

Shokuiku Promotion Policies: FY2015 (White Paper on Shokuiku)

[Summary]

Ministry of Agriculture, Forestry and Fisheries

This is a report on “The Shokuiku Promotion Policies” that were adopted based on Article 15 of the Basic Law on Shokuiku (Act No. 63 of 2005), and the government requires that this report be submitted to the Diet every year.

In this report, we describe the Shokuiku promotion measures that were taken in FY2015.

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PART I

Current Situation and Future Agenda of Shokuiku Promotion Policies

Chapter 1: Current Situation of Shokui

1 Basic Framework of Shokuiku Promotion Policies

1 The Basic Law on Shokuiku

- This prescribes the basic principles of Shokuiku and clarifies the obligations of national and local governments, etc., as well as basic matters relating to Shokuiku. It entered into force in July 2005.
- Shokuiku shall be considered essential for people's living, become a basis of intellectual, moral and physical education, and nurture people, so they can acquire a knowledge of “diet” and an ability to choose an appropriate “diet” through various experiences so as to have a healthy dietary lifestyle.

Basic Law on Shokuiku

1. Purpose

The purpose is to promote Shokuiku for people by taking comprehensive and systematic measures, so that they can maintain a healthy body and mind and cultivate a rich humanity.

2. Obligations of People Concerned

- (1) Shokuiku shall be promoted by the country, municipalities, educators, operators of agriculture, forestry and fishery, food-related businesses, and others who are concerned.
- (2) The government shall submit to the Diet an annual report on the measures having been taken for Shokuiku promotion.

3. The Basic Program for Shokuiku Promotion

- (1) The Shokuiku Promotion Meeting shall prepare the Basic Program for Shokuiku Promotion including the following:
 - ① Basic policies on Shokuiku promotion measures,
 - ② Shokuiku promotion targets,
 - ③ Measures to support citizens, who are engaged in voluntary Shokuiku promotion activities,
 - ④ Measures to promote Shokuiku comprehensively and systematically.
- (2) Prefectures and municipalities shall prepare programs for Shokuiku promotion.

4. Basic Measures

- ① Shokuiku promotion at home
- ② Shokuiku promotion in schools and nursery schools
- ③ Regional efforts for dietary life improvement
- ④ Expansion of Shokuiku promotion movement
- ⑤ Exchange between producers and consumers, and a revitalization of agriculture, forestry and fishery in harmony with the environment
- ⑥ Support for activities to inherit traditional food culture
- ⑦ Study, research, information services and an international exchange regarding food safety, nutrients, and dietary life

5. Shokuiku Promotion Meeting

- (1) The Ministry of Agriculture, Forestry and Fisheries (MAFF) shall establish a Shokuiku Promotion Meeting which consists of 25 persons or less, including a chairman (Minister of Agriculture, Forestry and Fisheries) and committee members (other relevant ministers and experts).
- (2) Prefectures and municipalities can establish their own Shokuiku promotion meetings.

2 The Basic Program for Shokuiku Promotion

- The Basic Law on Shokuiku (Article 26) stipulates that the Basic Program for Shokuiku Promotion shall be prepared by the Shokuiku Promotion Meeting in MAFF (under the auspices of the Cabinet Office until FY2015).
- In March 2011, “The Second Basic Program for Shokuiku Promotion” was prepared in light of the past five years’ achievements and challenges on Shokuiku.
- The Second Basic Program, covering five years from FY2011 to 2015, sets forth the basic policies with target values for Shokuiku promotion, and proposes measures to be taken for the comprehensive promotion of Shokuiku.

The Second Basic Program for Shokuiku Promotion (for a five year period from FY2011-2015)

Part 1 Basic policy concerning measures for Shokuiku promotion

1. Priority issues
 - (1) Continuous promotion of Shokuiku throughout the entire life in accordance with life stages
 - (2) Promotion of Shokuiku that helps to prevent or improve the condition of life-style related diseases
 - (3) Promotion of Shokuiku for children through having meals with family members
2. Basic course of work
 - (1) Improvement of healthy minds and bodies of citizens and cultivation of rich personality
 - (2) Sense of gratitude and understanding towards food
 - (3) Expansion of Shokuiku promotion movement
 - (4) The role of guardians, educators, etc. in promotion of Shokuiku for children
 - (5) Learning activities concerning food and realization of Shokuiku promotion movement
 - (6) Awareness towards traditional food culture of Japan, food production with less harm to the environment as well as development of fishing and rural communities and contribution improvement of self-sufficient food supply
 - (7) The role of Shokuiku in ensuring the safety of foodstuffs

Part 2 Aspects concerning the objectives of Shokuiku promotion

1. Percentage of people who are aware of Shokuiku
2. Number of mutual meals such as breakfast or dinner taken together with family members
3. Percentage of people skipping breakfast
4. Percentage of using locally produced food in school lunches
Percentage of domestic ingredients used in school lunches (*)
5. Percentage of people who have a well-balanced dietary life
6. Percentage of people taking proper meals and doing exercises that help to prevent or improve the condition of metabolic syndrome

7. Percentage of people who are aware of manners of eating, such as chewing properly and enjoying meals
8. Number of volunteers engaged in Shokuiku promotion
9. Percentage of people who have experienced the work of agriculture, forestry and fishery
10. Percentage of people who possess the basic knowledge about the safety of food
11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion
(*) Added in partial revision in December 2013

Part 3 Aspects concerning comprehensive promotion of Shokuiku

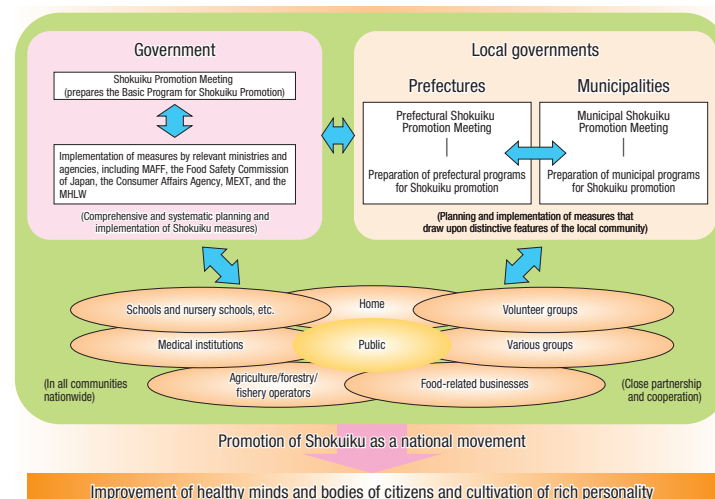
1. Shokuiku promotion at home
2. Shokuiku promotion in schools, nursery schools, etc.
3. Shokuiku promotion in the community
4. Expansion of Shokuiku promotion movement
5. Exchange between producers and consumers, and a revitalization of agriculture, forestry and fishery in harmony with the environment
6. Support for activities to inherit traditional food culture
7. Study, research, information services and an international exchange regarding food safety, nutrients, and dietary life.

Part 4 Necessary items concerning measures for comprehensive and systematic promotion of Shokuiku

1. Enhancement of collaboration and cooperation between various entities
2. Making of Shokuiku promotion program by local authorities and promotion of work based on it
3. Realization of work for people of all ages, active provision of information, monitoring of opinions, etc.
4. Monitoring of Shokuiku promotion situation and evaluation of its results as well as efficient and prior financial measures
5. Reconsideration of the Basic Program

3 Shokuiku policy promotion system

- For 10 years from 2005, the Cabinet Office promoted Shokuiku as a government-wide initiative, working in partnership with relevant ministries and agencies, including the Food Safety Commission of Japan, the Consumer Affairs Agency, the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), and MAFF.
- Promoting Shokuiku as a national movement not only requires the efforts of national and local governments, but also collaboration among schools, nursery schools, the operators of agriculture, forestry and fishery, food-related businesses, and volunteers, which is very important.
- On April 1, 2016, responsibility for planning basic measures to promote Shokuiku and all other administrative work that had hitherto been carried out by the Cabinet Office was transferred to MAFF.



2 Attitude and Practice in Diet

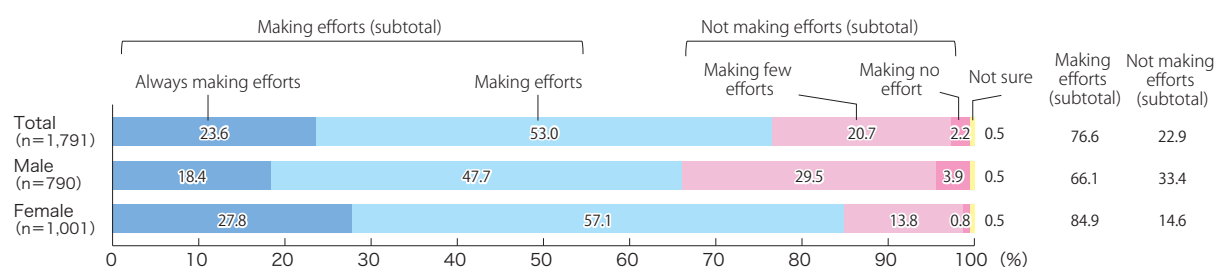
In October 2015, the Cabinet Office conducted “The Survey of Attitude toward Shokuiku,” a nationwide survey of attitudes among those aged 20 or over.

1 People's interest in Shokuiku

(1) Attitude toward dietary life and current practice in dietary life

○ Efforts to have a sound dietary life

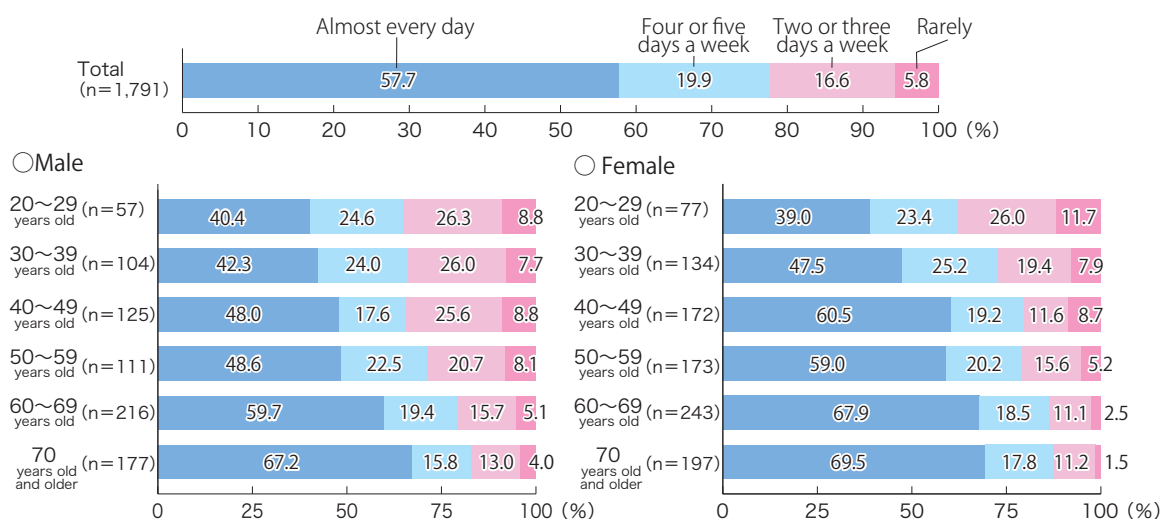
Three quarters of the respondents are making efforts to practice sound dietary habits in their daily life.



○ Practice of nutrition balanced dietary life

Around 60% responded “almost every day” to the question on the frequency that they had at least two meals consisting of staple food, main dish and side dish a day.

