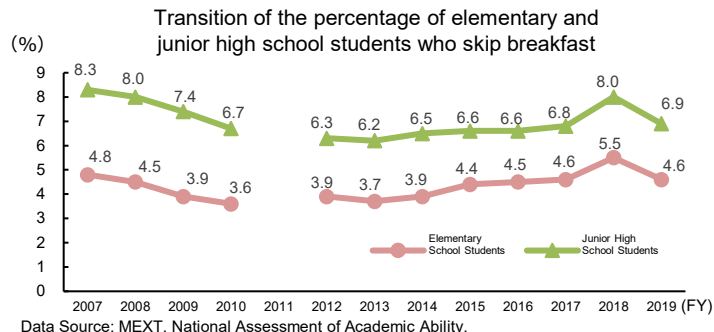
- development and dissemination of innovative technologies
- greening of MAFF's policy tools

The interim summary of the Strategy for Sustainable Food Systems, MeaDRI (Summary)

Chapter 1 Promotion of *Shokuiku* in Households

(Formation of Basic Lifestyle Habits in Children)

- Eating breakfast does not only supplement nutrients, it also creates a daily early to bed, early to rise rhythm. In recent years, the ratio of elementary and junior high school students who skip breakfast has remained about the same.
- In fiscal 2020, MEXT and the National Institution for Youth Education collaborated to implement the “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” partner schools program in 10 areas nationwide.
- It has been pointed out that the habit of skipping breakfast in the children’s parents’ generation may have made an impact on the household environment, and MEXT has been promoting efforts to support for education at home.



Case Study

Nishigoshi Junior High School “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” program (“Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” partner school program)

- The “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” partner school program was implemented to improve academic and athletic activities of students and to prevent school absenteeism, which is partly caused by an unbalanced daily lifestyle rhythm.
- The program raised awareness between students and their parents, by holding PTA-sponsored lectures on lifestyle habits, and publishing “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” newsletters with articles such as quizzes regarding going to bed and rising earlier, and eating breakfast.

Kumamoto Prefecture Koshi Municipal Nishigoshi Junior High School



A PTA-sponsored lecture

(Encouraging *Shokuiku* for Expectant and Nursing Mothers and Citizens in Child-Rearing Age Groups)

- MHLW has created an accessible leaflet for the contents of the “Guidelines for Nursing/Bottle Feeding, and for Baby Food” revised in 2019, to promote and educate the general public.
- Efforts were made to promote and educate a wide range of target groups with “Healthy Parents and Children 21 (phase 2)”, with the aim of creating a “society in which all children can grow up in health”, through coordination and cooperation with schools and other related parties, and private enterprises related to the food industry and child-rearing support, to create an inviting environment for parents and children along with offering support for parents.
- In 2020, the “Intensive Policy to Accelerate the Empowerment of Women 2020” was decided at the “Headquarters for Creating a Society in which All Women Shine”, to provide further momentum for participation of men in housework and childcare.
- From 2020, the Cabinet Office has been promoting men’s participation in cooking through ““*Otouhan* (daddy’s meal)” movies” of recipes developed by “*Otouhan*” ambassadors.

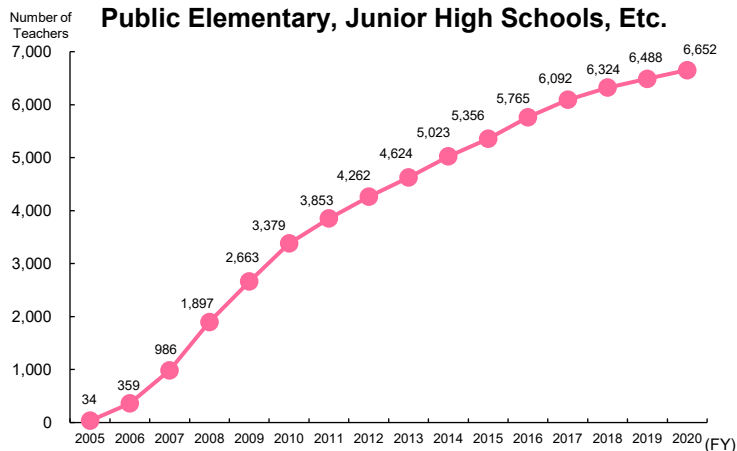


“*Otouhan*” movie

(Enhancing *Shokuiku* in Schools)

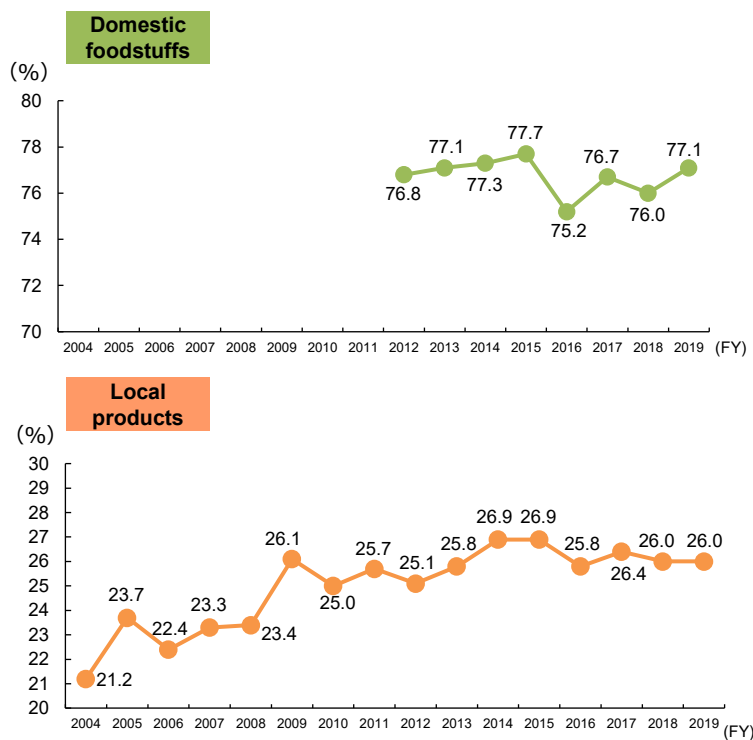
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,652 teachers nationwide (as of May 1, 2020).
- Further efforts are being made to eliminate regional disparities in the deployment of diet and nutrition teachers.
- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management. Some diet and nutrition teachers are also in charge of communal kitchens, promoting *shokuiku* in the entire region by establishing organizations that allow coordination between diet and nutrition teachers and managers of school lunches at each school.
- With schools at the core of efforts and in cooperation with households, MEXT implemented the “Integrated *Shokuiku* Promotion Projects,” which aim to foster children’s ability to manage their own diet. In fiscal 2020, 5 projects (10 implementing schools) were implemented nationwide.
- Guidance for the desirable dietary habits of students is offered by incorporating the “Food Guidance Companion” and educational materials related to *shokuiku*.
- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018, values are for national, public, and private schools).
- In fiscal 2019 school lunches, the national average for the use of domestic foodstuffs was 77.1%, and the usage rate of local products was 26.0%. (National average, based on number of foodstuffs used).
- The “Project to Address Social Issues via School Lunches” has been implemented to advance further use of local products in school lunches by developing new methodologies of food production, processing, and distribution, etc., and to roll out the best practices throughout the nation. Also, MAFF has trained and dispatched coordinators for local production for local consumption who coordinate between producers and schools.

