



Current Dietary Situation in Japan and Promotion of Shokuiku (Food and Nutrition Education)

July 2023

The Ministry of Agriculture, Forestry and Fisheries (MAFF)

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1. Basic frameworks for Measures to Promote Shokuiku

○ Basic Act on Shokuiku (Food and Nutrition Education) (Act No. 63 of 2005)

- This Act was promulgated in June 2005 and enforced in July of the same year. Its purposes are to promote shokuiku in a comprehensive and strategic manner, and to contribute to bringing about a healthy and cultural life for citizens and a rich and vibrant society for the present and in the future.
- It is required that shokuiku be certainly positioned as the basis of life and be fundamental to intellectual education, moral education, and physical education. It aims to foster people who can put into practice healthy eating habits by providing them various experience opportunities where they can acquire knowledge about “food and nutrition” and the ability to choose appropriate “food and nutrition” as to what they eat.
- In promoting shokuiku, it is important that each and every citizen has the opportunity to raise their awareness once again about “food and nutrition” and acquire the ability to make appropriate decisions on “food and nutrition” based on reliable information, which will allow them to adopt healthy dietary habits that will promote their physical and mental health. It is also necessary that shokuiku programs help citizens deepen their gratitude and understanding of the fact that their diet is founded on the blessings of nature and supported by various activities engaged by people involved in “food and nutrition.”

○ Basic Plan for the Promotion of Shokuiku

- In March of 2021, the Council for the Promotion of Shokuiku adopted the “Fourth Basic Plan for the Promotion of Shokuiku,” which covers approximately 5 years from FY2021 to FY2025 and stipulates new priority items to be addressed in the promotion of shokuiku.
- The Fourth Basic Plan stipulates the following three priority items in light of the situation surrounding shokuiku, including the health of citizens, changes in the food environment, and the digitalization of society.
 - (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

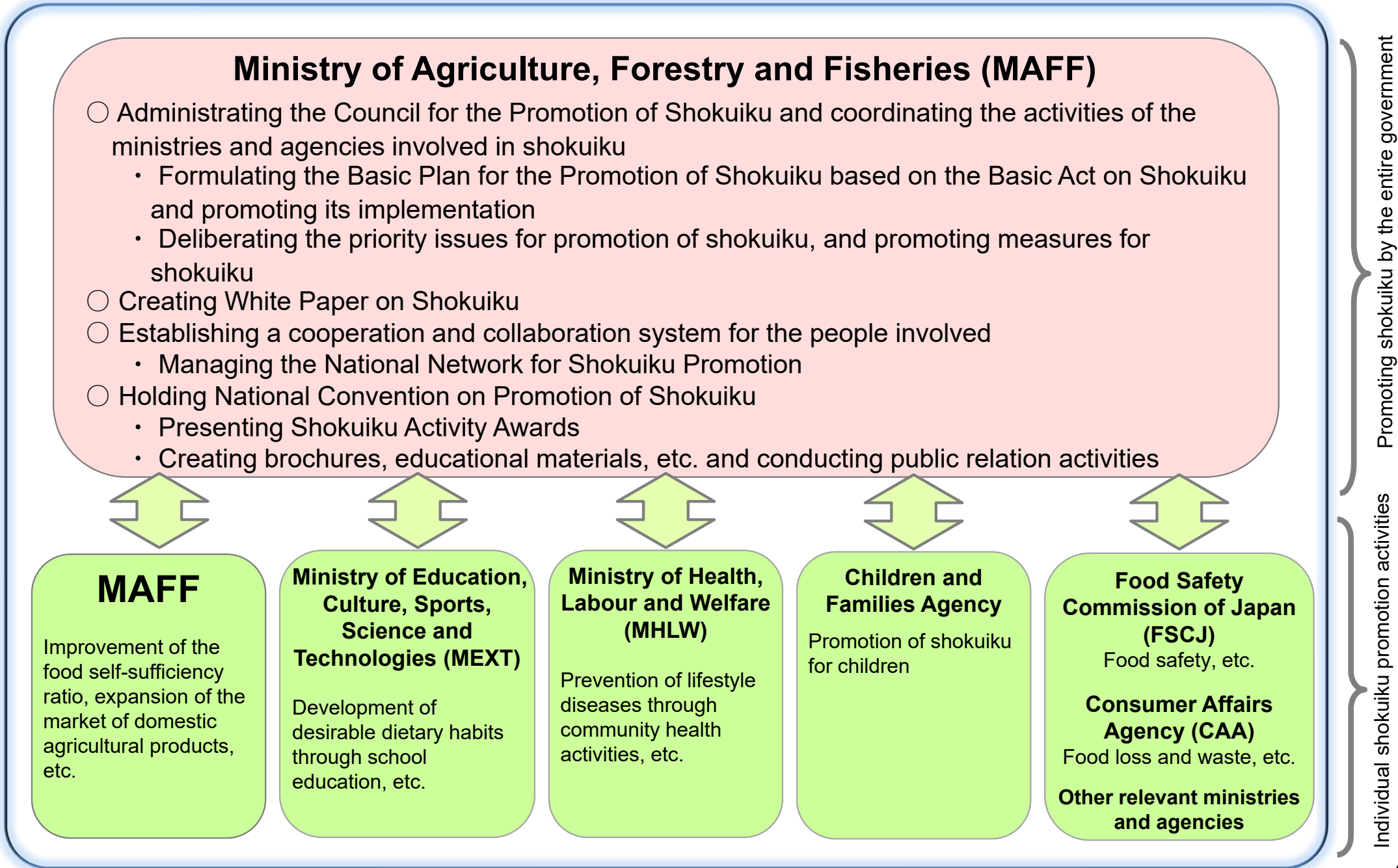
2. Schemes for Promoting Shokuiku (1) Entire Structure

- In order to roll out shokuiku as a national campaign, Japan promotes close cooperation and collaboration among various community-level stakeholders, including schools, day care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses and volunteers, in addition to the national and local governments' efforts.

Helping Citizens to Develop a Healthy Body and Mind and Cultivate Humanity



2. Schemes for Promoting Shokuiku (2) Shokuiku Promotion System of the Government



3. Fourth Basic Plan for the Promotion of Shokuiku

Basic Act on Shokuiku (Food and Nutrition Education)
(Act No. 63 of 2005 (Bill of the House of Representatives))

Purpose: To promote measures for shokuiku in a comprehensive and systematic manner, and thereby contribute to bringing about a healthy and cultural life for citizens and a rich and vibrant society for the present and in the future.

Council for the Promotion of Shokuiku
(Article 26 of the Basic Act on Shokuiku)

Chairperson: Minister of Agriculture, Forestry and Fisheries
Members: Minister of State concerned
Experts from the private sector

Shokuiku Promotion Review Committee
(Decision of the Chairperson of the Council for the Promotion of Shokuiku)

Members: Experts from the private sector who are members of the Council for the Promotion of Shokuiku

Basic Plan for the Promotion of Shokuiku
(Article 16 of the Basic Act on Shokuiku)

This Plan sets out basic matters necessary for comprehensively and systematically implementing measures for the promotion of shokuiku

<Current situation and issues surrounding food>

- Aging and declining populations among agricultural, forestry, and fishery workers and rural communities
- Manifestation of global climate change impacts
- Food loss (estimated): Approximately 5.22 million tons (FY2020)
- Response to the “new normal” brought by COVID-19
- Digitization of society
- Commitment to the Sustainable Development Goals (SDGs)

The Fourth Basic Plan for the Promotion of Shokuiku (FY2021 to FY2025)
Decision of the Council for the Promotion of Shokuiku of March 31, 2021

Introduction

No. 1 Basic Policies on Measures to Promote Shokuiku

- Comprehensive promotion through mutual cooperation and collaboration among various stakeholders based on the concept of SDGs

1. **Priority Items**

<Priority Items>
Promotion of shokuiku supporting lifetime physical and mental health

Perspective on health of citizens

<Priority Items>
Promotion of shokuiku supporting sustainable food and nutrition

Perspectives on society, environment, and culture

<Crosscutting priority items>
Promotion of shokuiku in response to the new normal and digitalization

- Comprehensive promotion of these in mutual collaboration from the perspective of SDGs

Crosscutting perspective

2. Basic Policies

No. 2 Matters Related to the Goals for the Promotion of Shokuiku

1. Concepts and Ideas Underlying the Goals 2. **Goals** for the Promotion of Shokuiku **(16 Goals and 24 Targets)**

No. 3 Items or the Comprehensive Promotion of Shokuiku **Specific measures**

1. Promotion of shokuiku at home:

- Formation of basic lifestyle habits in children
- Promotion of shokuiku by utilizing time spent at home

2. Promotion of shokuiku in schools and day care centers for children:

- Promotion of further placement of nutrition educators
- Cooperation and collaboration to promote the use of local products for school lunches

3. Promotion of shokuiku in local communities:

- Promotion of shokuiku that leads to extension of healthy life expectancy
- Promotion of kyoshoku in local communities
- Promotion of practice of a Japanese-style dietary habits
- Promotion of shokuiku for children in poverty, etc.