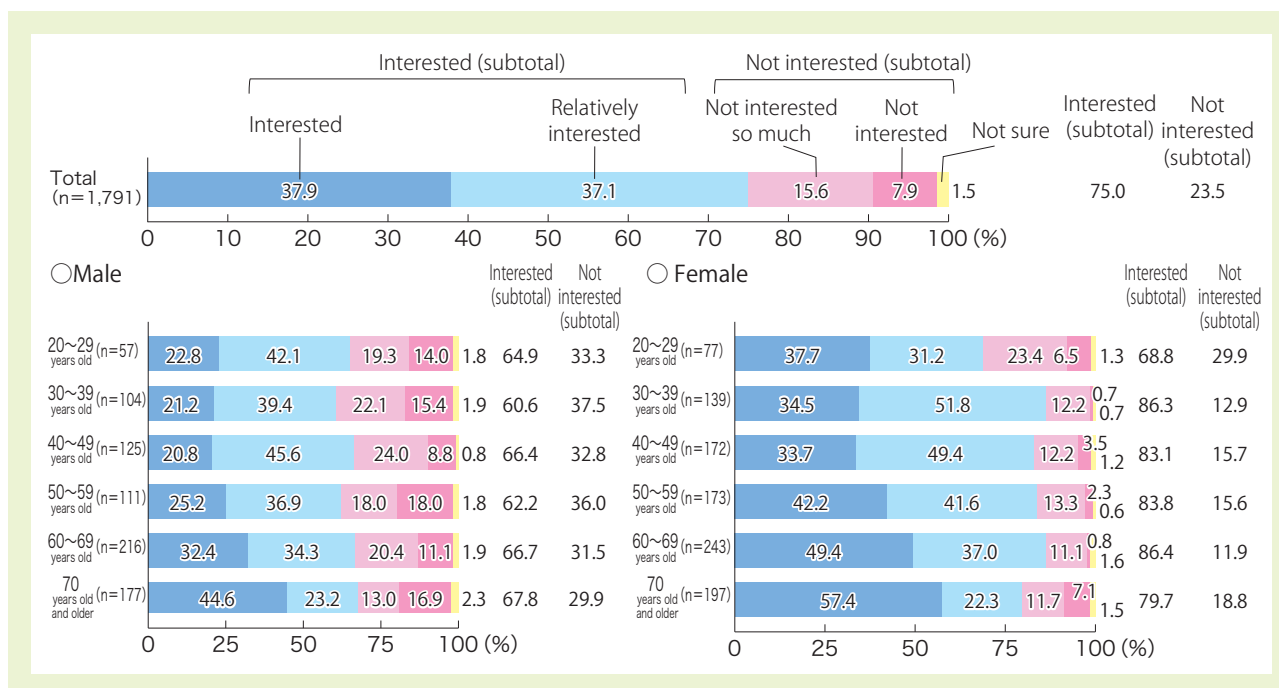
On the other hand, this figure was around 40% among young people, demonstrating a lower tendency toward the practice of a nutrition balanced dietary life than the trend among all age groups.



(2) Public attitudes toward dietary life in respect of targets in the Third Basic Program for Shokuiku Promotion

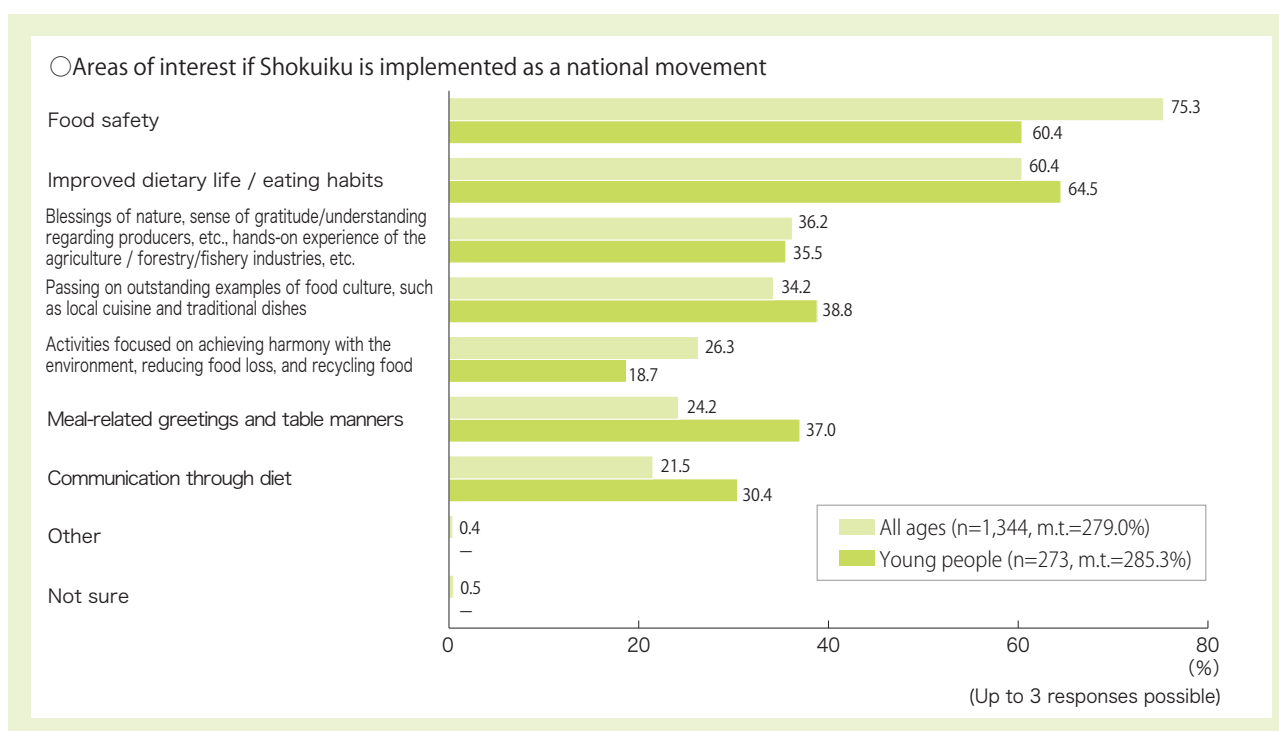
○ Interest in Shokuiku ①

Three quarters of the respondents stated that they were “interested” in Shokuiku.

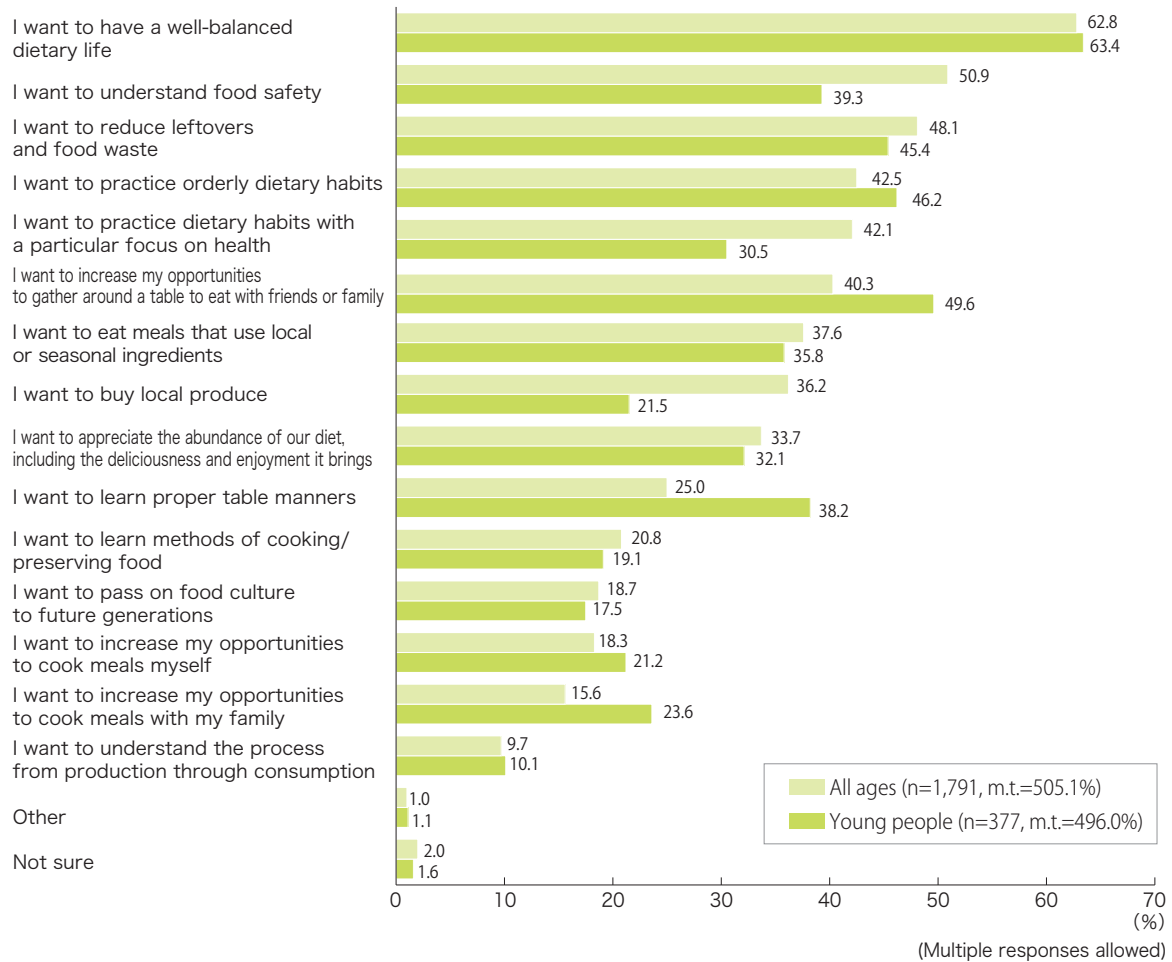


○ Interest in Shokuiku ② (areas of interest)

Young people are more interested than those in other age groups in learning proper table manners and in increasing their opportunities to cook and to gather with others to eat meals as a family, etc.



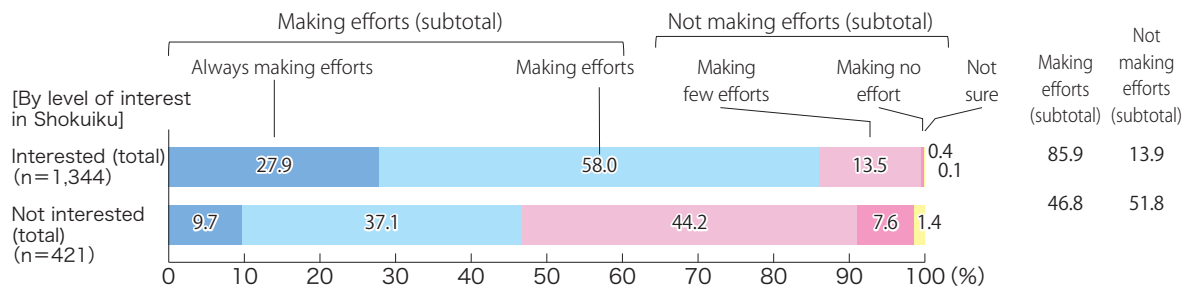
○Aspects of Shokuiku that respondents particularly want to focus on in their future dietary habits



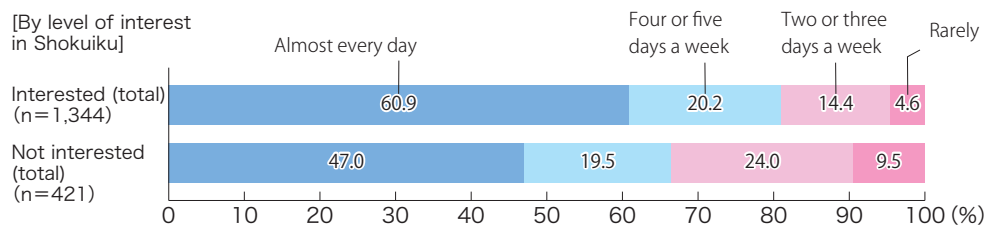
- Interest in Shokuiku ③ (relationship between interest in Shokuiku and (a) efforts to have a sound dietary life; (b) frequency of eating meals that include a staple food, main dish and side dish; and (c) food culture heritage)

Respondents with a greater interest in Shokuiku made greater efforts to have a sound dietary life and demonstrated better dietary habits.

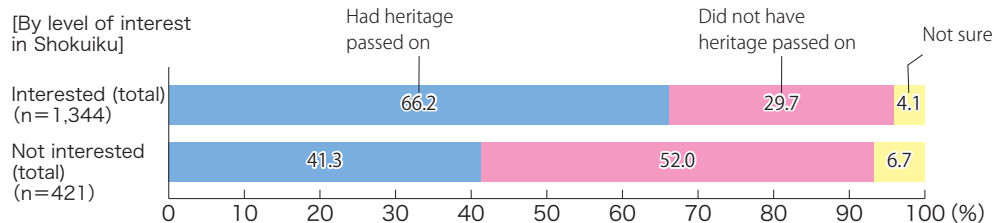
○Efforts to have a sound dietary life



○Frequency of having meal consisting of staple food, main dish and side dish

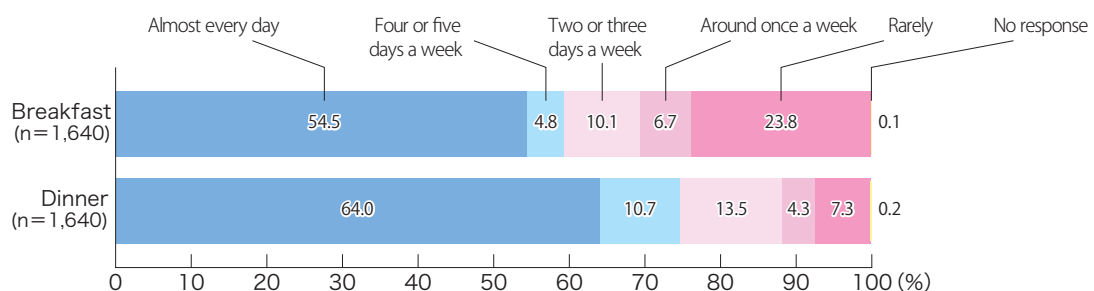


○Food culture heritage



- Eating with family members

Of the respondents who were living with family members, half reported that they ate breakfast “almost every day” with their family, while two-thirds reported that they ate dinner this frequently with their family.