Number of Diet and Nutrition Teachers in Public Elementary, Junior High Schools, Etc.



Data Source: Issued on April 1, each fiscal year until fiscal 2015: Health Education and *Shokuiku* Division, Elementary and Secondary Education Bureau, MEXT
 Issued on May 1, each fiscal year 2016 to present: MEXT: School Basic Survey.
 Note: “Public elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Percentage of Using Domestic foodstuffs and Local Products in School Lunches



Data Source: MEXT. Report on School Lunch Nutrition.

Case Study

170,000 People Enjoying Shizuoka Mackerel! “*Fujippi* School Lunches” (Efforts in the Project to Address Social Issues via School Lunches)

- The Shizuoka Prefectural Board of Education has been working to reduce food loss and waste and promotion of local production for local consumption by using school lunches.
- The project aims to boost the percentage of local products in school lunches and foster children’s affection toward Shizuoka Prefecture through model menus of “*Fujippi* School Lunches”, of which 45% or more are local products from Shizuoka Prefecture. Approximately 170,000 meals were provided at 500 Shizuoka Prefectural elementary schools, junior high schools, and schools for special needs education.
- The theme ingredient for fiscal 2020 was “mackerel”, offering dishes such as rice mixed with green tea and mackerel with green onion sauce. These efforts enabled issues on distribution to be shared with relevant parties in Shizuoka’s fishery industry, while contributing to establishing a system for cooperation.

The Shizuoka Prefectural Board of Education



“*Fujippi* School Lunches” model menu

Case Study

Using Local Products in School Lunches

- The integration of school lunch centers and facilities in Tateyama Town, Toyama Prefecture, proved to be a perfect opportunity to establish a system to supply local products for school lunches, and the percentage of local products used in school lunches increased to 51% (based on weight) in 2019. School lunch programs featuring “*Raiji*”, the tourism ambassador mascot for Tateyama Town, introducing local products along with other activities were also conducted.
- Namerikawa City, Toyama Prefecture has made efforts to incorporate local products into school lunches since fiscal 2009, assigning vegetable farmers to agriculture public corporations as liaisons between school lunch kitchens and producers. Due to the promotion of supplying local products in school lunches, the percentage of local products used (based on weight), which was about 6% in fiscal 2008, increased to 62.9% in fiscal 2019.

Tateyama Town, Namerikawa City, Toyama Prefecture



A birthday party for “*Raiji*”, Tateyama Town’s tourism ambassador

(Promotion of *Shokuiku* for Preschool Children)

- Systematic *shokuiku* efforts based on “The National Curriculum Standards for Day-Care Center” for day care center, “The National Curriculum Standard for Kindergartens” for kindergartens, and “The National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for centers for early childhood education and care were performed as a part of childcare and educational activities.

Case Study

Development of *Shokuiku* Activities that Started with Harvesting Beans

-Words of Children Bringing People Together-

- The children at the YMCA Oberin Day care center were interested in the wooden barrel used to make *miso*. This was used as an opportunity to harvest soybeans for *miso* and educate the children on different types of *miso*.
- Community-based efforts, such as learning how to grow soybeans from regional soybean farmers, were also implemented.
- Activities were conducted to teach children to be aware of the cycle of food, from production to consumption, through hands-on experiences with food ingredients as a blessing of nature.

Social Welfare Corporation Yokohama YMCA Welfare Association / YMCA Oberin Day care center (Kanagawa Prefecture)



Children learning about ingredients in front of the kitchen

Chapter 3 Promotion of *Shokuiku* in Local Communities

(Promoting of the Use of “A Guide to *Shokuiku*” etc.)

- “A Guide to *Shokuiku*” states that “we are what we eat” and illustrates the “food cycle” from fields/sea/etc. to our tables and “how our diet evolves with age” based on life stages. The Guide presents specific efforts according to each stage.
- The “Japanese Food Guide Spinning Top” was designed to help citizens take specific actions as specified by the “Dietary Guidelines for Japanese”. The guide has been disseminated and promoted through content such as information and movies offered on websites.

(Promotion of Efforts to Practice Healthy Living and Prevent or Treat Non-communicable Diseases)

- MHLW implemented the “Smart Life Project” in partnership with companies, private entities, and local governments.
- In fiscal 2020, more focus was put on promotion and raising awareness on the importance of improving household dietary habits, as opportunities to eat at home were expected to increase due to the spread of COVID-19. With this, information dissemination was conducted, such as introducing case studies of local governments and other organizations, along with publishing tools for promotion and education on websites.



“Add Some Balance to Your Home Meals” dietary habits improvement campaign

(Promotion of *Shokuiku* for Children in Poverty)

- Mainly led by the Cabinet Office, a public-private collaborative project “Children’s Future Support National Movement” has been promoted. The project includes support for activities, such as *Kodomo Shokudo* and the food home delivery services for children, that promote *shokuiku* for children in poverty and stop the perpetual cycle of poverty.
- MHLW has informed *Kodomo Shokudo* of the cautionary points, such as food safety management, and called on the governments, local residents, welfare staff and educators to cooperate with the activities of *Kodomo Shokudo*.
- MAFF supports the provision of places for *kyōshoku* by understanding the needs of *kyōshoku* in the region and matching them with producers. Furthermore, as part of *shokuiku*, government stockpiled rice has been provided toward initiatives such as *Kodomo Shokudo* and the food home delivery services for children.

- The “Kumagaya Nanairo Shokudo (Kumagaya Seven-colored Cafeteria)” operated by the NPO SK Human Rights Net is *Kodomo Shokudo* which offers free meals to those who are junior high school students and younger, and 70 years old and older. These meals are 200 yen for everyone else as well.
- Initially, the cafeteria was open only once a month, but is now open three times a week, as it strives to create an environment in which children from families in real need can eat meals with peace of mind. The cafeteria became a place where various generations gathered for regional interaction.
- The ingredients used here are donated from regional farmers and enterprises. Kumagaya Agricultural Cooperative shops have installed special boxes for donations to *Kodomo Shokudo*.
- In fiscal 2020, 120 to 140 box lunches were distributed three times a week.