4. Expansion of the campaign promoting shokuiku: Shokuiku activity awards, utilization of the National Network for Shokuiku Promotion, and accommodating digitization

5. Promotion of exchanges between producers and consumers, invigoration of environmentally friendly agriculture, forestry, and fisheries, etc.:

- Promotion of agriculture, forestry, or fishery experience and local production for local consumption
- Promotion of environmentally friendly consumption leading to sustainable food and nutrition
- Development of a national campaign aiming to reduce food loss

6. Support for activities to pass down food culture, etc.:

- Promotion of shokuiku that leads to the inheritance of diverse local food cultures, including the development of core human resources, the creation of a database of local cuisine, and the dissemination of information in Japan and overseas
- Promotion of initiatives to learn about the history of local cuisine, its connections, and its ingredients even during school lunches

7. Promotion of research, study, provision of Information and international exchange on food safety, nutrition, and other dietary habits:

- Provision of information on food safety and nutrition
- Promotion of food labelling comprehension

No. 4 Matters Necessary for Comprehensively and Strategically Promoting Measures for Promoting Shokuiku

4

I. Frameworks and Schemes for Promoting Shokuiku — 3. The Fourth Basic Plan for the Promotion of Shokuiku

Basic Policies (Priority Items) of the Fourth Basic Plan for the Promotion of Shokuiku and Major Relevant Initiatives

<Priority Items>

Perspective on health of citizens

Promotion of shokuiku supporting lifetime physical and mental health

<Major Relevant Initiatives>

- (Formation of basic lifestyle habits of children)
- Promoting public awareness through a national campaign of “early to bed, early to rise breakfast,” etc.
- (Promotion of shokuiku in schools, day care centers, etc.)
- Promoting systematic and continuous shokuiku in collaboration with stakeholders centering on nutrition educators and registered dietitians
- (Promotion of shokuiku that leads to the extension of healthy life expectancy)
- Promotion of “Healthy Japan 21 (second stage)” and “Smart Life Project,” etc., and promotion of shokuiku that leads to healthy eating habits
 - Promoting an increase in consumption of vegetables and fruits through activities such as the “200 Grams of Fruits Every Day Campaign” and support for their production and distribution.
 - Cooperation between industry, academia, and government to promote the creation of a food environment that allows citizens to be naturally healthy, including awareness-raising for generations who are indifferent to shokuiku and appropriate methods to provide information.
 - Promoting private-sector-led initiatives such as “nutrition care stations” as well as activities of diet improvement promoters and shokuiku volunteers, etc.
- (Promotion of shokuiku for children in poverty, etc.)
- Support for ensuring the dietary and nutritional status of children and promoting shokuiku in cooperation with food banks, etc. based on the “General Principles of Policy on Poverty among Children”
 - Supporting NPOs, including children’s cafeterias, that provide meals to children living in poverty through the “National Campaign to Support Children’s Future”
 - Supporting meal delivery services for children, etc. to deliver food to economically challenged families



I. Frameworks and Schemes for Promoting Shokuiku — 3. The Fourth Basic Plan for the Promotion of Shokuiku

Basic Policies (Priority Items) of the Fourth Basic Plan for the Promotion of Shokuiku and Major Relevant Initiatives

<Priority Items> Perspectives on society, environment, and culture

Promotion of shokuiku supporting sustainable food and nutrition

<Major Relevant Initiatives>

[Harmony between food and the environment: Wa (the circle) of the environment]

- The “Strategy MIDORI” was formulated to realize both productivity improvement and sustainability of Japan’s food, agriculture, forestry, and fisheries industries through innovation (adopted by the MIDORI Sustainable Food Systems Strategy Division on May 12, 2021)
- Promoting public awareness to increase citizens’ understanding and interest in sustainable agricultural production, including organic farming, and sustainable fishery resource management
- Promotion of food loss reduction as a national campaign based on the Act on Promotion of Food Loss and Waste Reduction

[Deepening connections with the diverse entities that support agriculture, forestry, and fisheries, and rural areas whose economy is based on agriculture, forestry, or fisheries: Wa (the ring) of people]

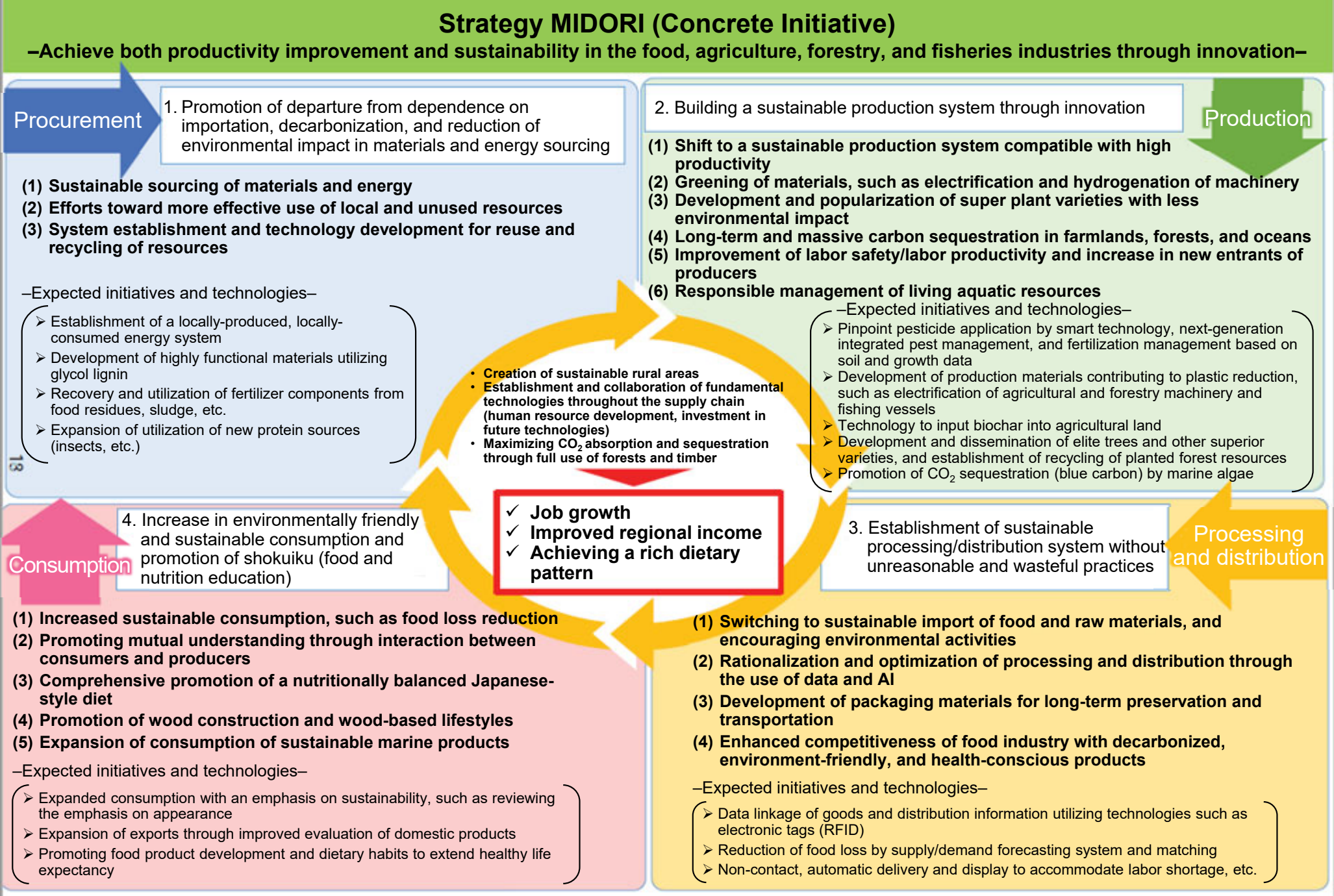
- Promoting activities of agriculture, forestry, or fishery experience to deepen citizens’ interest in and understanding of food
- As part of the “Exchange Project for Children to Experience Farming and Rural Lives” based on the “Comprehensive Strategy for Town, People, and Job Creation,” promoting support for activities and the dissemination information to providers (schools, etc.) and support for the system development of receivers (rural areas whose economy is based on agriculture, forestry, or fisheries)
- Promoting the following: understanding of the food supply and demand in Japan, local production for local consumption, exchanges between producers and consumers, and shokuiku that broadens and deepens connections among the diverse players

[Protecting and passing on Japan’s traditional washoku culture: Wa (the harmony) of washoku culture]

- It is expected that the protection and inheritance of washoku culture, which taps into the local climate, will contribute to the regional revitalization and the reduction in environmental impact, thus contributing to sustainable food and nutrition
- Protection and inheritance of diverse local food cultures based on the purpose of UNESCO Intangible Cultural Heritage registration of “Washoku, traditional dietary cultures of the Japanese”
- Promotion of the database of local cuisine and the use of digital tools by establishing and utilizing prefectural systems consisting of local governments, educators, food-related businesses, etc.
- Promotion of initiatives to learn about the history of local cuisine in communities, its connections, and its ingredients through school lunches, etc.