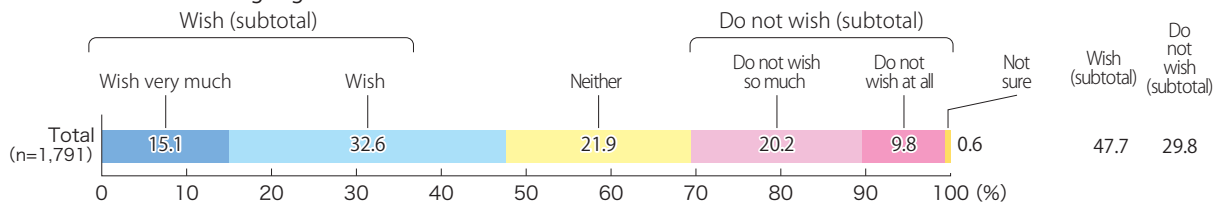
○ “Eating together” in communities

Half of all respondents stated that they would like to eat meals with others in their community (geographic or other) if they had the opportunity.

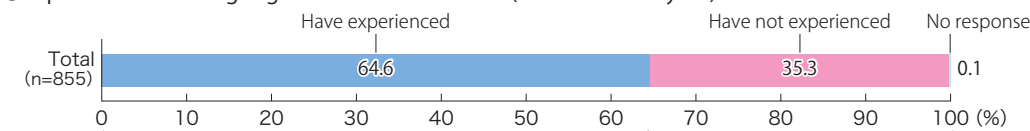
The positive aspects most commonly reported by those who had participated in community meals were “I communicated with others” and “I enjoyed eating.”

On the other hand, when those who stated that they had not participated in such community meals were asked about their prerequisites for participating in such a meal, about half of the respondents in this group responded “Being invited by a friend or acquaintance,” “The meal taking place in a convenient location,” or “The meal taking place at a convenient time.”

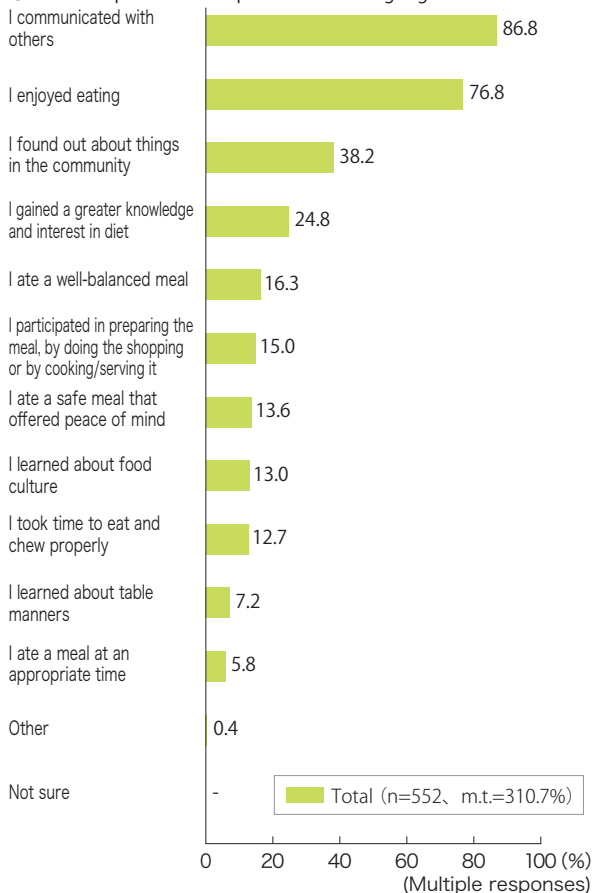
○Attitude toward “eating together” in communities



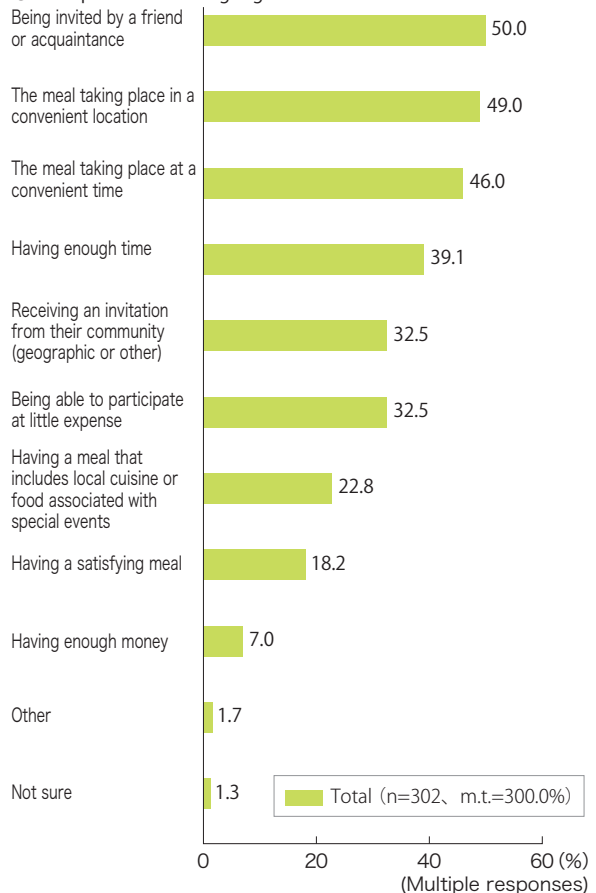
○Experience of “eating together” in communities (within the last year)



○Positive aspects of the experience of “eating together” in communities

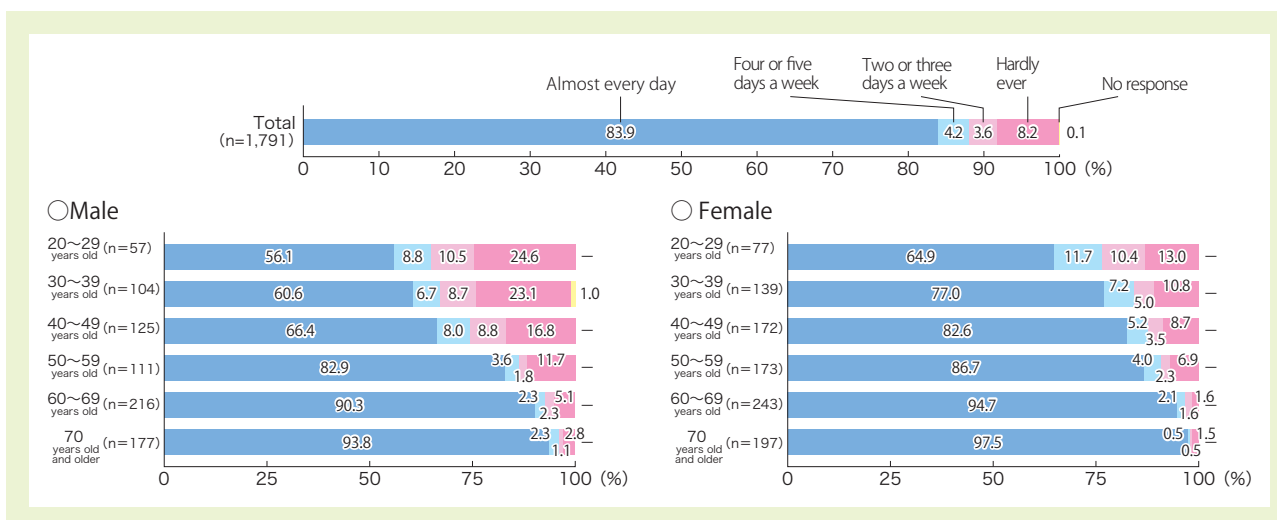


○Prerequisites for “eating together” in communities



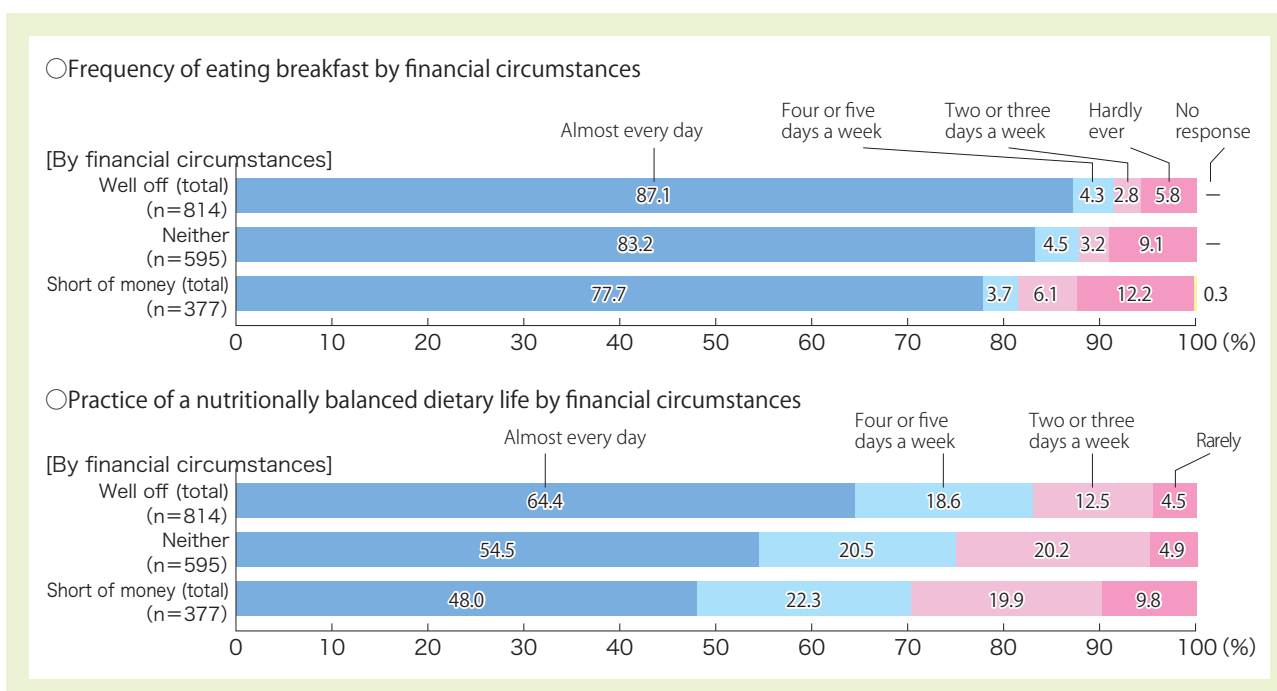
○ Eating breakfast ① (frequency)

About 80% of respondents stated that they usually “eat breakfast almost every day.”



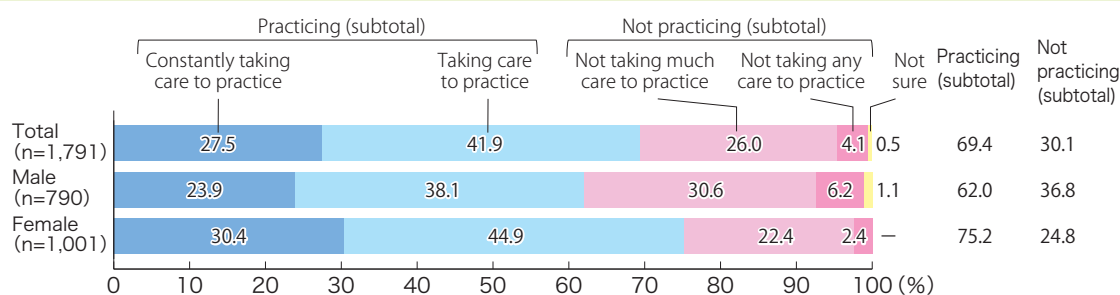
○ Eating breakfast ② (relationship between the respondent’s financial circumstances and (a) frequency of eating breakfast; and (b) the practice of a nutritionally balanced dietary life)

Better-off respondents were more likely to report eating breakfast “almost every day” and practicing a nutritionally balanced dietary life “almost every day.”