Mealtime at the cafeteria

(Promotion of *Shokuiku* for the Younger Generation and the Elderly)

- MHLW established goals to reduce the percentage of obesity in men of all ages and underweight women in their 20s in “Health Japan 21 (the 2nd term)”. Efforts are being made to attain these goals.
- MAFF has published educational materials for the younger generation on their website.

Information Communication, Policy Proposals, and Product Development Related to *Shokuiku* by Younger Generations

- The Kio nutrition egg Team is a volunteer group consisting of Kio University students aspiring to become registered dietitians. The Team conducts health promotion activities focused on improving nutrition and dietary habits aimed at the younger generation.
- The Team implements educational activities related to nutrition and dietary habits, through exhibits at high schools and university cultural festivals and other events, to send a message to the younger generation, which has many dietary habits issues such as lacking vegetable intake and skipping breakfast. Their strengths lie in their special ways of communicating information, in a way only a younger generation can.

Kio nutrition egg Team <Kio University>:
(Nara Prefecture)

Exhibit at a high school cultural festival

- To promote the support for the health of elderly people in local communities, in fiscal 2019, MHLW created a public awareness tool that elderly people, their family members and government officials can use for frailty prevention* by utilizing the “Dietary Reference Intakes for Japanese (2020)”.

*A state of decreased physical and mental vitality (such as muscle strength and cognitive function) with aging, posing increased risks of functional impairment requiring nursing care, and death.

“Establishing a System to Support Diets of the Elderly” --Creating Food Environments for Natural Frailty Prevention--

- The Council for Promotion of Regional Dietary Lifestyles of the Kanagawa Prefecture, Atsugi Health and Welfare Office has been conducting efforts to “prevent frailty” under the theme of “Establishing a System to Support Diets of the Elderly” with the coordination of municipalities of their region. Additionally, visiting lectures were also held, using tools to promote public awareness and education created by MHLW.
- Creation of food environments that prevent frailty, based on the results of elderly dietary survey, along with provision of correct information and development of environments for obtaining food were promoted.

The Atsugi Health and Welfare Office,
Kanagawa Prefecture

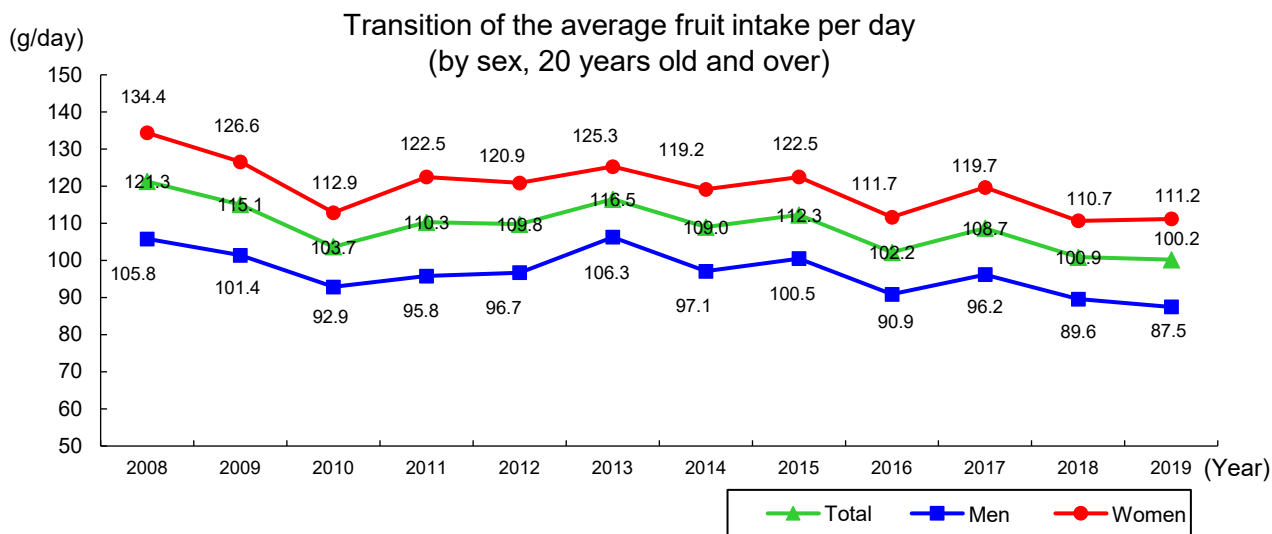
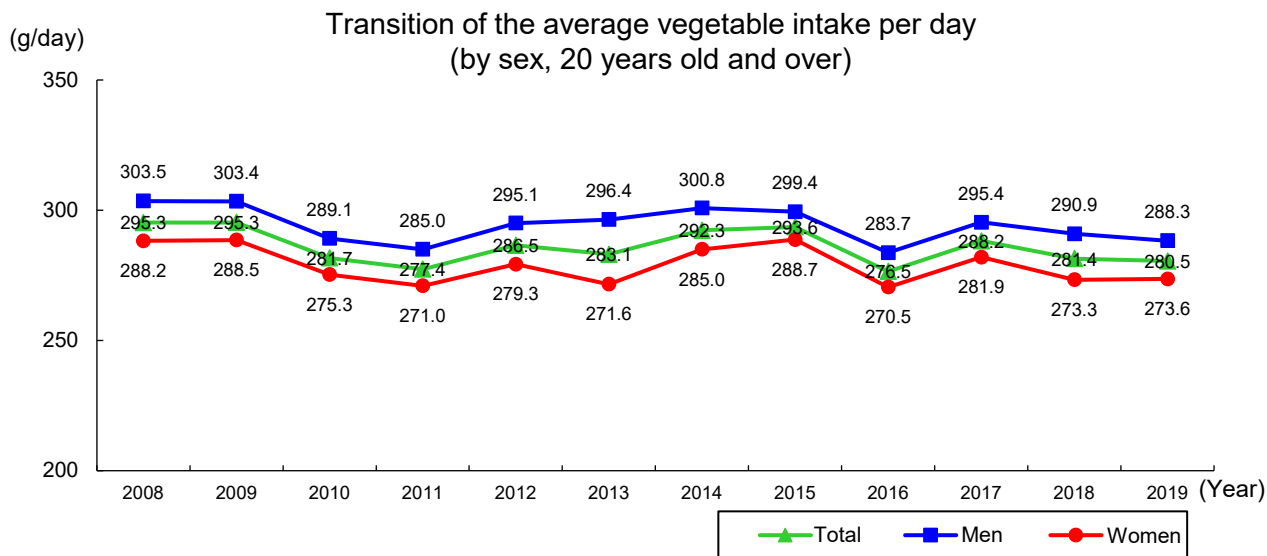
A visiting lecture at a salon for senior citizens

(Promoting *Shokuiku* in Dental and Oral Health)

- The MHLW, relevant organizations and municipalities have cooperated to hold the “Japan Dental Health Convention”, to widely communicate the importance of high-quality dietary lifestyles with healthy teeth and oral cavity to maintain/improve whole-body health and extend one’s healthy life span.