I. Frameworks and Schemes for Promoting Shokuiku — 3. The Fourth Basic Plan for the Promotion of Shokuiku Basic Policies (Priority Items) of the Fourth Basic Plan for the Promotion of Shokuiku and Major Relevant Initiatives
 (Reference) Strategy MIDORI (adopted by the MIDORI Sustainable Food Systems Strategy Division on May 12, 2021)



I. Frameworks and Schemes for Promoting Shokuiku — 3. The Fourth Basic Plan for the Promotion of Shokuiku

Basic Policies (Priority Items) of the Fourth Basic Plan for the Promotion of Shokuiku and Major Relevant Initiatives

<Crosscutting Priority Item>

Crosscutting perspective

Promotion of shokuiku in response to the new normal and digitalization

<Major Relevant Initiatives>

- Steadily implementing shokuiku even in the “new normal” and promoting shokuiku to accommodate digitalization that creates a new spread by effectively utilizing digital technologies such as ICT to effectively disseminate information (it is also necessary to provide information in consideration of the elderly, etc., who have difficulty adapting to digitalization)
- Promoting shokuiku to raise awareness of food, since the opportunities for cooking and eating at home are increasing and also serve as opportunities to review dietary habits
- Utilizing the National Network for Shokuiku Promotion to share information on the latest shokuiku activities and knowledge among those involved in shokuiku

全国食育推進ネットワーク「みんなの食育」

トップページ	食育とは	加入フォーム・規約 会員名簿	事例紹介	食育動画 デジタル食育ガイドブック	食育ピクトグラム 及び食育マーク
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全国食育推進ネットワーク みんなの食育

みんなの食育は行政や企業・団体、農林漁業者、教育関係者、ボランティア、個人などが**連携・協働**して、イベントや取組情報の発信、参加者同士のマッチングや交流の場の提供、フォーラム開催などを目的としたプラットフォームです。

食育ピクトグラム

食育について絵文字で情報発信！

1 食育の重要性を伝える

2 食育の楽しさを伝える

3 食育の知識を伝える

4 食育のスキルを伝える

5 食育の魅力を伝える

6 食育の魅力を伝える

7 食育の魅力を伝える

8 食育の魅力を伝える

9 食育の魅力を伝える

10 食育の魅力を伝える

11 食育の魅力を伝える

12 食育の魅力を伝える

令和4年度食育活動の全国展開委託事業 食育推進フォーラム 2023 ～食育キーパーソンに学ぶ！ これからの食育とその実践～

令和3年3月に第4次食育推進基本計画が策定された後も国内外の経済社会情勢は変化し続けており、ウィズコロナの下、社会経済活動の正常化が進みつつある一方、エネルギー・食料品等の価格上昇が続いており、国民の健康や食を取り巻く環境にも様々な影響を与えています。農林水産省は、これらの状況を踏まえたこれからの食育の在り方とその実践について、基調講演及び事例報告、パネルディスカッションを通じて学ぶことを目的として、食育推進フォーラムを開催します。全国の皆さまの参加をお待ちしております。

参加無料

- 開催日時 令和5年2月20日（月）14：00～16：00
- 開催方法 オンライン参加（先着500名）対面参加（先着50名）
- 開催会場 AP虎ノ門（東京都港区西新橋1-6-15 NS虎ノ門ビル11F）
- 申込方法 お申し込みは下記アドレス又はQRコードから
<https://www.secure-cloud.jp/sf/1673909605IUAdUysf>

基調講演

服部 幸恵氏（学校法人服部学園 理事長）
「食育は世界を救う」（仮）（ビデオ出演）

事例紹介

和田 明日香氏（料理家、食育インストラクター）

パネルディスカッション

ファシリテーター
内野 美恵氏（東京家政大学ヒューマンライフ支援センター 准教授）
パネリスト
和田 明日香氏（料理家、食育インストラクター）
上田 史恵氏（キュービー株式会社 広報・グループコミュニケーション室）
滝村 雅晴氏（料理研究家、株式会社ピストロバ（代表）
近藤 剛 氏（近藤ファーム 代表）

【お問合せ先】 消費・安全局 消費行政・食育課（板垣・鶴岡） ☎03-3502-5723

農林水産省

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

Goals and Evaluating Progress of Shokuiku Promotion Efforts

Target				
Specific target		Value as of the time of development of the Fourth Basic Plan (FY2020)	Current value (FY2022)	Target (FY2025)
1 Increase the number of citizens who are interested in shokuiku				
(1) Percentage of citizens who are interested in shokuiku		83.2%	78.9%	90% or higher
2 Increase the number of “kyoshoku” occasions for breakfasts or dinners with family members				
(2) Number of kyoshoku occasions [breakfast or dinner eaten together with family members]		9.6 times a week	9.6 times a week	More than 11 times a week
3 Increase the percentage of citizens participating in kyoshoku in communities as they hope to				
(3) Percentage of citizens participating in kyoshoku in communities as they hope to		70.7%	57.8%	75% or higher
4 Decrease the percentage of citizens skipping breakfast				
(4) Percentage of children skipping breakfast		4.6% (FY2019)	5.6%	0%
(5) Percentage of young people skipping breakfast		21.5%	26.7%	15% or lower
5 Increase efforts to use local products in school lunches, etc.				
(6) Average number of times nutrition educators provided instruction on food related to locally produced food		9.1 times a month (FY2019)	10.5 times a month	More than 12 times a month
(7) Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of locally produced food used in school lunches from the current value (FY2019)		—	76.6%	90% or higher
(8) Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019)		—	78.7%	90% or higher
6 Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition				
(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%	40.6%	50% or higher
(10) Percentage of young people who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day		27.4%	28.4%	40% or higher
(11) Average daily salt intake		10.1 g (FY2019)	10.1 g (FY2019)	8 g or less
(12) Average daily vegetable intake		280.5 g (FY2019)	280.5 g (FY2019)	350 g or more
(13) Percentage of those who consume less than 100 grams per day		61.6% (FY2019)	61.6% (FY2019)	30% or lower
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 lifestyle diseases				
(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 lifestyle diseases		64.3%	66.5%	75% or higher

Target				
Specific target		Value as of the time of development of the Fourth Basic Plan (FY2020)	Current value (FY2022)	Target (FY2025)
8 Increase the percentage of citizens who take time to eat and chew well				
(15) Percentage of citizens who take time to eat and chew well		47.3%	46.8%	55% or higher
9 Increase the number of volunteers engaging in the promotion of shokuiku				
(16) Number of citizens participating in volunteer groups that promote shokuiku		362,000 (FY2019)	331,000 (FY2021)	370,000 or more
10 Increase the number of citizens who have agriculture, forestry, or fishery experience				
(17) Percentage of citizens (households) who have agriculture, forestry, or fishery experience		65.7%	62.4%	70% or higher
11 Increase the number of citizens who choose agricultural, forestry, and fishery products and foods with an awareness of production area and the producer				
(18) Percentage of citizens who choose agricultural, forestry, and fishery products and food products in consideration of production areas and producers		73.5%	69.8%	80% or higher
12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods				
(19) Percentage of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products		67.1%	61.7%	75% or higher
13 Increase the number of citizens who take action to reduce food loss and waste				
(20) Percentage of citizens who take action to reduce food loss		76.5% (FY2019)	76.9%	80% or higher
14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families				
(21) Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families		50.4%	44.0%	55% or higher
(22) Percentage of citizens who eat local or traditional dishes at least once a month		44.6%	63.1%	50% or higher
15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it				
(23) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it		75.2%	77.5%	80% or higher
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku				
(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku		87.5% (FY2019)	90.5%	100%