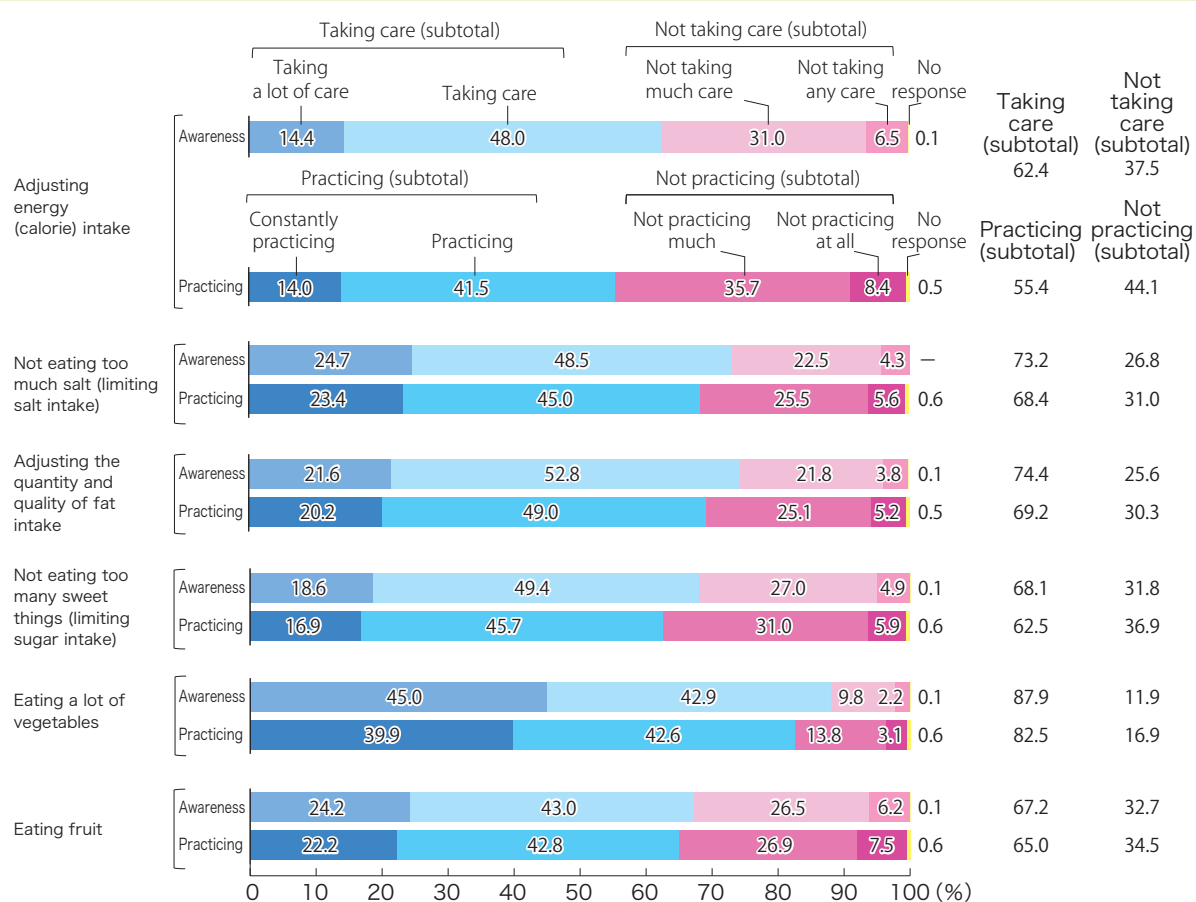
○ Practice of a dietary life for the prevention and treatment of lifestyle-related diseases

Approximately 70% of respondents reported that they were taking care to practice a dietary life focused on the prevention, etc. of lifestyle-related diseases.



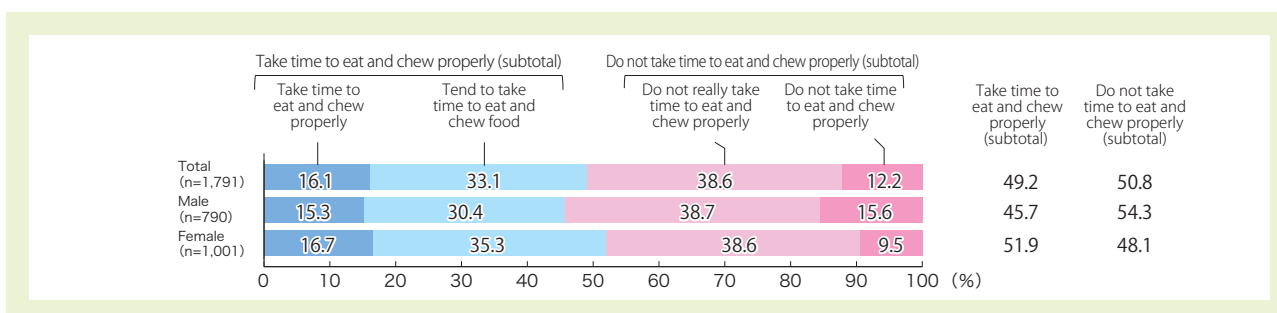
○ Discrepancies between awareness of practicing a dietary life for the prevention and treatment of lifestyle-related diseases and actual practice

In terms of specific dietary habits relating to the prevention and treatment of lifestyle-related diseases, the habit regarding which respondents took most care and were actually practicing was “Eating a lot of vegetables.” A quarter of respondents replied that they were “Not taking care” about reducing their salt intake and adjusting their fat intake, while one-third reported that they were “Not practicing” efforts in these areas.



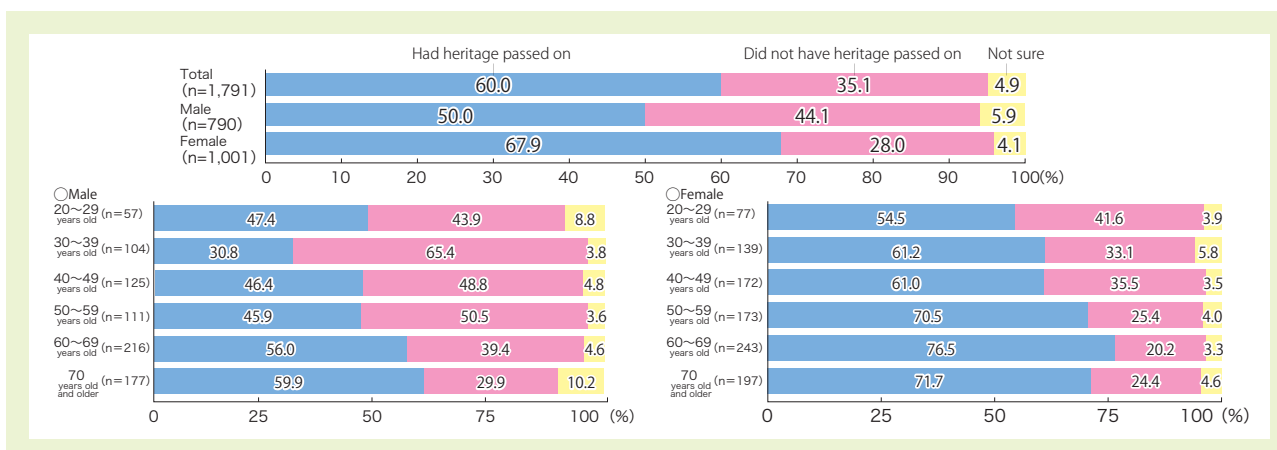
○ Chewing food slowly and thoroughly

Half of respondents reported chewing their food slowly and thoroughly.



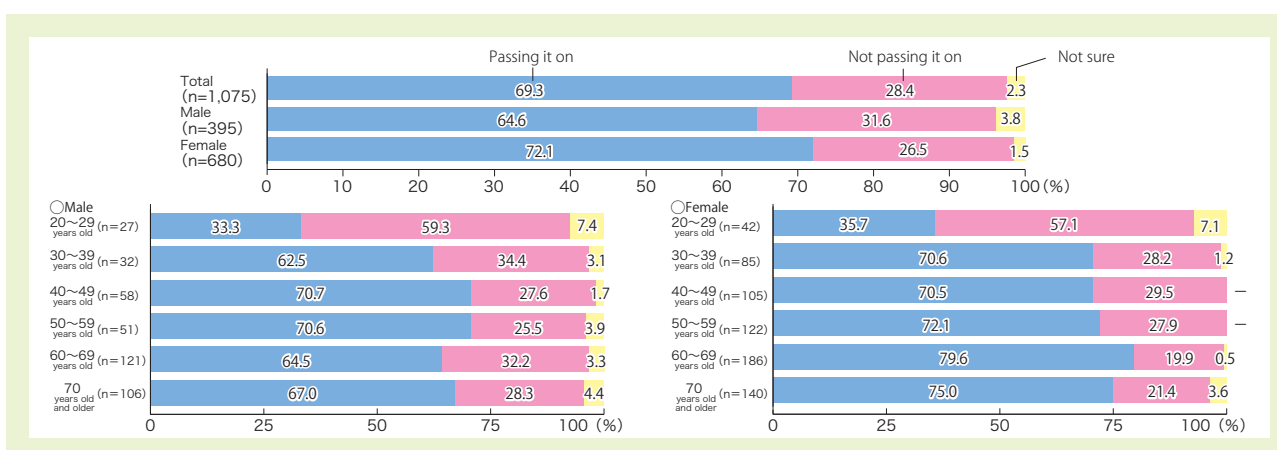
○ Food culture heritage

About 60% of respondents reported that they had had local cuisine, traditional dishes, table manners, or other forms of food culture heritage passed on to them.



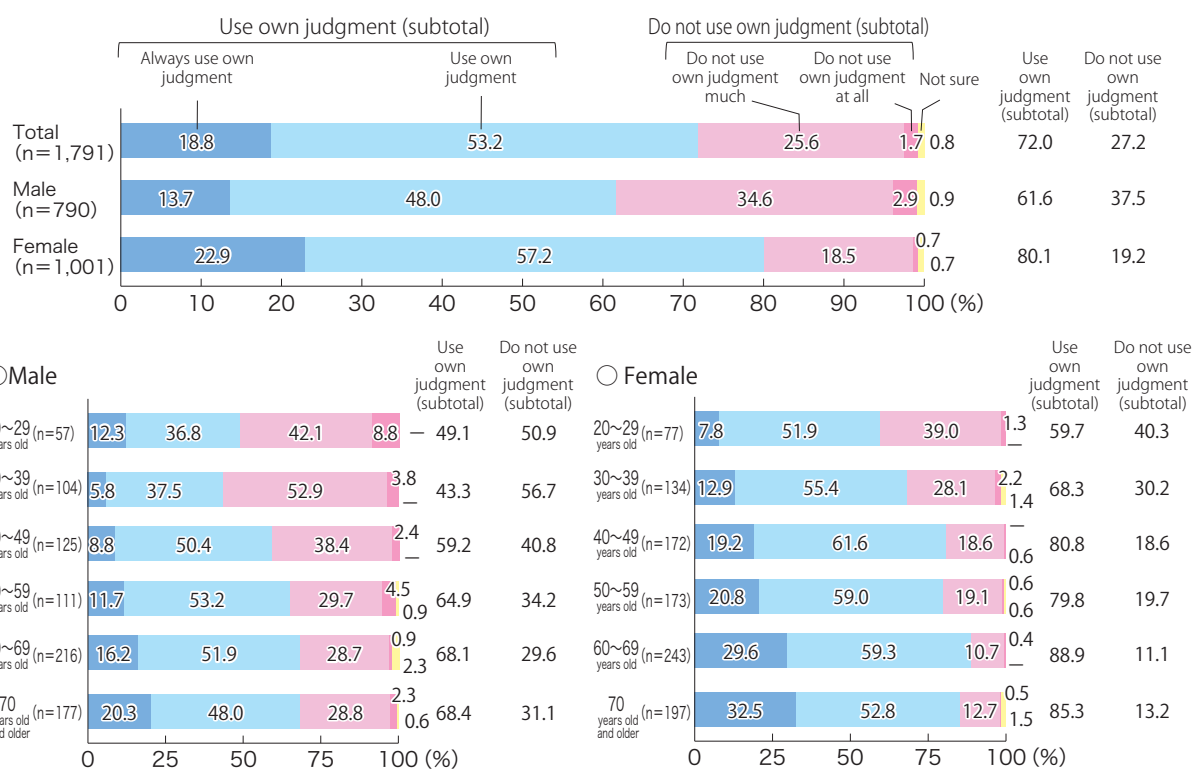
○ Passing on food culture to others

Of respondents who stated that they had had local cuisine, traditional dishes, table manners, or other forms of food culture heritage passed on to them, about 70% reported that they were passing this food culture on to others.



○ Practice of food safety

About 70% of respondents reported having a basic knowledge of food safety and using their own judgment accordingly.