(Promotion of *Shokuiku* by Food-Related Business Operators)

- Food-related business operators, etc. perform *shokuiku* efforts as part of their corporate social responsibility (CSR) activities.
- In the “FY2019 National Health and Nutrition Survey”, the daily average amount intake of vegetables was 280.5g, and fruits was 100.2g. By age group, the data showed that younger generations were eating less vegetables and fruits.



- Based on the “Basic Policy for Promoting Fruit Tree Cultivation” and in partnership with producer groups, MAFF is encouraging citizens to eat more fruits at home and in school lunches, etc. through the “200 Grams of Fruits Every Day!” campaign.



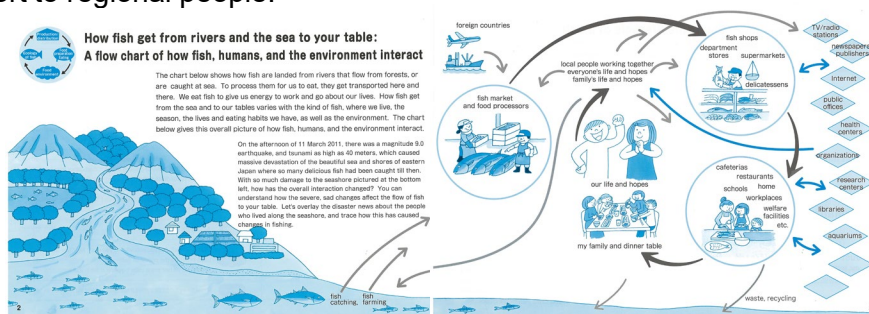
“200 Grams of Fruits Every Day!”
logo

Case Study

The Spread of “*Sakana Marugoto Shokuiku* (education on eating the whole fish)” Efforts in the Region

Tokyo Fisheries Promotion Foundation (Tokyo Prefecture)

- The Tokyo Fisheries Promotion Foundation joined forces with *Shokuseitaigaku jissen* Forum (Research, Education and Promotion on Ecology of Human and Food) to practice “whole fish food education” using the “The ABC’s of Fish, A Holistic View”.
- The Toyomi *Osakana* Museum, located at Toyomi Fisheries Wharf in Tokyo, offers programs for regional children and adults to study fish from many aspects, such as research on seasonal fish to cooking with fish as the main dish.
- The “Shiogama *Sakana Marugoto* Exploration Party”, which has its base in the Shiogama Fish Market, lets children learn about local fishery products and processed fishery products, of which the children report to regional people.



An excerpt from the “The ABC’s of Fish, A Holistic View”

This picture is an English version of the original (Translators: Barry Duell MA and Miyuki Adachi PhD, R.D.)

(*Shokuiku* Promotion through Volunteer Activity)

- *Shokuiku* volunteer members including Diet improvement Promoters implemented community-based *shokuiku* activities, based on the understanding of factors such as regional health issues, dietary habits and food cultures.

Case Study

Roundtable Discussion on “Radiation and Food Safety”

Naraha Town Diet Improvement Promoters Council (Fukushima Prefecture)

- The Naraha Town Diet Improvement Promoters Council has been conducting community-based *shokuiku* promotion since 1987, through activities such as cooking classes, town events, and providing food at infant health checkups.
- As the organization was suspended with the Great East Japan Earthquake to be subsequently resumed later, it launched roundtable discussions on “Radiation and Food Safety” to alleviate concerns and disseminate knowledge on radioactive materials to local residents.
- The roundtable discussion became a precious opportunity to acquire correct information on radioactive materials and food safety.



Scene at a roundtable discussion

(Development and Utilization of Human Resources with Expertise)

- The Japan Dietetic Association conducted various activities, mostly online, under the integrated theme of “Enjoying Nutrition--“The Power of Nutrition” to Withstand Infectious Diseases!” under the spread of COVID-19 for “Nutrition Day/Nutrition Week 2020”

Great East Japan Earthquake Reconstruction Efforts--from a *Shokuiku* Perspective

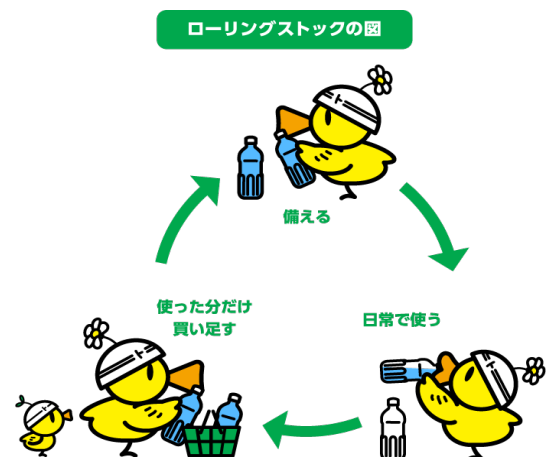
- In the ten years from the Great East Japan Earthquake, activities to support people's lifestyles and regional reconstruction efforts of governments, enterprises, and volunteers, have been continued.
- In the Tokura District of Miyagi Prefecture's Minamisanriku Town, fishermen themselves turned to a sustainable aquaculture industry in their reconstruction efforts for oyster farming raft damage caused by the tsunami.
- Additionally, activities such as tours to view oyster hauling on farming rafts and other events to deepen understanding towards forests and forestry which support an abundantly productive sea, and the cycle of forests developing such a sea were conducted.
- In Onagawa Town, Miyagi Prefecture, "Nutrition Consultation" was held at temporary housing facilities, starting right after the disaster. Currently, efforts to improve diets of residents are still being made, such as *shokuiku* cooking classes for households with children and for children.
- The Kamaishi City Diet Improvement Promoters Council implemented soup kitchen activities right after the disaster, and also conducted lectures and cooking classes for residents of temporary housing. The organization contributed toward reestablishing the regional community.
- With the Great East Japan Earthquake, the Japan Dietetic Association-Disaster Assistance Team (JDA-DAT) was established to provide swift nutritional and dietary support activities in the event of major disasters in Japan and overseas. Registered dietitians are dispatched to disaster areas within 72 hours of a disaster, to work together with the local government and medical institutions, and to provide nutritional support for disaster victims.
- The Japan Weather Association recommends the rolling stock method when stockpiling at home. With coordination with Kobe Gakuin University students, the organization introduced recipes using "emergency foods" within a household's rolling stock.