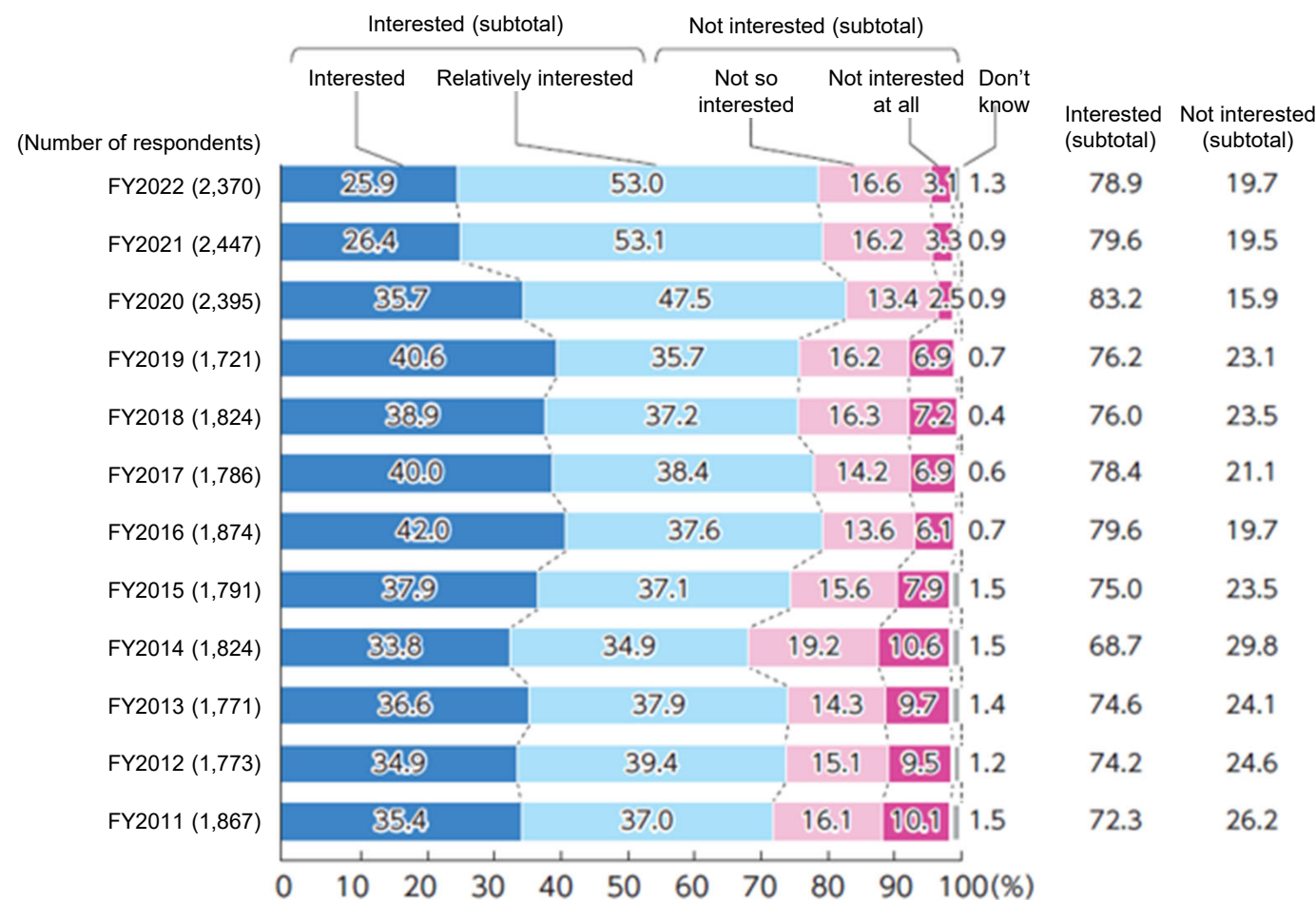
Source: (1)–(3), (5), (9), (10), (14), (15), (17)–(19), (21)–(23) “Survey on Attitudes Towards Shokuiku” (Annual). (MAFF)
(4) “National Academic Ability and Learning Status Survey” (MEXT)
(6) “Survey on Efforts to Teach about Local Products in Schools” (MEXT)
(7), (8) “Survey on the Use of Local Products and Domestic Food Stuffs in School Lunches” (MEXT)
(11)–(13) “National Health and Nutrition Survey” (MHLW)
(16), (24) Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF
(20) The values of fiscal 2019 are based on the “Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (CAA).” The values of fiscal 2022 are based on “FY2022 Survey on Attitude and Awareness in Consumer Life (Second Survey) (CAA).”

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(1) Percentage of citizens who are interested in shokuiku

○ The percentage of citizens who are interested in shokuiku (those who responded that they were “interested” or “relatively interested” in shokuiku) was 78.9% (survey result at the time of development of the Fourth Basic Plan was 83.2%)

Changes in the percentage of citizens who are interested in shokuiku



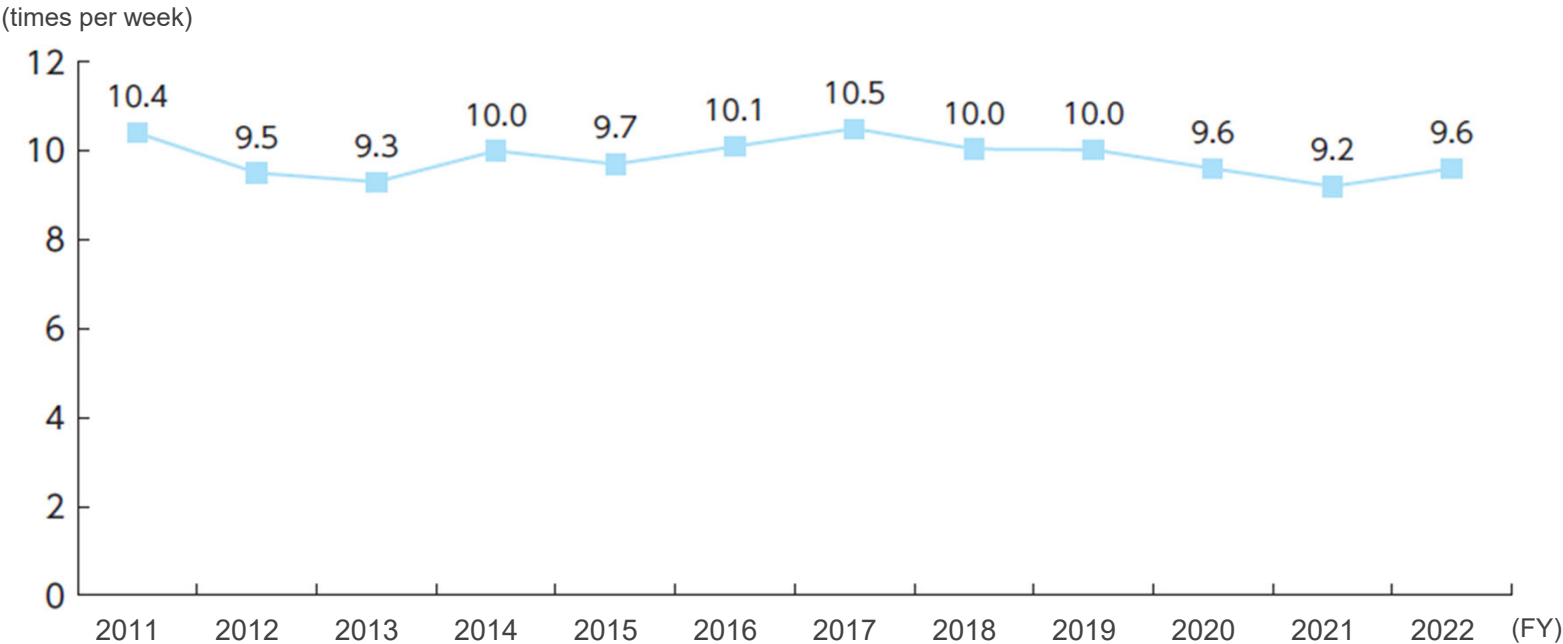
Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)
Note: “No answer” was taken as “Don’t know” in FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(2) Number of kyōshoku occasions [breakfast or dinner with family members]

- The number of kyōshoku occasions per week was 9.6 times a week (4.0 times for breakfast and 5.6 times for dinner) (survey results at the time of development of the Fourth Basic Plan were 9.6 times a week: 4.1 times for breakfast and 5.5 times for dinner)
- The percentage of those who eat breakfast or dinner with their families “almost every day” was 48.1% for breakfast and 68.7% for dinner (survey results at the time of development of the Fourth Basic Plan were 49.7% for breakfast and 67.7% for dinner)