2 Evaluation of targets and the current state of Shokuiku promotion measures

- FY2015 is the final year of initiatives based on the Second Basic Program for Shokuiku Promotion (FY2011-2015).
- Compared with the situation at the time that the Second Basic Program was formulated, improvements have been achieved in the following six of the 11 topic areas (13 target values) specified as numerical targets.
 1. Percentage of people who are aware of Shokuiku
 2. Number of mutual meals such as breakfast or dinner taken together with family members
 5. Percentage of people who have a well-balanced dietary life
 9. Percentage of people who have experienced the work of agriculture, forestry and fishery
 10. Percentage of people who possess the basic knowledge about the safety of food
 11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion

Target values vs. actual values in Shokuiku promotion as based on the Second Basic Program for Shokuiku Promotion

	<Values when the Second Basic Program was established>	<Current values>	<Target values (in 2015)>
1. Percentage of people who are aware of Shokuiku	70.5%*1	75.0%*2	90% or more
2. Number of mutual meals such as breakfast or dinner taken together with family members	9 times/week*1	9.7 times/week*2	10 times or more/week
3. Percentage of people skipping breakfast	Children: 1.6%*3 Men in their 20s and 30s: 28.7%*5	Children: 1.5%*4 Men in their 20s and 30s: 32.1%*6	Children: 0% Men in their 20s and 30s: 15% or less
4. Percentage of using locally produced food in school lunches	26.1%*7	26.9%*8	30% or more
Percentage of domestic ingredients used in school lunches (*)	77%*9	77%*8	80% or more
5. Percentage of people who have a well-balanced dietary life	50.2%*10	63.4%*2	60% or more
6. Percentage of people taking proper meals and doing exercises that help to prevent or improve the condition of metabolic syndrome	41.5%*1	42.9%*2	50% or more
7. Percentage of people who are aware of manners of eating, such as chewing properly and enjoying meals	70.2%*1	71.1%*2	80% or more
8. Number of volunteers engaged in Shokuiku promotion	345,000*11	344,000*12	370,000 or more
9. Percentage of people who have experienced the work of agriculture, forestry and fishery	27%*13	36%*14	30% or more
10. Percentage of people who possess the basic knowledge about the safety of food	37.4%*15	63.4%*2	90% or more
11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion	40%*16	76.7%*17	100%

* Added in partial revision of the Basic Plan in December 2013

<Source>

* 1 FY 2010 "Current situation and attitude survey on Shokuiku" (Cabinet Office), * 2 FY 2015 "The Survey of Attitude toward Shokuiku" (Cabinet Office), * 3 FY 2007 "School children's dietary life survey" (Japan Sport Council), * 4 FY 2010 "School children's dietary habit survey" (Japan Sport Council), * 5 2008 "National Health and Nutrition Survey" (MHLW), * 6 2014 "National Health and Nutrition Survey" (MHLW), * 7 FY 2009 "MEXT School Health Education Division investigation", * 8 FY 2014 "MEXT Health Education and Shokuiku Division survey", * 9 FY 2012 "MEXT School Health Education Division investigation", * 10 FY 2009 "Current situation and attitude survey on Shokuiku" (Cabinet Office), * 11 FY 2009 "Cabinet Office Shokuiku Promotion Office investigation", * 12 FY 2015 "Cabinet Office Shokuiku Promotion Office investigation", * 13 FY 2010 "National survey on recognition and reference levels of 'Japanese Food Guide Spinning Top' (MAFF), * 14 FY 2015 "Survey on eating habits and agriculture, forestry and fishery experience" (MAFF), * 15 FY 2010 "Food safety general survey" (Food Safety Commission of Japan), * 16 FY 2010 "Cabinet Office Shokuiku Promotion Office investigation", * 17 FY 2015 "Cabinet Office Shokuiku Promotion Office investigation"

Chapter 2: Challenges and Efforts on Promotion Policies

Special Topic: Summary of the Third Basic Program for Shokuiku Promotion

○ The Third Basic Program for Shokuiku Promotion, covering the period from FY2016 through FY2020, was finalized on March 18, 2016.

○ Five priority issues

<1> Promotion of Shokuiku among young people

It is vital to promote lifelong Shokuiku, from childhood through adulthood, and into old age. Shokuiku will be promoted among young people in particular, to provide them with a deeper understanding and greater awareness of diet, and enable them to lead a sound dietary life that promotes a healthy body and mind. As this generation will become the parents of the future, Shokuiku promotion efforts will seek to ensure that young people pass on diet-related knowledge and initiatives to the next generation.

<2> Promotion of Shokuiku tailored to diverse lifestyles

Shokuiku promotion efforts will provide opportunities to share meals with others in a way that promotes communication and richer dietary experiences, to ensure that all people, from children through to seniors, can enjoy sound and satisfying dietary lives.

<3> Promotion of Shokuiku that will extend healthy life expectancy

As well as providing assistance to ensure that each and every person can practice a sound dietary life, with a view to preventing or treating the onset/progression of lifestyle-related diseases, Shokuiku promotion efforts will include the promotion of reduced salt intake with a view to extending healthy life expectancy, and initiatives focused on the prevention and treatment of metabolic syndrome, obesity, emaciation, and malnutrition.

<4> Promotion of Shokuiku with a consciousness of the food cycle and the environment

Shokuiku promotion efforts will demonstrate consideration for the environment, while maintaining a consciousness of the food cycle from production to consumption.

<5> Promotion of Shokuiku aimed at the inheritance of food culture

Shokuiku activities will encourage efforts to protect and pass on traditional food culture by promoting greater interest and understanding among the public concerning food culture.

The following two perspectives will be incorporated into initiatives focused on priority issues:

- Promoting lifelong initiatives targeting everyone from children through to seniors; and
- Promoting Shokuiku initiatives based on diverse and independent partnership and cooperation involving the national government, local governments, educators, operators in the agriculture, forestry, and fishery industries, food-related businesses, and volunteers, among others.

○ Matters concerning Shokuiku promotion targets

The Third Basic Program stipulates 21 quantitative targets.

Targets of the Third Basic Program for Shokuiku Promotion

Target	Specific target value	Current value (FY2015)	Target value (FY2020)
1	Increase the percentage of people who are aware of Shokuiku		
	① Percentage of people who are aware of Shokuiku	75.0%	90% or more
2	Increase the number of mutual meals such as breakfast or dinner taken together with family members		
	② Number of mutual meals such as breakfast or dinner taken together with family members	9.7 times/week	11 times or more/week
3	Increase the percentage of people who want to “eat together” in communities and actually participate in such opportunities		
	③ Percentage of people who want to “eat together” in communities and actually participate in such opportunities	64.6%	70% or more
4	Reduce the percentage of people skipping breakfast		
	④ Percentage of children who skip breakfast	4.4%	0%
	⑤ Percentage of young people who skip breakfast	24.7%	15% or less
5	Increase the percentage of junior high schools that provide school lunches		
	⑥ Percentage of junior high schools that provide school lunches	87.5% (FY2014)	90% or more
6	Increase the percentage of locally produced food used in school lunches		
	⑦ Percentage of using locally produced food in school lunches	26.9% (FY2014)	30% or more
	⑧ Percentage of domestic ingredients used in school lunches	77.3% (FY2014)	80% or more
7	Increase the percentage of people who have a well-balanced dietary life		
	⑨ Percentage of people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	57.7%	70% or more
	⑩ Percentage of young people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	43.2%	55% or more
8	Increase the percentage of people who routinely practice a dietary life in which they take care to maintain a proper weight and limit salt intake, among other efforts, in order to prevent or treat lifestyle-related diseases		
	⑪ Percentage of people who routinely practice a dietary life in which they take care to maintain a proper weight and limit salt intake, among other efforts, in order to prevent or treat lifestyle-related diseases	69.4%	75% or more
	⑫ Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	100 companies or more
9	Increase the percentage of people who take time to eat and chew properly		
	⑬ Percentage of people who take time to eat and chew properly	49.2%	55% or more
10	Increase the number of volunteers engaged in Shokuiku promotion		
	⑭ Number of people involved in volunteer groups, etc. engaged in Shokuiku promotion	344,000 (FY2014)	370,000 or more
11	Increase the percentage of people who have experienced the work of agriculture, forestry and fishery		
	⑮ Percentage of people (households) who have experienced the work of agriculture, forestry and fishery	36.2%	40% or more
12	Increase the percentage of people who take some kind of action to reduce food loss and waste		
	⑯ Percentage of people who take some kind of action to reduce food loss and waste	67.4% (FY2014)	80% or more
13	Increase the percentage of people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them and are passing these on to others		
	⑰ Percentage of people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them and are passing these on to others	41.6%	50% or more
	⑱ Percentage of young people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them	49.3%	60% or more
14	Increase the percentage of people who possess the basic knowledge about the safety of food and use their own judgment accordingly		
	⑲ Percentage of people who possess the basic knowledge about the safety of food and use their own judgment accordingly	72.0%	80% or more
	⑳ Percentage of young people who possess the basic knowledge about the safety of food and use their own judgment accordingly	56.8%	65% or more
15	Increase the percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion		
	㉑ Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion	76.7%	100%

PART II

Efforts for Shokuiku Promotion Policies

Chapter 1: Trends in Shokuiku Promotion Policies

Development of Shokuiku promotion policies

- The Basic Program for Shokuiku Promotion designates June each year as “Shokuiku Month.”
- The 10th National Convention on Shokuiku Promotion – the core national event in Shokuiku Month – was held in Sumida City, Tokyo in FY2015. The 11th National Convention is due to take place in Fukushima Prefecture (Koriyama City) on June 11 and 12, 2016.

Spotlight

Raising Awareness via the 10th National Convention on Shokuiku Promotion in Sumida 2015

The theme of the 10th Convention was “Bringing Dreams to Life! Enriched Shokuiku for the Future: Taking the Time to Nurture People and Communities through Diet.” It featured a variety of events throughout Sumida City that offered visitors the chance to experience the joy and fun of food for themselves and promoted foods associated with the Sumida area, making the convention a lively festival of food that boosted interest in Shokuiku.

<Main events>

- Opening session *Taking the Time to Nurture People and Communities through Diet*
- Workshops, exchange sessions
- Closing session *Setting My Table for the Future*

Following the opening session's panel discussion, in which panelists shared their awareness of the issues, group discussions took place in six workshops, on themes including “Developing People” and “Developing Communities.” In addition, six sessions were held in which participants exchanged views on themes such as “Approaches to Broadening Circles of Acquaintance through Eating Together” and “Approaches to Shokuiku and the Environment.” Finally, the content of the various discussions was summarized in presentations during the closing session.

- Special lecture *Leaders Opening up a Path to the Future: Nurturing Innovation through Diet*

During this lecture, the speaker provided a user-friendly explanation of how Shokuiku works, based on knowledge from the field of neuroscience.

- Symposium *Ensuring an Enriching Array of Dishes and Washoku for the Future: Considering Meals from the Perspective of Protecting Washoku and Passing it on to Future Generations*

Marking the inscription of *Washoku* on UNESCO's Intangible Cultural Heritage list, this symposium featured a discussion about protecting and passing on *Washoku* to future generations through contemporary dishes and the approach to them.

- Stage events and interactive experiences

University students and Shokuiku promotion volunteers were among those who created a festive atmosphere with fun dances and quizzes on the theme of Shokuiku, as well as interactive experiences such as calisthenics and experiments.

- Shokuiku display booths

A total of 126 booths were set up by 138 groups involved in Shokuiku in a variety of fields, featuring panel displays about their initiatives and offering interactive experiences, which helped to provide visitors with a deeper understanding of Shokuiku.



Poster for the 10th National Convention on Shokuiku Promotion



Opening ceremony



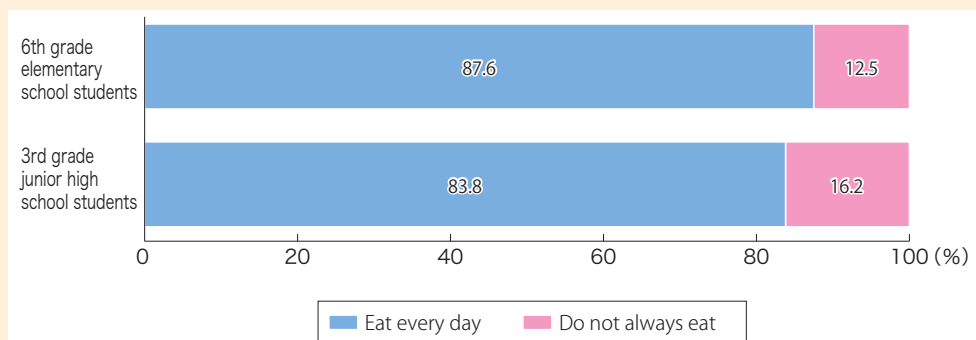
Shokuiku display booths
(Sumida City Gymnasium)

Chapter 2: Shokuiku Promotion at Home

1 Formation of children's basic lifestyle habits

- The percentage of students who skip breakfast was 12.5% for 6th grade elementary school students and 16.2% for 3rd grade junior high school students.
- Throughout society, MEXT is promoting initiatives aimed at developing lifestyle habits among everyone from children to adults. In FY2015, MEXT conducted an empirical study in seven local government areas across the country in partnership with families, schools, and communities, to promote efforts to develop self-reliant lifestyle habits among children, with a particular focus on junior and senior high school students.
- From FY2006, the “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” National Council has been making efforts to establish children’s basic lifestyle habits and to improve daily rhythms with the cooperation of various companies and a wide range of affiliate parties (286 organizations as of February 2016).

Percentage of elementary and junior high school students who do not always eat breakfast



Source: MEXT, National Assessment of Academic Ability (FY2015)

2 Nutrition education for expectant and nursing mothers and infants

- To encourage expectant and nursing mothers to maintain an appropriate dietary life during the gestation and lactation periods, MHLW has prepared “Japanese Food Guide Spinning Top for Pregnant and Lactating Women,” showing a desirable combination of foods and appropriate serving sizes, along with various other guidelines, which can be utilized at health checkups or in various other classes.
- “The Guidelines for Assistance in Lactation and Weaning” (March 2007) are being used to promote awareness, so that appropriate assistance can be given on lactating and weaning.
- “Healthy Parents and Children 21 (Second Phase)” was launched in April 2015 as a national campaign to solve 21st century problems in maternal and child health. Aiming to create “a society where every child grows up healthy,” the campaign will promote awareness through initiatives in collaboration with relevant organizations, including not only schools, but also private companies in the food and childcare support sectors.