Tokura Oyster Club_Minamisanriku Efforts Greatest Scenes Photo Project (Photos by Masashi Asada)



A lecture for local residents of Kamaishi City

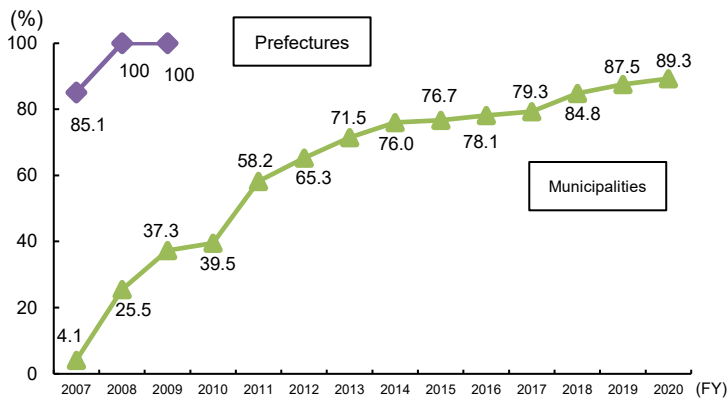


An image of rolling stock, courtesy of the Japan Weather Association

Chapter 4 Expansion of Campaign Promoting *Shokuiku*

- The National Convention on Promotion of *Shokuiku* is a core nationwide event that takes place during the *Shokuiku* Month of June every year, but the event was cancelled in fiscal 2020 due to the spread of COVID-19.
- Various awards related to *shokuiku* are given out at this event. The “4th *Shokuiku* Activity Awards” featured movies introducing award-winning organizations.
- MAFF has created and released a webpage “*Shokuiku* Movies” featuring a collection of movies related to *shokuiku* for organizations such as schools to use as *shokuiku* education material.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of *Shokuiku*. The percentage of local municipalities that have created Municipal Plans for the Promotion of *Shokuiku* is increasing steadily, and is currently at approximately 90%.

Changes in the Percentages of Prefectures and Municipalities that Have Created Plans for the Promotion of *Shokuiku*



Data Source: MAFF. Survey by the Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, the same survey was conducted by the Cabinet Office until fiscal 2015.

Preparation Rate of the Municipal Plans, by Prefectures

Creation Rate	Number of Prefectures
100%	23
75 - below 100%	18
50 - below 75%	6

Data Source: MAFF. Survey conducted by the Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau. (As of March 31, 2021).
Note: 1) The “Creation Rate” indicates the percentage of municipalities that have created Municipal Plans for the Promotion of *Shokuiku* within the total number of municipalities within the prefectures.
2) 1,554 municipalities have created their Municipal Plans for the Promotion of *Shokuiku*.

Article Promotion of *Shokuiku* to Correspond to the New Normal and Digitalization

- The “*Shokuiku* Promotion Forum 2021” was held on February 16, 2021, under the theme of “*Shokuiku* in the New Era”.
- MAFF has launched the “the National Network for *Shokuiku* Promotion ” (nicknamed “*Minna no Shokuiku* (everybody’s *shokuiku*)”) to reinforce systems promoting *shokuiku* through cooperation and coordination while maximizing each activity, amongst a wide range of related parties including the national government, local governments, and educators.



Panel discussions at the Forum

Case Study Citizen Participation in the “Health with *Shokuiku*--Smart Wellness City--” Okazaki *Shokuiku* Yaromai (let’s do it!) Project

- The Okazaki City Council for the Promotion of *Shokuiku* has been developing multi-faceted *shokuiku* activities for all generations, enabling citizens to nurture healthy minds, bodies, and abundant human qualities throughout their lives, aiming to be a “City that provides happiness and health by living there--Smart Wellness City--”.
- Various efforts are being made to allow citizens to get more familiar with, have fun learning, and participate in events about *shokuiku*, expanding the project’s scope of activities.

Okazaki City Council for the Promotion of *Shokuiku* (Aichi Prefecture)



Experiencing simulated cooking in a large pot at “School Lunch Center Exploration”

Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing of Environmentally Friendly Agriculture, Forestry, and Fisheries

(Promotion of Agriculture, Forestry, and Fishery Experiences)

- MAFF has implemented support for activities providing first-hand experience of agriculture, forestry and fishery like that of education farms.
- “*Nōhaku* [countryside stays]” in which participants stay in rural areas whose economy is based on agriculture, forestry or fisheries and enjoy dining and experiences that utilize regional resources during their stay, are being promoted.
- In fiscal 2020, elements such as the “COVID-19 Guidelines for *Nōhaku*” were thoroughly implemented and disseminated.
- Urban and rural interactions that contribute to factors such as *shokuiku* are promoted through “the exchange project for children to experience farming and rural lives” which provides agriculture, forestry, and fishery experiences for children in rural areas whose economy is based on agriculture, forestry or fisheries.



“*Nōhaku*” offers exchanges through lodging, dining, and experiences in rural areas whose economy is based on agriculture, forestry or fisheries.

(Promotion of Local Production for Local Consumption)

- MAFF has implemented initiatives, such as awarding efforts that contribute to local production for local consumption and boosting consumption of domestic agricultural, forestry and fishery products, supporting menu development and actual applications in school lunches, and supporting dispatch of coordinators for local production for local consumption with expert knowledge in order to promote the increased use of local products in school lunches, etc.

Case Study Learning the Importance of Food at One's Second Home --Stay-over Programs for Agriculture, Forestry, and Fishery Experiences in Minamishimabara--

- Minamishimabara Himawari Village offers a program, with the participation of approximately 160 farmers, that accepts groups such as school trips from within Japan and overseas.
- Participants engage in agriculture, forestry and fishery experiences at their accommodations, and cook and eat meals with self-harvested vegetables and local ingredients with their host family.
- A system to receive visitors has been developed to correspond to the “with COVID-19 era”, with activities such as establishing guidelines for COVID-19.