Changes in the number of kyōshoku occasions
[breakfast or dinner with family members]



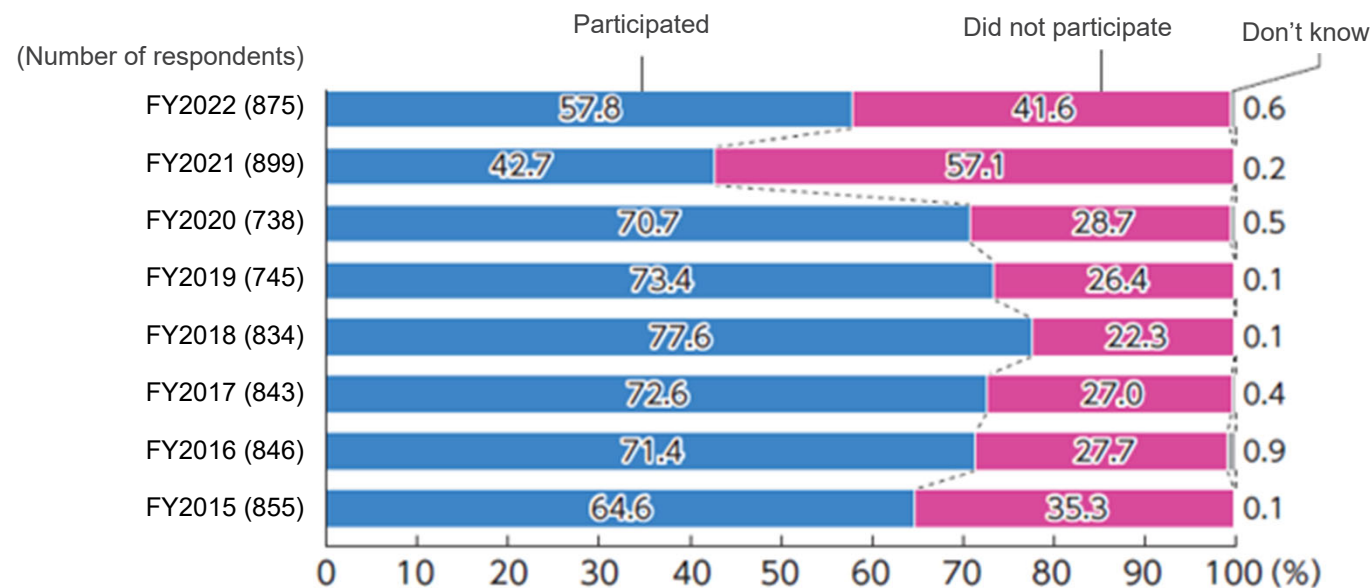
Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(3) Percentage of citizens participating in kyoshoku in communities as they hope to

- Among those who answered that they would like to have meals with people in their local and other communities (including their workplaces) if they had any such opportunities (such as dinner parties) (those who responded “very much” or “I would like to”), the proportion of those who responded that they have actually “participated” in any kyoshoku opportunities in their communities over the past year was 57.8% (survey result at the time of development of the Fourth Basic Plan was 70.7%)

Changes in the percentage of citizens participating in kyoshoku in communities as they hope to



Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)

Note: Subject to respondents who answered that they would like to have meals with people in their local and other communities (including their workplaces) if they had any such opportunities (such as dinner parties) (those who responded “very much” or “I would like to”)

Note: As for the surveys in FY2020, FY2021, and FY2022, a sentence stating “Please answer the questionnaire on the assumption that measures to prevent the infection of COVID-19 are sufficiently taken.” was added.

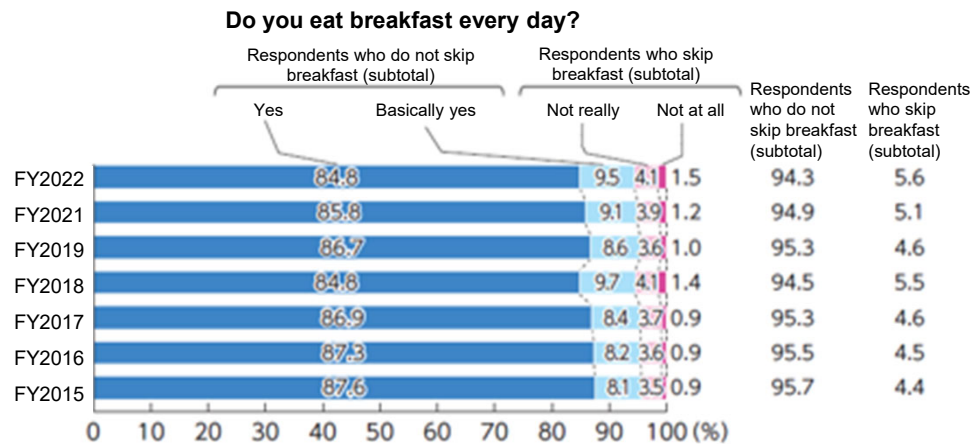
Note: “No answer” was taken as “Don’t know” in FY2015, FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(4) Percentage of children skipping breakfast / (5) Percentage of young people skipping breakfast

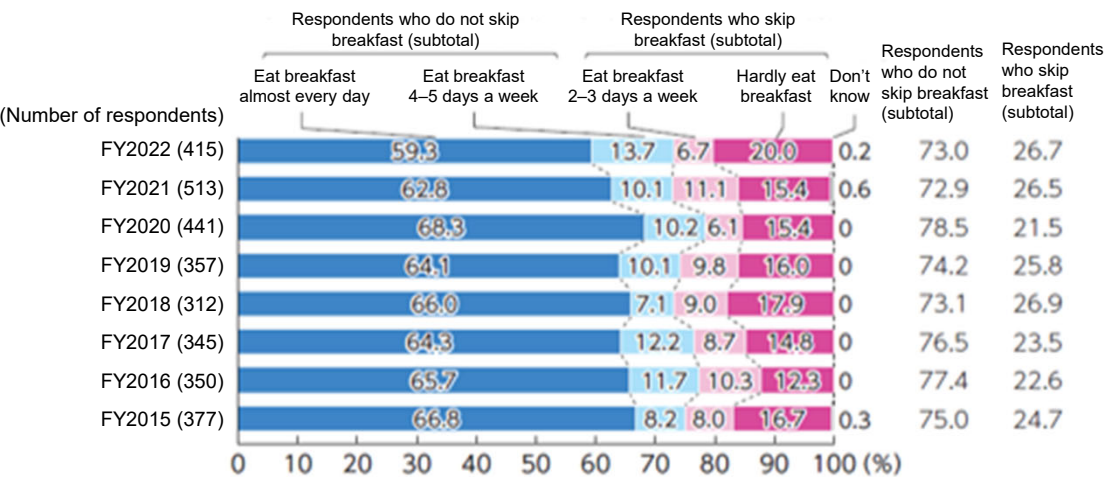
- The percentage of children who skip breakfast (6th graders in elementary school who answered that they “never” or “seldom” eat breakfast) was 5.6% (survey result at the time of development of the Fourth Basic Plan was 4.6%)
- The percentage of young people who skip breakfast (those who “eat breakfast a few days a week” and those who “hardly eat breakfast”) was 26.7% (survey result at the time of development of the Fourth Basic Plan was 21.5%)

Changes in the percentage of children skipping breakfast



Source: “National Academic Ability and Learning Status Survey” (MEXT)
Note: The respondents are 6th graders in elementary school
Note: The survey was skipped in FY2020 due to the impact of COVID-19