3 Shokuiku promotion for children and youth and their parents

- The General Principles of Policy on Poverty among Children (approved by the Cabinet on August 29, 2014) prescribe “support for Shokuiku promotion” as one of the areas of support focused on the daily lives of children living in poverty.
- As well as providing children from single-parent households with a place where they can receive learning support and meals, the government will use a fund established with private sector contributions as part of the National Movement to Support Children’s Future – a collaborative project launched in 2015 that brings together national and local governments with private sector organizations – to support groups providing meals to children living in poverty. In the course of these endeavors, the government will further encourage private sector activities that take into account the perspective of Shokuiku.

Case Study

Making Together, Eating Together – A Model for Accessible Support Targeting Children

Tiida Children’s Cafeteria Management Committee

Based on an awareness of the need for accessible support that does not damage users’ sense of worth, Tiida Children’s Cafeteria (Urasoe City, Okinawa Prefecture) was launched as a cafeteria for children who either lack the opportunity to have meals other than school lunches or who tend to eat alone.

The key feature of this initiative is that local adults and children make the meals together. The menu is based on rice, miso soup, and pre-cooked dishes, offering children who visit the cafeteria the opportunity to learn about the ingredients, nutrition, and preparations for cooking a meal. It has become popular, as the children sometimes make Okinawa soba noodles – a local specialty – or naan bread or pizza from scratch and enjoy kneading the dough by hand. The aim of offering children the chance to try cooking is not only to give them dietary knowledge and experience, but also to increase their communication skills through teamwork and cooperation with others. In addition, the cafeteria organizes monthly events with a seasonal theme, helping to create lasting memories for the children.

The ingredients are gifted or funded by donations from local citizens and three food companies also provide support, so the cafeteria even has a stockpile of food at the moment.



Children and adults eat the dishes that they prepared together using vegetables kindly provided by local citizens.



Making the local specialty Okinawa soba noodles by hand. The children say that kneading the dough is fun.

Case Study

Promoting Environmentally Friendly Mealtime Independence among Children and Nurturing All Five Senses through Hands-on Cooking Workshops

Tokyo Gas Co., Ltd.

In 1992, concerned about a decline in children's dietary knowledge and the onset of lifestyle-related diseases at an increasingly early age, Tokyo Gas launched its Kids in the Kitchen cooking classes for elementary school students and children accompanied by their parents. In addition, since 1995, when growing public awareness of the environment began to emerge, Tokyo Gas launched its Eco-Cooking initiative, which used dietary habits as the jumping-off point for thinking about environmentally friendly lifestyles. Elements of this program have been incorporated into Kids in the Kitchen, offering an opportunity to think about energy and environmental problems.

In the Kids in the Kitchen workshops, experienced instructors teach children about well-balanced menus using seasonal ingredients, with the objective of giving them "the ability to live" through good diet, with a particular focus on environmentally friendly mealtime independence and nurturing all five senses. The recipes for each workshop effectively incorporate Eco-Cooking ideas, such as adjusting the heat of the stove to an appropriate level and putting lids on saucepans, as well as teaching children how to demonstrate consideration for the environment throughout the process of shopping for food, cooking it, eating it, and cleaning up afterwards.



Children wear expressions of intense concentration as they work together to prepare a dish.



An example of Eco-Cooking.

- (Left) Wipe any water off the bottom of the saucepan before placing it on the heat
- (Middle) Ensure that the flame does not extend beyond the bottom of the saucepan
- (Right) Put a lid on the saucepan when placing it on the heat

Eco-Cooking and Kids in the Kitchen are registered trademarks of Tokyo Gas.

Case Study

Shokuiku by sports dietitians for Parents/Guardians and Coaches of Junior Athletes

~ Hands-on Sports Nutrition Seminars for the Top Athletes of the Future ~

The Japan Dietetic Association

The Japan Dietetic Association organized Hands-on Sports Nutrition Seminars at which accredited JASA sports dietitians, who are experts in the field of sports nutrition, joined forces to provide advice to the parents/guardians and coaches of junior athletes with the potential to compete in the Olympic and Paralympic Games Tokyo 2020. After kicking off in Tokyo in FY2015, the seminars began to be held at various locations around the country in FY2016, with the goal of attracting the participation of 5,000 people over the next four years.

As junior athletes are still in a period of physical growth and development, maintaining a good balance of nutrition, exercise, and rest is vital, so it is necessary to gain appropriate knowledge to achieve this and incorporate that knowledge into daily life. Accordingly, the program for these seminars has been put together with the objective of providing basic knowledge about sports nutrition to promote the healthy physical growth and development of junior athletes and improve their competitive performance, as well as offering hands-on education that enables seminar participants to leverage that knowledge and put it into practice at home or in the training environment.

The Olympic and Paralympic Games Tokyo 2020 offer the ideal opportunity for children to gain first-hand experience of the joy and fun of sport, and to foster an interest in improving their competitive performance. The Japan Dietetic Association plans to continue holding these seminars, taking advantage of this opportunity to raise awareness of the importance of Shokuiku for children from the perspective of sports nutrition.



The "athlete's bento box" served for lunch



The 151 participants in the Tokyo seminar received completion certificates



Completion certificates

Chapter 3: Shokuiku Promotion in Schools, Nursery Schools, etc.

1 Improvement of Shokuiku system in schools

- In conducting Shokuiku in schools, it is vital that diet and nutrition teachers should play the central role in providing instruction, while working in partnership with all members of the teaching staff, who should share a common understanding of the topic. As such, it is necessary to promote the deployment of additional diet and nutrition teachers.
- Since FY2005, diet and nutrition teachers have been employed in public elementary schools and junior high schools, with a total of 5,356 such teachers nationwide (as of April 1, 2015).

2 Improvement of Shokuiku curriculum in schools

- Shokuiku in schools is carried out not only through school lunch programs, but also through each subject and the Period for Integrated Studies.
- Diet and nutrition teachers serve as the cornerstone of the promotion of Shokuiku in schools, achieving a highly synergistic effect from an educational perspective by ensuring that guidance concerning diet is integrated consistently with the management of school lunches.
- In March 2008, “promoting Shokuiku in schools” was clearly positioned in the Curriculum Guideline for both elementary and junior high schools.
- MEXT analyzed the impact of Shokuiku on a variety of aspects, including the improvement of academic ability and health of the children, promotion of the consumption of local produce and understanding of the dietary culture, in cooperation with universities, private companies, producers and organizations involved in Shokuiku. 35 schools were selected for the implementation of 30 “Super Shokuiku School” projects as model schools to implement pilot Shokuiku activities for the dissemination and utilization of the result of the analysis.

3 Improvement of school lunches

1 Provision for school lunches

- As of May 2014, school lunch was provided for around 9.6 million students at a total of 31,021 schools: 20,380 elementary schools (99.2 % of all elementary schools) and 9,210 junior high schools (87.9 % of all junior high schools).
- To improve measures by schools to address allergies to school lunches, MEXT prepared reference materials such as “The Guidelines on Measures against Allergy to School Lunch” and distributed them to boards of education and schools across the country in March 2015, as well as promoting initiatives targeting children with food allergies.

2 Use of local produces

- The average usage rate of local produces nationwide in FY2014 was 26.9% (by number of ingredients used). The usage rate of domestically produced ingredients was 77% (by number of ingredients used).
- MAFF sought to promote the development of a new system for the stable production of local produce and its supply for use in school lunches. Accordingly, it undertook surveys and deliberations, and supported initiatives focused on the development of new menus and processed foods and their inclusion in school lunches.

3 Spread of school lunch with rice

- The inclusion of rice in school lunches has an educational significance, as it enables children to learn desirable eating habits in relation to rice, which forms the basis of traditional dietary life in Japan, as well as inspiring a deeper interest in their native area through its local food culture.
- In FY2014, about 9.33 million students received rice for lunch, which is almost 100% of students who receive a full school lunch. Rice was provided in school lunches 3.4 times/week on average.

4 Shokuiku promotion in nursery schools

1 Shokuiku to support children's development by integrating protective care with education

- Nursery schools provide both protective care (survival and emotional stability) and education (health, human relations, environment, language, and expression) to support children's development. Shokuiku must also seek to strengthen children's minds and bodies from an early age as part of nursery care and education.

2 Support for parents through diet

- Children's diets should be determined not only at nursery schools but in cooperation with their parents. Nursery schools offer knowledge, experience and skills relating to children's diet during infancy as part of "childcare support."

3 Provision of meals to support children's growth and development

- Due to changes in the working patterns of parents and guardians in recent years, more and more children are spending longer periods of time at nursery schools, so the meals provided in nursery school play an important role in the physical and mental development of infants.
- Initiatives are being implemented that incorporate strategies for encouraging children to develop an interest in diet and in the ingredients used in meals, aiming to provide meals that ensure that children can see the faces of the people who prepare their meals and the people who produce the ingredients for those meals.



Baby food course for local parents

Case Study**Super Shokuiku School Project: *Get Healthy with Exercise and Food That's Good for You!*****~ Initiatives to Reduce the Prevalence of Children with a Tendency Toward Obesity ~**

Higashidori Elementary School, Higashidoori-mura, Aomori Prefecture

Improving lifestyle habits from childhood onwards is a pressing issue that must be tackled in order to create a prefecture with a healthy life expectancy, so initiatives are being implemented to reduce the prevalence of children with a tendency toward obesity.

[Main initiatives]**1 Guidance during school lunch**

- A nutrition management system has been used to set the target for the calorific value provided in school lunches at one-third of the estimated energy required by children (653kcal for 3rd and 4th grade students)
- Taking into account sodium levels (salt equivalent) and vegetable intake, menus emphasize Japanese cuisine and the meals provided use local ingredients

2 Diet and health classes

- Two hours of class activity are devoted to these classes, which are delivered in the form of systematic team teaching by a diet and nutrition teacher
- Awareness among families is also raised via an hour-long class on class observation days for parents, in collaboration with external instructors (public health nurses and other local personnel)

3 Promotion of exercise and measurement of weight

- In the 4th through 6th grades, children are weighed twice a month
- Daily physical activity (long-distance runs at school, suggesting that students help with various tasks), etc.



School lunch with an emphasis on Japanese cuisine

	Prevalence of Children with a Tendency Toward Obesity		Average Obesity Level	
	April	January	April	January
4th grade students	25.5	20.8	32.7	26.8
5th grade students	31.7	19.5	34.3	29.4
6th grade students	28.6	22.4	49.8	40.0

*As a result of this initiative, the prevalence of children with a tendency toward obesity and average obesity levels fell.

Chapter 4: Shokuiku Promotion in the Community

1 Practice of the well-balanced “Japanese dietary pattern”

- The “Japanese dietary pattern,” which consists of rice-based meals including dishes prepared from various types of foodstuffs such as fish, meat, milk and dairy products, vegetables, seaweeds, pulses, fruits and tea, is a healthy diet with an excellent nutritional balance.
- MAFF provides support for model Shokuiku activities in partnership with relevant stakeholders, which are aimed at promoting the practice of the “Japanese dietary pattern” and offer a menu of Shokuiku options tailored to the various attributes and needs of consumers.



Typical rice-based Japanese dietary pattern utilizing ready-made meals

2 Utilization of “A Guide to Shokuiku”, etc.

- The publication “A Guide to Shokuiku” encourages people to take the first step in making concrete efforts to undertake Shokuiku; MAFF has published this guide on its website and promotes awareness of it.
- The “Japanese Food Guide Spinning Top,” which uses easily understood illustrations to show desirable combinations of food groups and their approximate quantities, was formulated in 2005 by the MHLW and MAFF. It is used as a teaching material in health promotion projects undertaken by public health centers, to promote awareness and use of the guide. Information is also provided at Shokuiku-related events organized by Regional Agricultural Administration Offices and the like.



A Guide to Shokuiku (excerpt)



Japanese Food Guide Spinning Top

3 Development and utilization of human resources with high expertise

- A training course for dietitians and nutritionists was established, and 19,090 people were certified as nutritionists in FY2014 (cumulative issues, 1,023,005), and 10,822 people were certified as dietitians in December 2015 (cumulative issues, 205,267).
- The Japan Dietetic Association has approximately 50,000 dietitians, who are engaged in Shokuiku activities for everyone, from infants to the elderly. As well as preparing health promotion pamphlets, the Association's activities include nutrition and diet counseling programs in partnership with prefectural dietetic associations, courses for the staff of child welfare facilities, and further increasing the number of Nutrition Care Stations (which have been established in all prefectures) and enhancing their functions.



Health promotion pamphlets

- The Cooking Technology and Skill Center holds “a Shokuiku promoter certification course for expert chefs and licensed cooks” to train chefs, who can become Shokuiku leaders in the community.
- The Japan Association of Training Colleges for Cooks holds “a Shokuiku class” and “a parents’ and children’s cooking class” for neighboring people, lectures about the importance of a healthy dietary life, and teaches people the pleasure of eating together.
- The Japan Association of Chinese Cuisine offers a delivery program by specialized chefs for elementary and other schools, and cooperates in hands-on activities and events given by municipalities to promote local Shokuiku efforts.