Minamishimabara Himawari Village
(Nagasaki Prefecture)



A “cozy family meal” with the host family

Case Study “Shounaihana Culture Ambassadors” Pass On Food Culture and the Delicious Taste Of Local Shounaihana Fish

- In Yamagata Prefecture's Shounaihana (the coastal area of the Shounai region), where the fishery industry is especially active, people who pass on the “tastiness” of local fish hauled there or the local food culture are certified as “Shounaihana Culture Ambassadors” as an initiative to boost consumption of local fish.
- These Ambassadors teach how to prepare and cook local fish at cooking classes and other events conducted by the prefecture, to spread information and raise awareness between the general public about the culture such as traditional customs and methods of eating local fish.

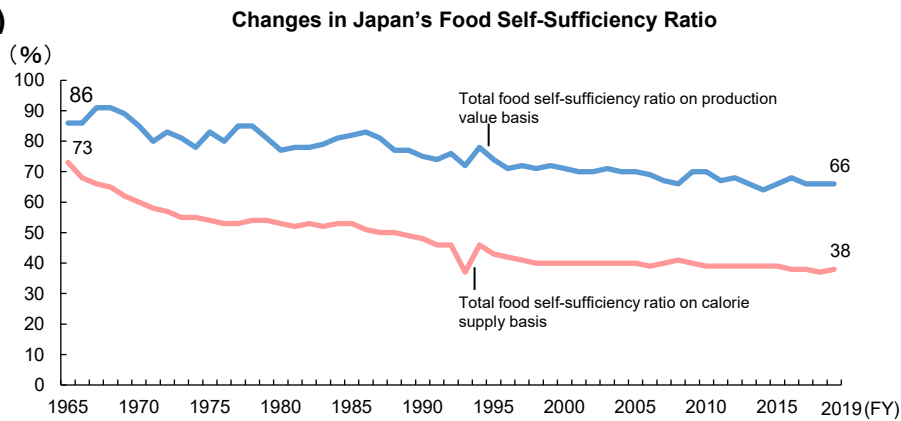
Shounaihana Culture Ambassadors
Association (Yamagata Prefecture)



Ambassador *shokuiku* class at a junior high school

(Reducing Food Loss and Waste)

- While Japan's food self-sufficiency ratio in fiscal 2019 was 38% (calorie supply basis), six million tons of food was lost and wasted in fiscal 2018.



Data Source: MAFF. Food Balance Sheet.

- In the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs), there is an international target of halving per capita food waste at the retail and consumer level and reducing food losses along production and supply chains.
- To promote reduction of food loss and waste (FLW) as a national movement, the “Act on Promotion of Food Loss and Waste Reduction” (hereinafter referred to as the Act in this section) was established in May 2019 and went into effect on October 1 of the same year.



Store and restaurant posters targeting consumers

- Food bank activities are expanding, in which they receive donations of unused food produced in the process of production, distribution and consumption from food companies and producers. As of March 2021, 136 organizations are active in Japan.

- For food-related business operators which donated food to food banks, support for logistics and delivery fees as well as support for storage warehouse rental fees were provided to ensure a system for receiving food at food banks, as an emergency response to the spread of COVID-19.

- In the “Promotion Month for Reducing Food Loss and Waste (October)” CAA, MAFF, and MOE worked together creating and distributing posters to organizations such as local governments while also conducting intensive information dissemination to raise public awareness on this matter.



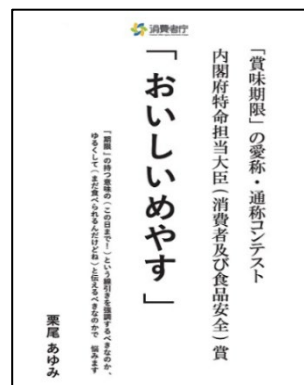
“Promotion Month for Reducing Food Loss and Waste” Poster (Fiscal 2020 Edition)

- MOE established a portal site that aggregates information on FLW. Environments were developed in which each entity will be able to obtain accurate and easy-to-understand information on FLW. Furthermore, awareness-raising activities for FLW was conducted by using leaflets such as the “Seven Day Challenge! Food Loss and Waste Diary”.

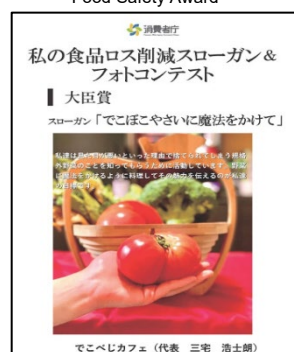
- During the October Promotion Month for Reducing Food Loss and Waste, MAFF provided various poster materials to food retailers and restaurant business operators to raise FLW awareness amongst their customers. The names of 79 food retailers and restaurant business operators who had engaged in consumers' awareness-raising activities, such as displaying these posters, were announced.
- Based on the Act and "Basic Policy on Promotion of Food Loss and Waste Reduction", and with the aim of promoting FLW reduction as a "National Movement", CAA has established the "Promotion of Food Loss Reduction Grand Prix", which awards those who have taken outstanding efforts that are expected to spread widely between consumers with a ripple effect.
- With the spread of COVID-19, the CAA has set up a special feature webpage, "How to Reduce Food Loss within the "New Lifestyles"", which urges reduction of FLW while social distancing, through activities such as getting takeout and online shopping on their website "Let's challenge for Zero Food Loss!" .
- The CAA, MAFF, and MOE, along with the National Deliciously 'Tabekiri (no leftovers)' Movement Committee, implemented the "Deliciously 'Tabekiri' National Joint Campaign" from December 2020 to January 2021.

Article Initiatives for Reducing Food Loss and Waste

- CAA has conducted the "Expiration Date Nickname Contest" to promote proper understanding of expiration dates. Out of a total of 704 applicants, judging selected "Oishii Meyasu (Tasty Guide)" as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- With this, the "My Food Loss and Waste Reduction Slogan & Photo Contest" was held, and the "Sprinkle Magic on Roughed Vegetables" received the Minister of State for Consumer Affairs and Food Safety Award out of a total of 179 applicants.
- MOE, in conjunction with CAA, MAFF and the Doggy Bag Committee, held a "New Doggy Bag Ideas Contest", a call for nicknames, etc. for the activity of taking home leftovers from restaurants.
- "mottECO" was selected as the grand prize for the new name of doggy bagging.



"Expiration Date" Nickname Contest
The Minister of State for Consumer Affairs and Food Safety Award



My Food Loss and Waste Reduction Slogan & Photo Contest
The Minister of State for Consumer Affairs and Food Safety Award



The "mottECO" logo, which received the grand prize

Chapter 6 Activities to Pass Down Food Culture

(Efforts in Volunteer Activities, etc.)