Changes in the percentage of young people skipping breakfast



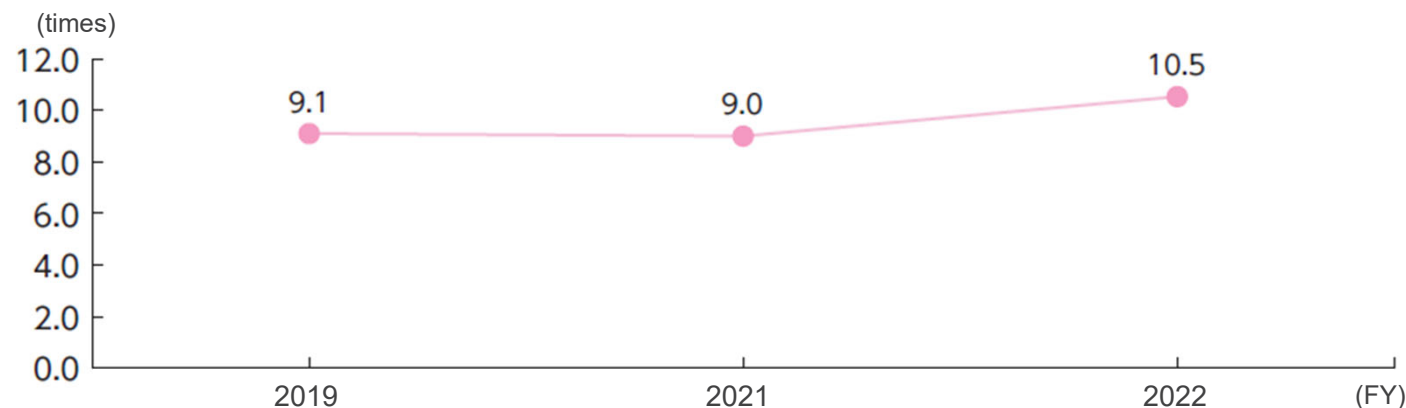
Source: “Survey on Attitudes Towards Shokuiku” (MAFF)
(data up to FY2015: Cabinet Office)
Note: The respondents are aged 20-39.
Note: “No answer” was taken as “Don't know” in FY2015, FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

- (6) Average number of times nutrition educators provided instruction on food related to locally produced food
- (7) Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of local products used in school lunches from the current value (FY2019)
- (8) Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019)

○ The average number of times nutrition educators provided instruction on food related to locally produced food was 10.5 times a month (survey result at the time of development of the Fourth Basic Plan was 9.1 times a month)

Changes in the average number of times nutrition educators provided instruction on food related to locally produced food



Source: “Survey on Status of Food Guidance Related to Local Products in Schools” (MEXT)
Note: The survey was skipped in FY2020 due to the impact of COVID-19

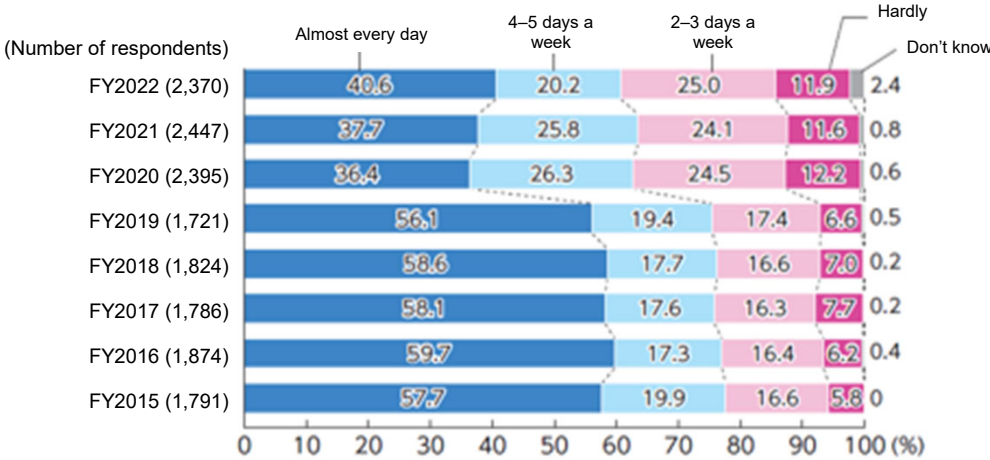
- 76.6% of prefectures have maintained or improved the ratio (in monetary terms) of local products used in school lunches from the current level (FY2019)
 - 78.8% of prefectures have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current level (FY2019)
- Source (both): “Survey on Use of Locally and Domestically Produced Ingredients in School Lunches in FY2021” (MEXT)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

- (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
- (10) Percentage of young people who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day
- (11) Average daily salt intake / (12) Average daily vegetable intake
- (13) Percentage of those who consume less than 100 grams per day

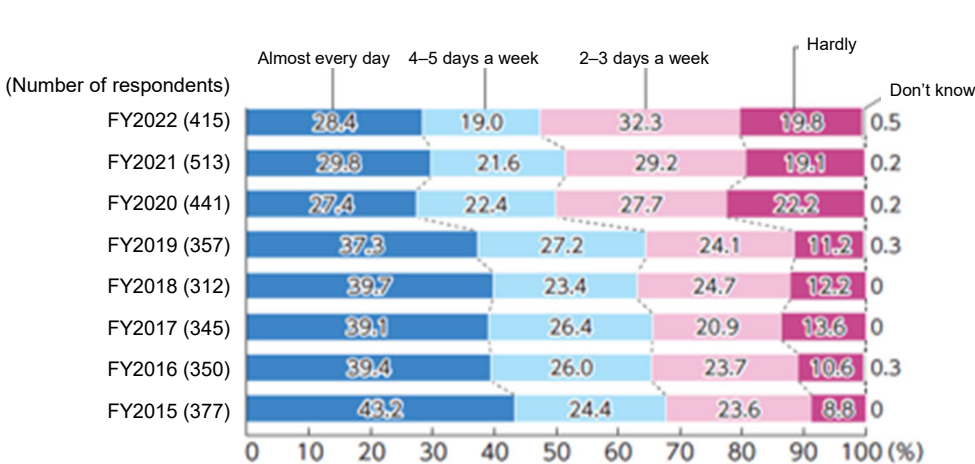
- The percentage of citizens who reported eating at least two well-balanced meals consisting of a staple food, a main dish, and side dishes “almost every day” was 40.6% (survey result at the time of development of the Fourth Basic Plan was 36.4%)
- The percentage of young people who reported eating at least two well-balanced meals consisting of a staple food, a main dish, and side dishes “almost every day” was 28.4% (survey result at the time of development of the Fourth Basic Plan was 27.4%)

Changes in the 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



Source: “Survey on Attitudes Towards Shokuiku” (MAFF)
(data up to FY2015: Cabinet Office)
Note: “No answer” was taken as “Don’t know” in FY2020, FY2021, and FY2022

Changes in the percentage of young people who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day



Source: “Survey on Attitudes Towards Shokuiku” (MAFF)
(data up to FY2015: Cabinet Office)
Note: The respondents are aged 20-39.
Note: “No answer” was taken as “Don’t know” in FY2020, FY2021, and FY2022

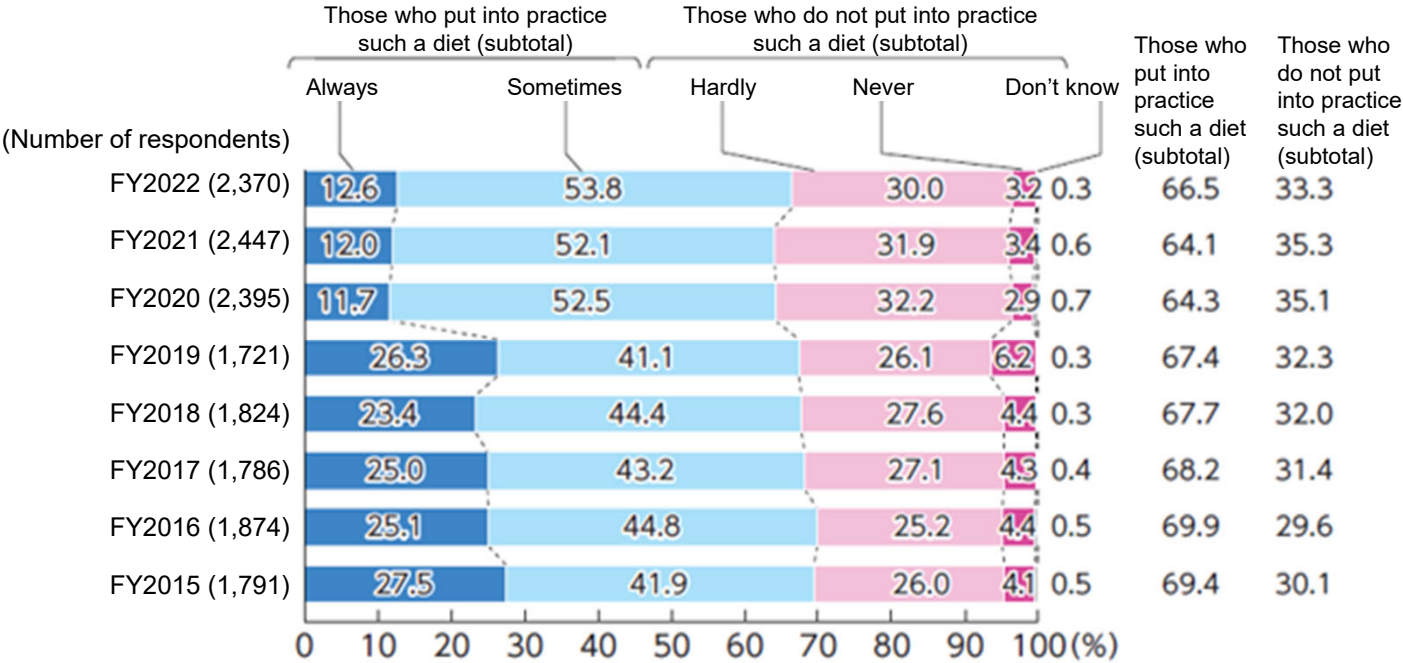
- The average daily salt intake was 10.1 g (“FY2019 National Health and Nutrition Survey” MHLW)
- The average daily vegetable intake was 280.5 g (“FY2019 National Health and Nutrition Survey” MHLW)
- Percentage of those who consume less than 100 g of fruits per day was 61.6% (“FY2019 National Health and Nutrition Survey” MHLW)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(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 lifestyle diseases