Shokuiku class

4 Activities for promoting healthy lifestyles and for the prevention and treatment of lifestyle-related diseases

- Comprehensive support has been provided for activities aimed at promoting measures to improve people's health, thereby contributing to the effective implementation of "Health Japan 21 (the second term)," which was launched in FY2013. These include publishing measures proven to be effective in preventing the development and aggravation of lifestyle diseases in local communities and places of work on the Smart Life Project website.
- In the area of vegetable intake, average adult consumption of vegetables per day is 292.3g, below the 350g daily target for all ages, with intake lowest among those in their 20s, so the FY2015 diet improvement campaign focused on increasing vegetable intake, which is one of the targets in Health Japan 21 (the second term).

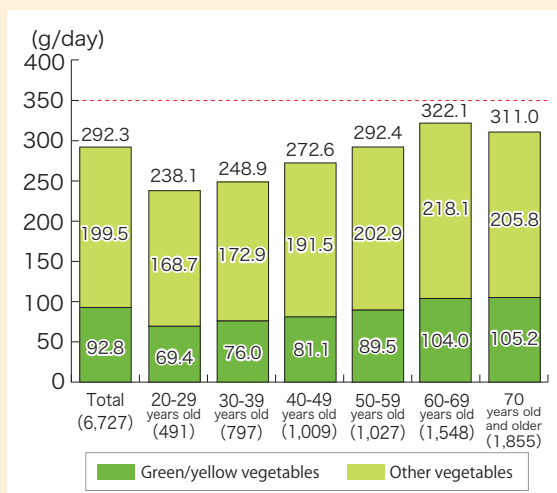


"Plus One Vegetable Dish Everyday" promotion tool

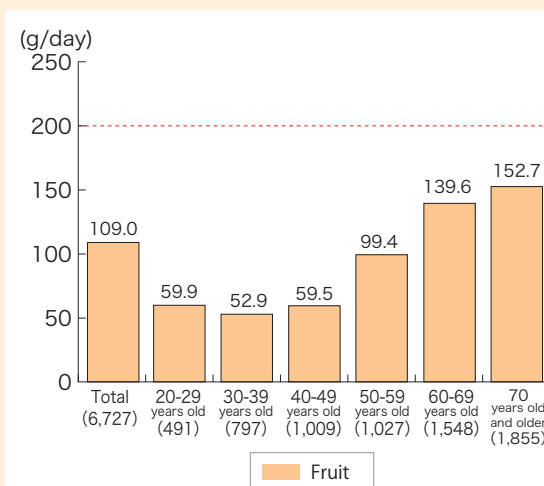
As part of the campaign, a tool has been put together for encouraging people to add an extra serving of vegetables each day ("Plus One Vegetable Dish Every Day!") and information is provided about vegetable consumption among Japanese people.

- Regarding fruit intake, average adult consumption of fruit per day is 109.0g, below the 200g recommended daily target, with intake lowest among the 20s to 40s age group. Accordingly, a multifaceted array of initiatives is being implemented to promote understanding from a scientific viewpoint that people should incorporate an adequate amount of fruit into their diet every day. Specifically, in partnership with producer groups, the "200 Grams of Fruit Every Day" campaign is promoting consumption of fruit at home and in school lunches, increasing awareness of the health benefits and functions of fruit, undertaking outreach among working members of society (companies), and offering on-demand classes for elementary school students, to promote fruit consumption in an effort to establish it as a lifelong dietary habit.

Average Vegetable Intake
(age 20 and above, by age group)



Average Fruit Intake
(age 20 and above, by age group)



Source: MHLW, National Health and Nutrition Survey (2014)

5 Shokuiku promotion in the dental health field

- As part of the “8020 Campaign / Oral Health Promotion Project,” prefectures have been implementing “8020 Campaign” initiatives tailored to local circumstances. As part of this, they have been using hard foods to teach the importance of chewing and offering courses for dentists, dietitians, and other health professionals concerning dental and oral health promotion to support good diet.

6 Shokuiku promotion by food-related businesses

- Food-related businesses such as the food manufacturing, retailing and catering industry have been working on various Shokuiku initiatives, including hosting visits to factories/shops; manufacturing, cooking, and agricultural, forestry, and fishery experiences; in-store Shokuiku classes; on-demand classes; and providing information about diet.
- MAFF has been providing support for systematic model Shokuiku initiatives undertaken by 18 organizations nationwide in partnership with relevant stakeholders, offering a menu of Shokuiku options tailored to the attributes and needs of consumers’ diverse lifestyles.

7 Shokuiku promotion by volunteers

- Volunteers have been helping with the dissemination and enlightenment of Shokuiku and have been supporting dietary life improvement promoters’ activities by showing practical ways for Shokuiku improvement, and by hosting a Shokuiku leaders’ training course, and workshops for people in the community.
- Dietary Life Improvement Promoters play the main role in Shokuiku promotion activities in each region of Japan, undertaking health promotion activities around 3.08 million times and reaching 17.04 million people over the course of FY2014.

Case Study

Enhancing the Dietary Environment to Promote Healthy Eating – Healthy Bento Promotion Project

Nagano Prefecture

Nagano Prefecture is promoting the Shinshu ACE Project as a prefecture-wide health promotion program that aims to achieve the longest (ACE) healthy life expectancy in the world by encouraging each and every citizen to focus on three key tasks in preventing lifestyle-related diseases: Action (taking exercise), Check (undergoing health examinations), and Eat (eating healthily). In the “Health Promotion and Shokuiku” field, which is one of the key fields in the prefecture’s Shokuiku Promotion Plan, initiatives are being promoted in conjunction with the “Eat (eating healthily)” element of this project, aimed at addressing health and dietary challenges faced by citizens of the prefecture by giving people the option of choosing healthy, low-salt meals with plenty of vegetables, even when eating out or buying ready-made meals.

In the case of ready-made meals, the prefecture is striving to raise awareness of healthy eating among citizens of the prefecture by promoting efforts to reduce salt intake and increase consumption of vegetables. To this end, it has worked in partnership with convenience stores – which are used by people of all ages – to develop “Healthy Bento (ACE Bento)” that meet certain criteria.

As well as the “Shinshu ACE Bento,” which is only available in Nagano Prefecture and was developed as a joint venture between the prefectural government and a leading convenience store, a number of other healthy bento options have been launched by Nagano Prefecture supermarkets and catering companies, so such bento are becoming prevalent throughout the prefecture.

Criteria for Accreditation as a Healthy Bento

- Includes a staple food, main dish, and side dish
- Has an energy rating of at least 500kcal, but less than 700kcal
- Contains at least 140g of vegetables (including mushrooms)
- Contains less than 3g of salt equivalent
- Bears a label showing nutritional information
- Uses ingredients produced in Nagano Prefecture, wherever possible



Campaign logo



“Shinshu ACE Bento” produced in partnership with a convenience store

Case Study

“Forging Bonds between People, Products, and Hearts through Diet” ～ Supermarket Initiatives to Support the Diet of Prefectural Citizens ～

Marui Co., Ltd. (Okayama Prefecture)

In partnership with a wide range of groups, including local producers, companies, schools, and local government bodies, Marui Co., Ltd. uses its position as a supermarket supporting the everyday diet of local citizens to provide dietary information and hands-on activities.

On Shokuiku Day, which takes place on the 19th of each month, its stores offer suggestions for dishes that use seasonal ingredients, as well as organizing regular cooking classes. It also works with food producers; for example, in partnership with a vinegar producer, it offered suggestions for low-salt dishes that use vinegar to enhance flavor instead.

Its collaborative initiatives with schools include introducing “local production for local consumption” recipes devised in partnership with local high schools and selling boxed lunches developed in partnership with local universities.

This supermarket, which is such a central presence in the lives of local citizens, is thus promoting sustained and evolving Shokuiku activities while positioning itself as a hub that links local citizens with a diverse array of groups, including producers, companies, schools, and local government bodies, as well as skillfully ensuring that these activities work in harmony with its business activities as a commercial enterprise.



Hands-on experience of agriculture enabling consumers to meet producers



Cooking class held in the eat-in section of a store

[Winner of the Food Safety and Consumer Affairs Bureau Director-General’s Prize (Enterprise Category) at the Third Food, Agriculture, Forestry and Fishery Industry Awards for Excellence in Shokuiku Activities]

Chapter 5: Promoting Exchange between Producers and Consumers, and a Revitalization of Agriculture, Forestry and Fishery in Harmony with the Environment

1 Promoting exchange between urban residents and agricultural/forestry/fishery workers through symbiosis and interactions

- Since FY 2008, the Ministry of Internal Affairs and Communications, MEXT, and MAFF have been working on “a city and village children’s exchange project” (children’s long-term stay in villages), and have promoted exchanges between urban and rural areas through children’s agricultural/forestry/fishery work and through nature experience activities, including Shokuiku.
- Since FY2013, MAFF has used the Grant for Comprehensive Urban-Rural Symbiosis Measures to support initiatives such as the collection, processing and sale of agricultural produce grown by market gardeners in combination with the supply/delivery of this produce, both within the same region and in other areas.



Harvesting vegetables

2 Agricultural/forestry/fishery workers’ activity to provide work experience

- Educational Farms and other first-hand experiences of agriculture, forestry and fisheries under the direct instruction of those whose daily work brings them into contact with nature is expected to increase people’s interest and understanding of local agriculture, forestry and fisheries industries, make them realize the blessings of nature, respect those engaged in those industries, understand the multiple functions of agriculture and practice healthy dietary habits. Increasing understanding of agriculture, forestry and fisheries is crucial, so MAFF is promoting the widespread popularization of initiatives focused on hands-on experience of these industries by distributing guides to the operation of such initiatives, teaching materials linked to the content of school textbooks, and manuals for companies seeking to introduce such initiatives.

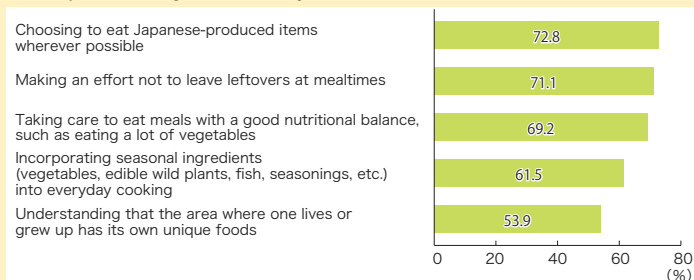
Special Feature

Experiences of the Agriculture, Forestry and Fishery Industries and Attitude to Diet

According to a MAFF survey, most people who have participated in farm work or other hands-on activities at an Educational Farm report changes triggered by their experience, such as increased opportunities or awareness in relation to such behavior as “Choosing to eat Japanese-produced items wherever possible” and “Making an effort not to leave leftovers at mealtimes.” Thus, there appears to be a relationship between hands-on experiences of agriculture, forestry and fisheries and attitude to diet.

MAFF produced an educational pamphlet entitled “Let’s Go and See Where Our Food Comes from!” aimed at encouraging more people to gain a deeper understanding of diet through experiences of agriculture, forestry and fisheries. Designed for parents and children to enjoy reading together, it showcases not only the agriculture, forestry and fisheries industries, but also food factories and markets, providing ideas for hands-on experiences and tours at every stage, from production through processing and distribution.

Issues of which respondents gained a stronger awareness as a result of having participated in hands-on experiences of agriculture, forestry and fisheries



Source: MAFF survey

- Notes: 1) Questionnaire conducted among 636 people who had participated in hands-on experiences at an Educational Farm (published in March 2015)
2) Shows only the top five answers from the survey results



Pamphlet: “Let’s Go and See Where Our Food Comes from!”

3 Promotion of “local production for local consumption”

- 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.



One of the winning meals in the Local Production for Local Consumption School Lunch Menu Contest



Illustration of a recycling business plan

Case Study

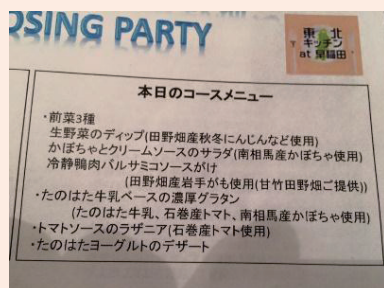
Diet-related Event Organized by Students on the Theme of Post-disaster Reconstruction, Using Agricultural Produce from Disaster-afflicted Areas

Waseda University

In partnership with the National Mutual Insurance Federation of Agricultural Cooperatives (Zenkyoren), the Hirayama Ikuo Volunteer Center, an affiliated organization of Waseda University, launched the endowed course “Examining the Future of Tohoku through the Prism of Agriculture” in April 2012, the year after the Great East Japan Earthquake. Students on this course actually go to disaster-afflicted areas of Iwate, Miyagi, and Fukushima prefectures, on the northeastern coast of Japan, where, with the cooperation of local producers, they gain first-hand experience of agriculture and learn about the importance of “*kizuna* (bonds)” and “mutual aid” through exposure to post-disaster reconstruction and rural communities, with the aim of collaborating with local people in examining the various issues faced in these areas.