- Diet improvement Promoters provided learning opportunities, such as “*Oyakono Shokuiku Class*”, to pass down local cuisine and food culture.
- In fiscal 2020, activities were switched to home visitations, conducting promotion and education activities such as recipe distribution, as this was seen as a chance to pass down traditional home cooking now that there were more opportunities to eat at home.



Local cuisine recipe distribution by the Diet Improvement Promoters

(Efforts Such as Incorporating Licensed Expert Cooks)

- The All Japan Chefs Association and the *Nihon chourishikai* (Japanese Licensed Cooks Association) works on promoting *shokuiku* for children and parents through various events and contests.



Enjoying mealtime with everybody!

(Industry-Academia-Government Efforts to Protect and Pass down “*Washoku*”)

- MAFF has established November as “*Wagohan* (Japanese food) Month” with November 24th as “*Washoku Day*”, and workshops were held with the cooperation of Let’s *Wagohan* Project member enterprises to learn about the appeal and values of *Washoku*. The contents of these events were uploaded to YouTube.
- The *Washoku* Association of Japan conducted “*Washoku Day to taste Umami of Dashi*” around “*Washoku Day*”, in which *Washoku* school lunches are provided and classes related to *Washoku* culture are offered to educational organizations such as elementary schools, junior high schools, and day care centers all over Japan.

Article Efforts to Protect and Pass down *Washoku* Culture

- MAFF has studied the history, origin, related events, necessary ingredients, recipes and other information of local cuisines selected by each region. The results of this study featuring 17 prefectures for fiscal 2020 were posted on the MAFF website “Our Regional Cuisines”.
- From fiscal 2019, training has been conducted in each prefecture to cultivate core human resources “*Washoku* Culture Inheritance Leaders” who will pass on regional *Washoku* cultures.
In fiscal 2019, approximately 200 *Washoku* Culture Inheritance Leaders were trained in ten prefectures. Training has been conducted in fiscal 2020 as well, in eight prefectures.



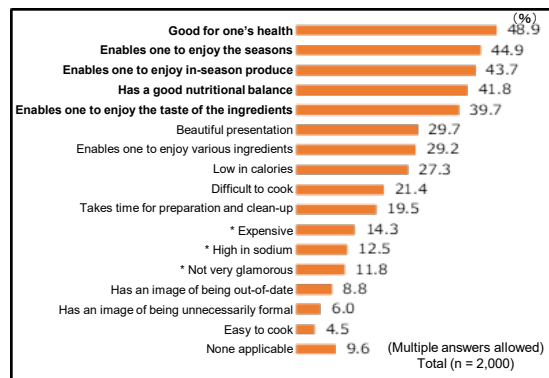
“Our Regional Cuisines” leaflet

Article Survey on Attitudes Toward *Washoku* Culture

- MAFF has conducted a survey to comprehend citizens' awareness, and to contribute to future protection and inheritance of *Washoku* culture.

The image of “*Washoku*” and “*Washoku* Culture”

- Although people have a positive image toward “*Washoku* and *Washoku* culture”, such as “Good for one’s health”, “Enables one to enjoy the seasons”, and “Enables one to enjoy in-season produce”, the survey found that there were also negative opinions such as “Difficult to cook”, “Takes time for preparation and clean-up”.



- MAFF held the “Fifth All-Japan Children’s *Washoku* King Contest” online, in which mainly elementary school students competed with photographs and movies on traditional Japanese cuisine and culture.

(Efforts to Rediscover the Charm of Regional Food Cultures)

- MAFF has extended support so that sustainable efforts to rediscover traditional ingredients, etc. such as those found in local cuisines and traditional vegetables, can be continued with the cooperation of local governments, agriculture, forestry, and fishery operators and food-related business operators.



“Fifth All-Japan Children’s *Washoku* King Contest”
Photo of the winning elementary school group

Case Study

High School Students, Leaders of the Next Generation, Compete on their Knowledge of Food “All-Japan Senior High School *Shokuiku* King Contest”

Fukui Prefecture

- To boost interest toward food with senior high school students, Fukui Prefecture has been holding the “All-Japan Senior High School *Shokuiku* King Contest” from 2007, with the aim of developing the ability to choose appropriate “food and nutrition” and to encourage development of desirable dietary habits.
- Senior high school students from all over Japan compete in quizzes related to regional food culture and cooking techniques according to themes.
- The 14th competition in fiscal 2020 was held online due to the spread of COVID-19, with a record 345 teams participating.
- Judging results crowned *Katsurou* kitchen (Katsushika School for the Deaf) as the 14th Senior High School *Shokuiku* King.



The 14th Senior High School *Shokuiku* King
“*Katsurou* kitchen (Katsushika School of the Deaf)”

Chapter 7 Providing Information on Food Safety, Nutrition, and Other Dietary Habits

- As one of many approaches for risk communications concerning food safety, CAA, FSCJ, MHLW and MAFF worked together to organize information exchange meetings.
- It is important to provide consumers with accurate and easy-to-understand information in order for them to be able to make rational decisions on their food choices based on sound science. CAA coordinates the policies of the relevant government ministries and agencies, and also provides easy-to-understand information from the consumer's viewpoint.
- For allergies, a system in which citizens will be able to obtain appropriate medical information based on scientific knowledge has been developed, based on the “Basic Guidelines on Allergic Diseases Measures”.
- MAFF provides information on its website, etc. so that consumers can acquire accurate knowledge about food safety and are able to appropriately select and handle food based on it.
- The new Food Labelling System has been fully enforced since April 2020. CAA has been making efforts to raise food labelling awareness among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In MEXT’s “Food Guidance Companion”, created for teachers and school employees for *shokuiku* promotion in schools, there is a passage that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labels”, which is utilized at schools.



MAFF “Enjoy at Home! --Let's Eat Fresh and Delicious Food Ingredients--Hand Washing Edition/Box Lunch Edition”

Article The Nikkei SDGs Forum Special Symposium “New Era of Health from a *Tokuho* (food for specified health uses) Perspective”

- CAA and Nikkei Inc. co-hosted the symposium “New Era of Health from a *Tokuho* Perspective” as part of the promotion and education of food for specified health uses (*Tokuho*).
- With the Fair Competition Code regarding *Tokuho* enforced in August 2020, panelists from *Tokuho* manufacturers, consumer organizations, etc. discussed issues such as the significance and aim of *Tokuho*, contents of the Fair Competition Code, and prospective roles of *Tokuho*.
- Raising awareness of *Tokuho* is one of upcoming issues within initiatives toward enabling consumers to make appropriate product choices to improve their dietary habits, so CAA and *Tokuho*-related trade associations will make further efforts for promotion and education.