- 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 lifestyle diseases (those who responded “always” and “sometimes”) was 66.5% (survey result at the time of development of the Fourth Basic Plan was 64.3%)

Changes in 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 lifestyle diseases



Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)

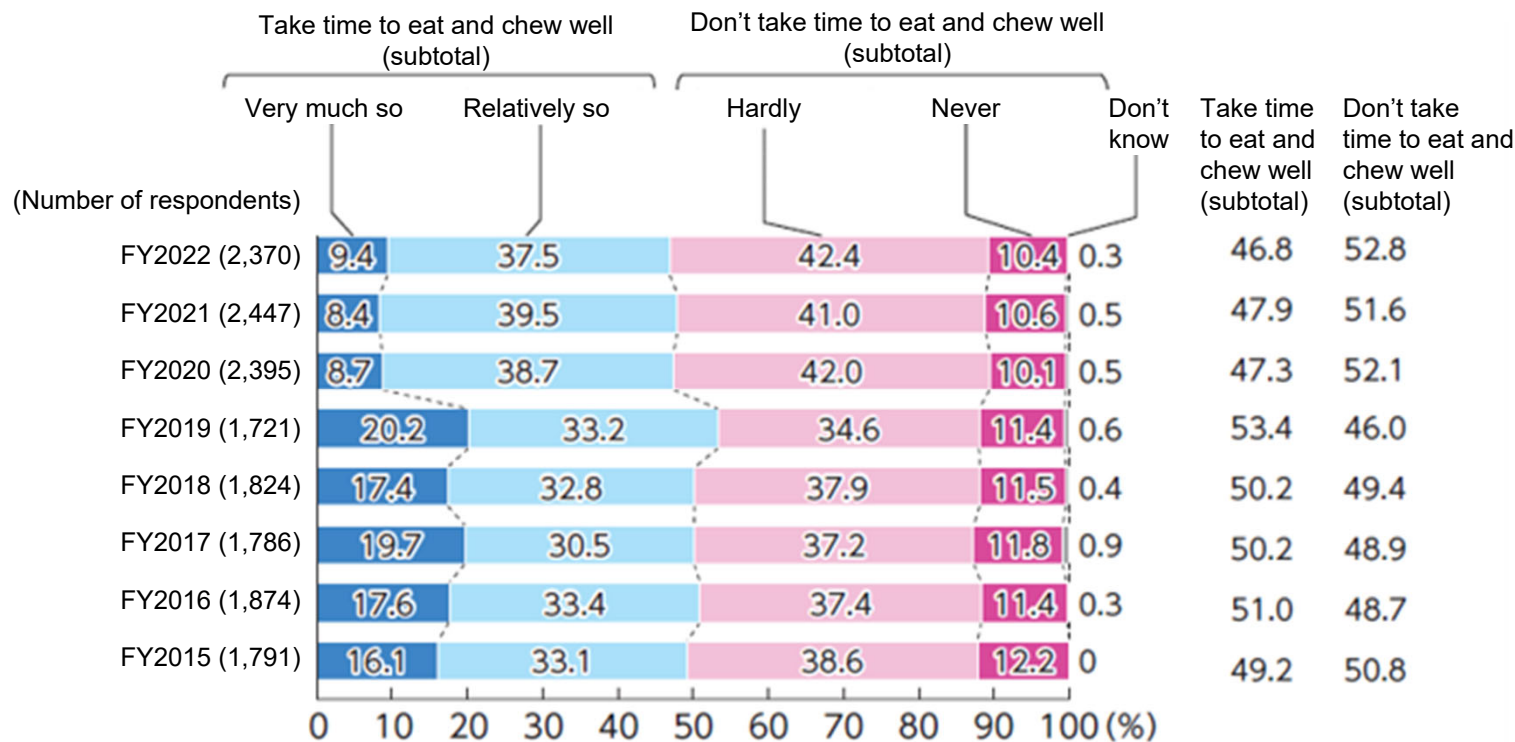
Note: “No answer” was taken as “Don't know” in FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(15) Percentage of citizens who take time to eat and chew well

○ The percentage of citizens who responded that they take time to eat and chew well (those who responded, “very much so” and “relatively so”) was 46.8% (survey result at the time of development of the Fourth Basic Plan was 47.3%)

Changes in the percentage of citizens who take time to eat and chew well



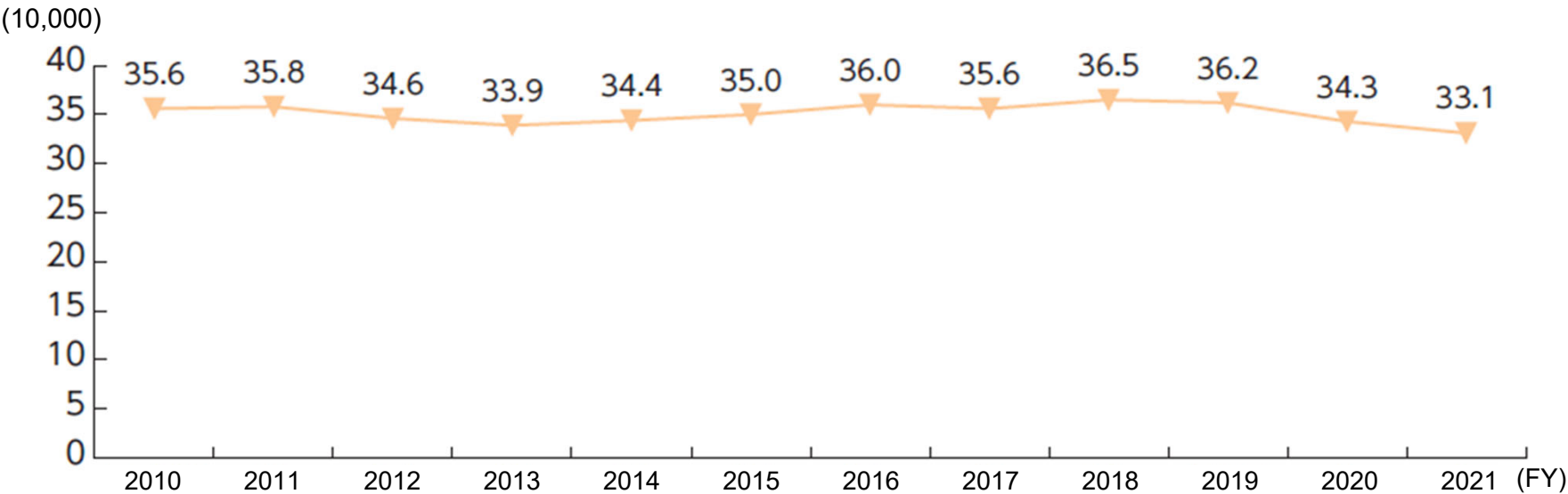
Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)
Note: “No answer” was taken as “Don’t know” in FY2015, FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(16) Number of citizens participating in volunteer groups that promote shokuiku

○ The number of citizens participating in volunteer groups that promote shokuiku was 331,000 in FY2021 (survey result at the time of development of the Fourth Basic Plan was 362,000)

Changes in the number of citizens participating in volunteer groups that promote shokuiku