In FY2015, the fourth year of this initiative, a course entitled “Resilience of TOHOKU Region, Local Regeneration from Agriculture” was launched. In addition, as part of this class, students organized the month-long “Tohoku Kitchen at Waseda” event, which used food as the starting point for encouraging others to support reconstruction. Ahead of the event, the students researched the local specialties of each area, based on fieldwork conducted in Fukushima (Iwaki City) and coastal areas of the Tohoku region and proposed dishes using agricultural produce from the affected areas to seven restaurants near the university. These restaurants then actually put those dishes on their menu for a limited period, which varied between a few days and a month. The main event for “Tohoku Kitchen at Waseda” was held on November 17, when the students organized a buffet featuring agricultural produce from the disaster-afflicted areas, as well as showing video footage from the areas where the produce was grown and telling stories about the links between the produce and the disaster-afflicted areas.

The increase in students’ awareness of diet and consumption habits following this course was not a transient phenomenon: some students who had taken part in the survey returned to Tohoku to visit the producers whom they had met previously, while others planned and organized their own food events to support the region. Thus, the course has had an impact that far exceeded even the expectations of the lecturer who taught it. The participating restaurants also provided positive feedback about the menus featuring agricultural produce from the disaster-afflicted areas. There are plans to continue and expand the “Tohoku Kitchen at Waseda” event in the future.



“Tohoku Kitchen at Waseda: A Taste of Tanohata” was held between November 23-27, featuring farm-fresh ingredients from the village of Tanohata

4 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.



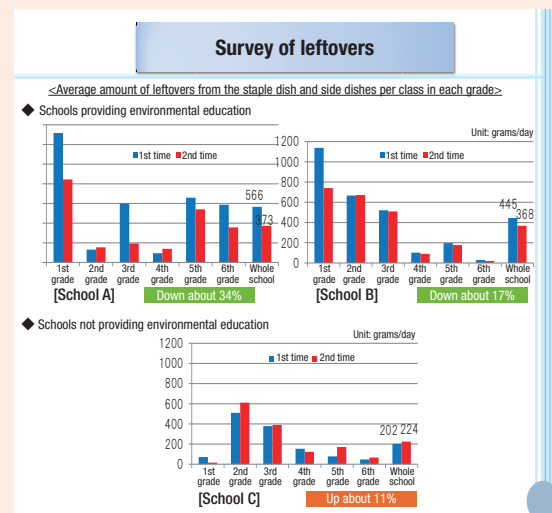
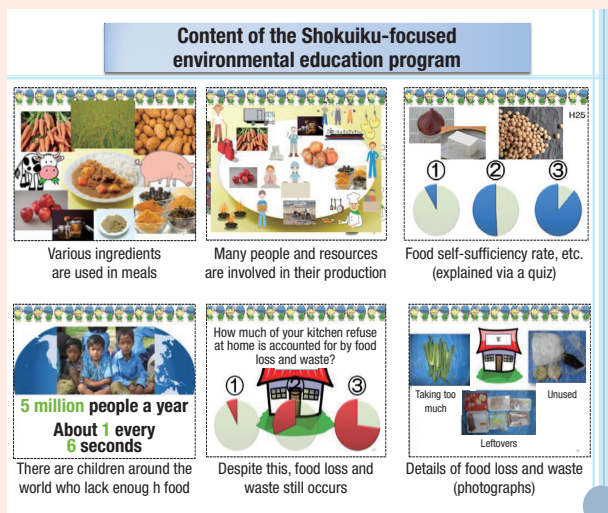
From left: coaster, pocket tissues, and leaflet explaining the 30-10 Movement.
It has spread to other local governments because it is easy to implement.

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.



Chapter 6: Activities for the Inheritance of a Food Culture

1 Volunteers' activities

- Volunteers, esteeming local dishes and traditional food culture, have been working on the inheritance of food culture to hand down to the next generation.

2 Activities for school lunch, events and symposiums

- Using the school lunch menu to pass on food culture with roots in the local area, such as local cuisine and food associated with special events, is an effective way of providing children with a deeper understanding of the nature, culture, and industry of their local area. School lunches that incorporate local cuisine and food associated with special events are provided in each region.
- The 30th National Cultural Festival, Kagoshima 2015, which was held in Kagoshima Prefecture between October 31 and November 15, 2015, featured various food-related events at locations throughout the prefecture, including events focusing on local food culture.

3 Activities by expert chefs

- All Japan Chefs Association makes efforts to promote Shokuiku through cooking workshops for children and parents at nursery schools, kindergartens, and elementary schools, as well as for other events. It also promotes Shokuiku in a variety of other ways, such as co-organizing courses in partnership with groups seeking to promote Japanese cuisine.
- Nihon Chourishikai (another national association of Japanese chefs) held “The 6th Bento-with-love for Children National Contest” to develop children's palates by means of home-made bento that use local produce. It also seeks to pass on time-honored traditional Japanese dishes to the next generation and propagate the concept of “local production for local consumption” among a wider audience.



A cookery demonstration

4 Dissemination of information

- In addition to holding the Japan National Children's Regional Cuisine Summit, MAFF prepared and distributed guidebooks that explain Japanese dietary culture to promote understanding of Japanese food culture.
- The “Food Action Nippon Awards,” which honor outstanding efforts made for the purpose of increasing consumption of domestically produced agricultural, forestry, and fisheries produce, recognized efforts to protect and continue regional dietary cultural traditions and promote regional development through food culture.

Case Study

Initiatives by Dietary Life Improvement Promoters to Pass on Food Culture to the Next Generation

Nihon Shokuseikatsu Kyokai (Japanese Dietary Life Promotion Society)

(1) Local Cuisine Cooking Classes (Shizuoka Prefecture Branch)

These classes gave pre-school children and their parents/guardians, and elementary and junior high school students a hands-on lesson in how to make dashi (the basic stock used in Japanese cuisine) and the differences between the various types of dashi. The classes helped to promote awareness among a wider audience of the fact that making dashi properly from scratch helps to reduce salt intake, leading to a healthier diet.



Local cuisine cooking class

(2) High School On-demand Local Cuisine Workshop (Gifu Prefecture Mizunami City Branch)

Every year, at the request of the home economics teacher at the city's prefectural high school, a Dietary Life Improvement Promoter goes to teach the students about local cuisine. This year, the students tried their hand at making *hakozushi* (box-pressed sushi) and a Japanese sweet called "Karasumi," ensuring that local cuisine was passed on to the next generation.

As salt intake is high in the area, Mizunami City is seeking to limit the salt content of local cuisine and is working with high school students to consider measures in this area, to ensure that these efforts continue into the future.



Learning to make a Japanese sweet called "Karasumi"

(3) Toyama Prefecture: Full of Great Food (Toyama Prefecture Branch)

Toyama Prefecture is surrounded by mountains and sea in all four directions, so it is blessed with a lot of tasty food from both land and sea. In this initiative, family members spanning three generations gather at the local community center for an introduction to meals for prolonging life expectancy and other healthy meals, as well as participating in practical exercises that promote communication.



Local cuisine from Toyama Prefecture

(4) Hand-filleting Sardines at a Parent- and-Child Shokuiku Class (Aichi Prefecture Branch)

In this practical exercise at a Shokuiku class for parents and children, participants used local ingredients to make simple and tasty dishes that go well with both rice- and bread-based meals. The children tried hand-filleting sardines. While some of the children said, "Yuck!" as they gingerly picked up the fish, the sardines were a big hit once the children actually ate them. One child commented, "The bones are crunchy, so it's really tasty."



Hand-filleting sardines

Spotlight

Promoting Japan's Agriculture, Forestry and Fishery Industries and Food Culture to a Global Audience at the 2015 Milan Universal Exposition

The 184-day-long 2015 Milan Universal Exposition (Expo 2015), which opened on May 1, 2015, marked the first time that food had been a theme at a universal exposition. Japan participated in Expo 2015, seeing it as a key opportunity to promote our nation's agriculture, forestry and fishery industries and food culture to a global audience.

In the Japan Pavilion, the latest technology was used to provide visitors with an enjoyable experience of Japanese agriculture, food and food culture, and traditional culture, thereby deepening their understanding of Japan's agriculture, forestry and fishery industries and food culture.

At the Event Plaza, 58 local governments and various other bodies showcased food culture and local specialties from each area. Students from Mie Prefectural Ohka High School gave a demonstration of how to clean and dress fish and make dashi. In addition, the city of Obama in Fukui Prefecture set up a "Kids' Kitchen," where Italian children could try their hand at making miso soup and rice balls, which helped to promote Japan's Shokuiku initiatives to a global audience.



There was always a long line outside the Japan Pavilion



Students from Mie Prefectural Ohka High School demonstrate how to make *nigirizushi* (hand-pressed sushi)



Obama City's Kids' Kitchen

Special Feature Event to Mark *Washoku* Day (November 24)

In December 2013, "*Washoku*, traditional dietary cultures of the Japanese" was inscribed on UNESCO's Intangible Cultural Heritage list, so it is vital to foster a national movement aimed at passing on Japanese dietary culture to the next generation.

As such, November 24 has been selected as "*Washoku* Day," with a variety of events taking place to mark the occasion. The choice of date was inspired by (1) the desire to provide an opportunity to highlight anew the importance of Japanese dietary culture during autumn, when so many delicious foods are in season, and (2) the fact that the numerical version of the date is, in Japanese, homophonous with the phrase "good Japanese food." On November 24, 2015, *Washoku* Japan, an organization that strives to protect and propagate Japanese food culture, held "Savoring Japanese Cuisine through Dashi." In this event, in which around 2,000 elementary schools nationwide took part, children were provided with a school lunch showcasing Japanese cuisine, with an emphasis on dashi stock, which is a key element in a multitude of Japanese dishes. Minister of Agriculture, Forestry and Fisheries Hiroshi Moriyama visited Chuo Municipal Taimei Elementary School in Tokyo, where he ate school lunch with the children and talked to them about the importance of Japanese food culture.



The Minister of Agriculture, Forestry and Fisheries and schoolchildren say "*Itadakimasu* (Let's eat)"

Chapter 7: Provision of Information on Food Safety and other matters

1 Improvement of risk communication

- As one of the efforts on risk communication concerning food safety, etc., the Consumer Affairs Agency, Food Safety Commission of Japan, MHLW, and MAFF held public meetings with consumers and other stakeholders.
- In FY2015, public meetings were held in partnership with relevant ministries and agencies and local governments, etc. Focusing on such themes as “Radioactive Material in Food,” “Pesticides,” “Preventing Food Poisoning,” and “Health Foods,” the aim of these meetings was to ensure that consumers were equipped with a proper understanding of the issues and could act accordingly.

2 Information provision on food safety

- Information about food safety is provided in the form of easy-to-understand explanations on the websites of relevant ministries and agencies, as well as in quarterly magazines and e-mail newsletters, and on social media. In addition, the “Comprehensive Information System for Food Safety” website publishes national and international data concerning food safety.

3 Promoting proper food labelling

- A new food labelling system based on the Food Labelling Act (Act No. 70 of 2013) took effect on April 1, 2015. Efforts have been made to promote the knowledge of the new food labelling system among both consumers and business operators.
- In addition, deliberations are progressing regarding matters positioned as issues for consideration in the Basic Plan for Consumers (approved by the Cabinet on March 24, 2015), taking into account developments as they arise, and expert committees are currently examining individual issues, such as the labelling of food sold online and the labelling of place of origin of ingredients in processed foods.

Chapter 8: Research and Study, and the Promotion of Other Policies

1 Conduct of research and study

- The “Dietary Reference Intakes for Japanese” are revised every five years. In the “Dietary Reference Intakes for Japanese (2015),” the dietary reference intakes for sodium (salt equivalent) for both males and females have been set lower than in the 2010 edition, with the object of combating lifestyle-related diseases by preventing high blood pressure.
- The “Standard Tables of Food Composition in Japan -2015- (Seventh Revised Version)” were published in December 2015. As well as augmenting the range of foods listed for the first time in 15 years, a new table was created for carbohydrate components.

2 Situation of overseas Shokuiku and the promotion of international exchange

- The National Institute of Biomedical Innovation, Health and Nutrition invited young researchers from Asian countries to conduct joint research, especially with foreign researchers, who are highly interested in Shokuiku, and who have been performing joint research and publishing their techniques and achievements.
- The Ministry of Foreign Affairs distributes “niponica,” a magazine introducing modern Japan to the entire world through Japanese diplomatic missions overseas. “Japan Video Topics,” a film introducing Japanese topics including food culture, is also shown or lent out at Japanese diplomatic missions and broadcast from foreign TV stations.
- To promote public-private initiatives aimed at rolling out nutritional improvements overseas, the Study Team on International Deployment of Nutrition Improvement Programs was established under the Headquarters for Healthcare Policy in March 2015. In addition, to facilitate the establishment of the Nutrition Japan Public Private Platform, the Nutrition Japan Public Private Support Platform Preparatory Group was established in October 2015.