A scene from the Symposium

Chapter 8 Research, Studies, and Other Efforts

- MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition)” with enhanced contents such as newly listed foods.
- MHLW conducted the annual “National Health and Nutrition Survey” to learn about the state of citizens’ health, nutritional intake, and lifestyle habits. The main focus of the 2019 survey is to grasp the actual status of the improvement of the social environment.
- In December 2020, the SDGs Promotion Headquarters established the “SDGs Action Plan 2021.” Promotion of *Shokuiku* was identified as one of the SDGs initiatives to be promoted by the government.

Case Study

Practicing *Shokuiku* with Japanese Foods at Overseas Japanese Schools

OEfforts by the Japanese School in Bahrain

- With the cooperation with the Embassy of Japan in Bahrain, a hands-on experience was offered to all students in the Japanese School in Bahrain. They visited the Ambassador’s residence to learn about differences in food cultures around the world, and experienced the wonders of Japanese food culture through Japanese sweets making demonstrations.



Shokuiku by Ambassador's chef

OEfforts by the Japanese School in Paris

- The Japanese School in Paris conducts international exchanges with local schools, while educating about traditional culture through Japanese foods.
- Its elementary department annually visits a Japanese farm that grows vegetables in France, to experience actual harvesting. These vegetables are taken home and turned into Japanese vegetable dishes.
- Its junior high department conducts cultural exchanges with local schools in Paris, with each side introducing their country’s food culture.



Exchanges with a local school

Article Tokyo Nutrition for Growth Summit 2021

- In 2012, London hosted the Olympic and Paralympic Games. To make the most of this opportunity, “Nutrition for Growth” was launched as an international initiative to accelerate efforts to improve nutrition in the international community, with the first Summit held in London in 2013. Japan has been contributing to this initiative since the first Summit. The event was also held in Brazil in 2016, with the Rio Olympic and Paralympic Games.
- At the Tokyo Nutrition for Growth Summit 2021, global nutrition issues such as the “double burden of malnutrition” will be discussed and this will contribute to achieving SDGs.



At the panel discussion held in 2013

Part III Goals and Evaluating Progress of *Shokuiku* Promotion Efforts

- Comparing the target value of the current promotion of *shokuiku*, the survey for the current fiscal year shows that the target for “Percentage of citizens participated in *kyōshoku* in their communities, etc. at their request”, “Percentage of junior high schools that provide school lunches,” “Number of food companies registered as striving to reduce salt and fat in their food products,” “Percentage of citizens (households) that have had agriculture, forestry or fishery experiences”, “Percentage of citizens who have received and passed on traditional dishes and table manners that form part of their community or family heritage passed on to them,” “Percentage of young citizens who have received traditional dishes and table manners that form part of their community or family heritage passed on to them”, and “Percentage of young citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it” have been achieved.

<i>Shokuiku</i> Promotion Goals	Values when the Third Plan was Created (FY2015)	Current Values (FY2020)	Target Values (FY2020)
1. Percentage of citizens who are interested in <i>shokuiku</i>	75.0%	83.2%	90% or more
2. Number of <i>kyōshoku</i> [breakfast or dinner eaten together with family members]	9.7 times/week	9.6 times/week	11 times or more/week
3. Percentage of citizens participated in <i>kyōshoku</i> in their communities, etc. at their request	64.6%	70.7%	70% or more
4. Percentage of children who skip breakfast	4.4%	4.6%	0%
5. Percentage of young citizens who skip breakfast	24.7%	21.5%	15% or less
6. Percentage of junior high schools that provide school lunches	87.5% (FY2014)	93.2% (FY2018)	90% or more
7. Percentage of using locally produced food in school lunches	26.9% (FY2014)	26.0% (FY2019)	30% or more
8. Percentage of domestic foodstuffs used in school lunches	77.3% (FY2014)	77.1% (FY2019)	80% or more
9. Percentage of citizens who eat at least two well balanced meals consisting of a staple food, a main dish, and side dishes almost every day	57.7%	36.4%	70% or more
10. Percentage of young citizens who eat at least two well balanced meals consisting of a staple food, a main dish, and side dishes almost every day	43.2%	27.4%	55% or more
11. Percentage of citizens who routinely have a healthy diet in which they strive to maintain a proper weight and limit salt intake in order to prevent or treat non-communicable diseases	69.4%	64.3%	75% or more
12. Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	103 companies (FY2016)	100 companies or more
13. Percentage of citizens who take time to eat and chew well	49.2%	47.3%	55% or more
14. Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	344,000± (FY2014)	362,000± (FY2019)	370 thousand or more
15. Percentage of citizens (households) who have had agriculture, forestry or fishery experience	36.2%	65.7%	40% or more
16. Percentage of citizens who take action to reduce food loss and waste	67.4% (FY2014)	76.6%	80% or more
17. Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families	41.6%	50.4%	50% or more
18. Percentage of young citizens who have received traditional cuisine and table manners from their communities or families	49.3%	60.3%	60% or more
19. Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	72.0%	75.2%	80% or more
20. Percentage of young citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	56.8%	67.1%	65% or more
21. Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	76.7%	89.3%	100%

Data Sources for 1, 2, 3, 5, 9, 10, 11, 13, 17, 18, 19, 20: Survey on Attitudes Towards *Shokuiku* (Annual).

For 4: National Assessment of Academic Ability.

For 6: Survey of School Lunch Provision. *Values are for the school lunch system implementation rate in public junior high schools.

For 7, 8: Report on School Lunch Nutrition.

For 12: Number of companies registered for the “Smart Life Project.”

For 14: *Shokuiku* Promotion Office, Cabinet Office (FY2014). Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2019).

For 15: Survey on Diet and Agriculture, Forestry, and Fishery Experiences (FY2015), the Survey on Attitudes Towards *Shokuiku* (Annual) (FY2020)

For 16: The Basic Survey on Consumer Life (FY2014). Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (FY2020).

For 21: *Shokuiku* Promotion Office, Cabinet Office (FY2015). Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2020).

Note: The goals that have been achieved are colored in blue.

Note: As for methods taken for the Survey on Attitudes Towards *Shokuiku* (Annual), fiscal 2020 was changed to “self-recorded and mailed or sent via the internet” (up to fiscal 2019, the method taken was “individual interviews by investigators”). Furthermore, in fiscal 2020, The Survey on Diet and Agriculture, Forestry, and Fishery Experiences was conducted along with the Survey on Attitudes Towards *Shokuiku* (Annual).