To further encourage local production for local consumption, MAFF organizes the Awards for Excellence in Local Production for Local Consumption, which recognizes those who have made a contribution to promoting the use of local produce and increasing understanding among consumers.

“The Local Production for Local Consumption School Lunch Menu Contest” was organized to promote consumption of local produce in school lunch services. It recognized individuals and organizations for their efforts to develop menus including local produce, maintain interaction with producers, and utilize local agricultural, forestry and fishery products throughout the year.

The Food Recycling Act stipulates the system for the accreditation of recycling business plans (food recycling loops). This system involves food producers, recycling business operators, and operators in the agriculture, forestry and fishery industries who work together to ensure that suitable local food loss and waste are recycled into fertilizer or animal feed, with the resulting agricultural produce then being consumed locally.
Promotion of food recycling

○ The rate of recycling by food-related business operators was 85% in FY2013. As of the end of March 2016, 52 recycling business plans (food recycling loops) based on the Food Recycling Act had been accredited.

○ A national campaign called the NO-FOODLOSS PROJECT is being implemented to promote initiatives to reduce food loss and waste, such as supporting food banks and encouraging a rethink of business practices such as the “one-third rule” by continuing to relax delivery deadlines for beverages and confectionery with a sell-by date at least 180 days in advance.
Case Study  
**Food Loss and waste Reduction Project**  
**“Leave No Leftovers! The Sanmaru Ichimaru (30-10) Movement”**

Matsumoto City, Nagano Prefecture

Focusing on the keyword “mottainai” (a Japanese expression of regret about waste), the city of Matsumoto in Nagano Prefecture has formulated measures based on the 3R’s (Reduce, Reuse, Recycle) and is promoting efforts to minimize food loss and waste, with a particular emphasis on the Reduce element. One of the key initiatives in this area is “Leave No Leftovers! The 30-10 Movement,” which was inspired by the city mayor’s regret about left over food after social gatherings for city office staff.

Under this initiative, staff are expected to remain in their seats, enjoying the food, for 30 minutes after the first toast and for 10 minutes before the end of the party. Restaurants that participated in a pilot initiative for the 30-10 Movement reported that they “ended up with around half the usual amount of leftovers” and “found clearing the tables much easier.”

This initiative was presented at the Round-table Discussion on Reducing Food Loss and waste organized by the Consumer Affairs Agency in FY2013, and the initiative has since spread not only to neighboring municipalities, such as Shiojiri City and Yamagata village, but also to other municipalities across the country, including Saga City in Saga Prefecture and Ibusuki City in Kagoshima Prefecture.

Case Study  
**Leftovers from School Lunches Reduced by 17%-34% after Conducting Shokuiku-focused Environmental Education**

Matsumoto City, Nagano Prefecture

In FY2015, in Matsumoto City, Shokuiku-focused environmental education was conducted at elementary schools, drawing upon knowledge gained from the hands-on Shokuiku-focused environmental education program conducted among nursery school and kindergarten students since FY2012. After classes in which the students learned about Japan’s food self-sufficiency rate, food shortages overseas, and the food cycle, the amount of leftovers was reduced by 17%-34% compared to the situation before the Shokuiku-focused environmental education program, while the percentage of students who talked about environmental education at home rose to 66.3% of all students. Thus, the Shokuiku-focused environmental education program was highly effective in cultivating an awareness of food loss and waste and food recycling.