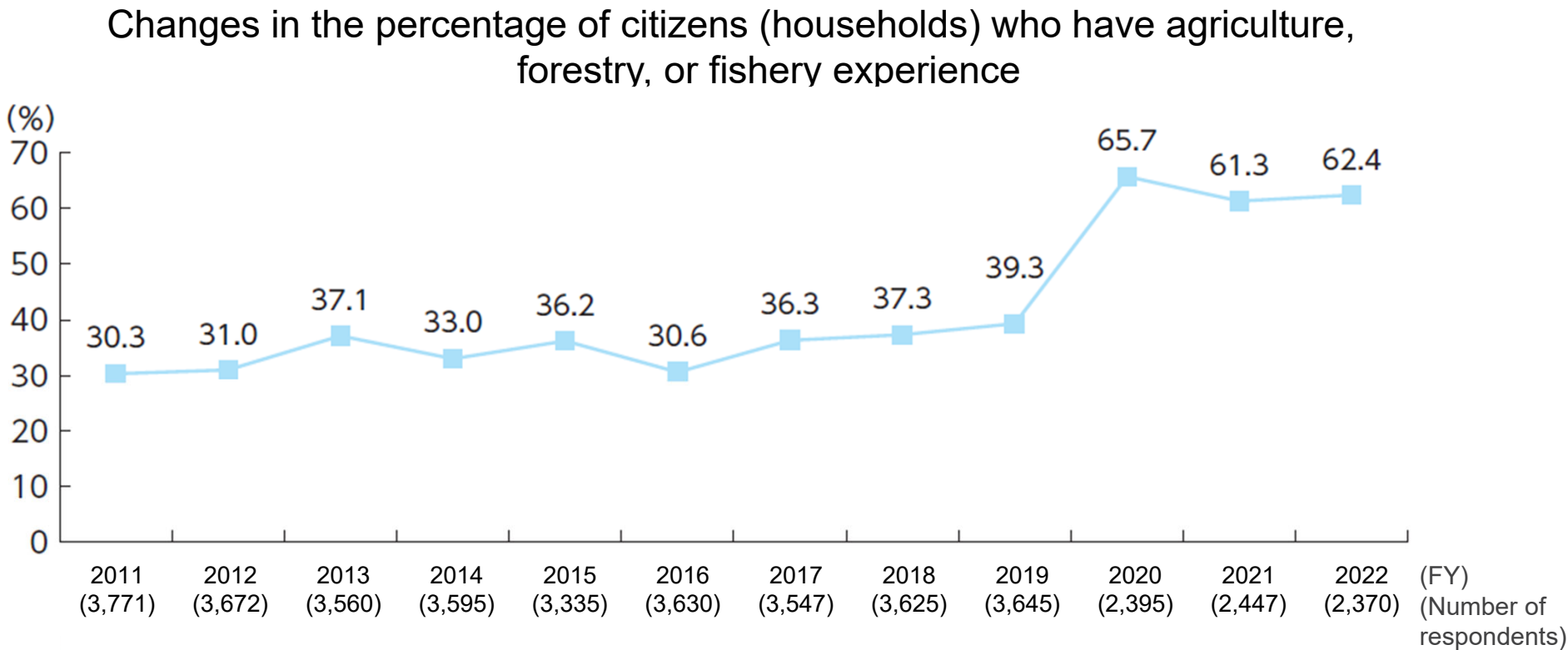


Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (data up to FY2014: Cabinet Office)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(17) Percentage of citizens (households) who have agriculture, forestry, or fishery experience

○ The percentage of citizens (households) who have agriculture, forestry, or fishery experience (the proportion of respondents who have participated in such experience or have a family member who has participated in such experience) was 62.4% (survey result at the time of development of the Fourth Basic Plan was 65.7%)



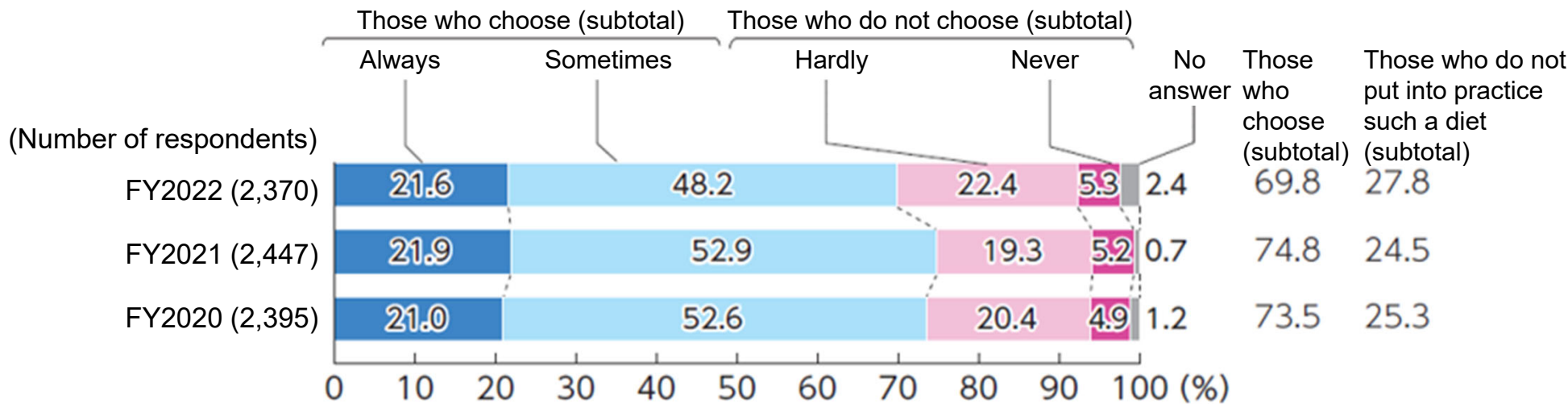
Source: “Survey on Attitudes Towards Shokuiku” (MAFF)
Note: It was a “Survey on Eating Habits and Agriculture, Forestry and Fishery Experience” up to FY2019

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(18) Percentage of citizens who choose agricultural, forestry, fishery, and food products in consideration of production areas and producers

○ The percentage of respondents who “choose” agricultural, forestry, fishery and food products in consideration of production areas and producers (awareness of local products, local products that they want to support such as products from disaster-stricken areas, as well as producers whom they want to support) (“I always choose” and “I sometimes choose”) was 69.8% (survey result at the time of development of the Fourth Basic Plan was 73.5%)

Changes in the percentage of citizens who choose agricultural, forestry, fishery, and food products in consideration of production areas and producers



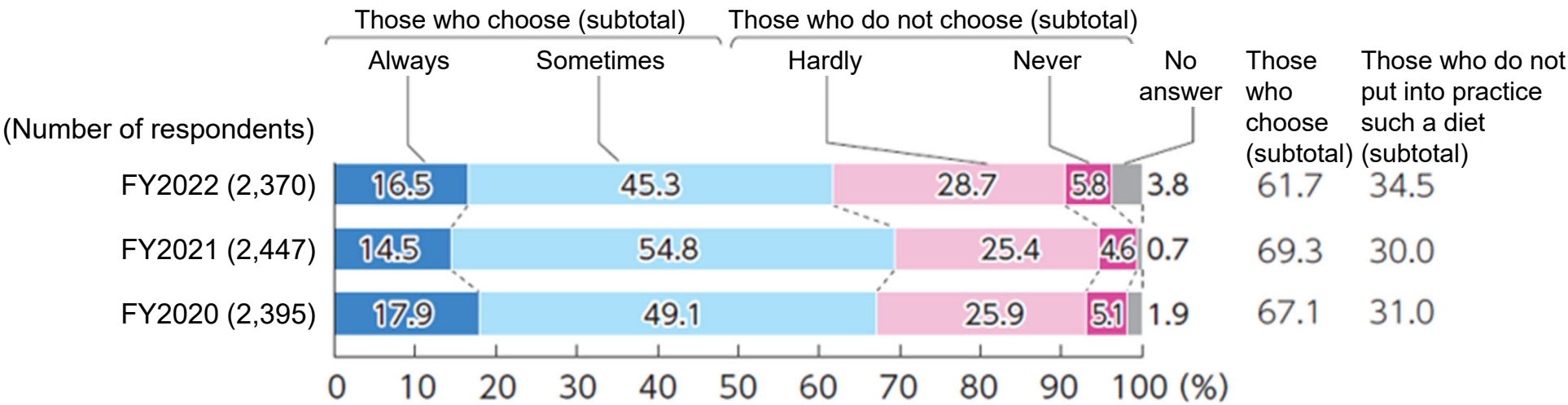
Source: “Survey on Attitudes Towards Shokuiku” (MAFF)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(19) Percentage of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products

○ The percentage of respondents who answered that they “choose” (“always” and “sometimes”) environmentally friendly agricultural, forestry, fishery, and food products (agricultural, forestry, fishery, and food products with reduced environmental impact, such as organic agricultural products produced without depending on agricultural chemicals or chemical fertilizers, and products with less waste instead of excessive packaging) was 61.7% (survey result at the time of development of the Fourth Basic Plan was 67.1%)

Changes in the percentage of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products



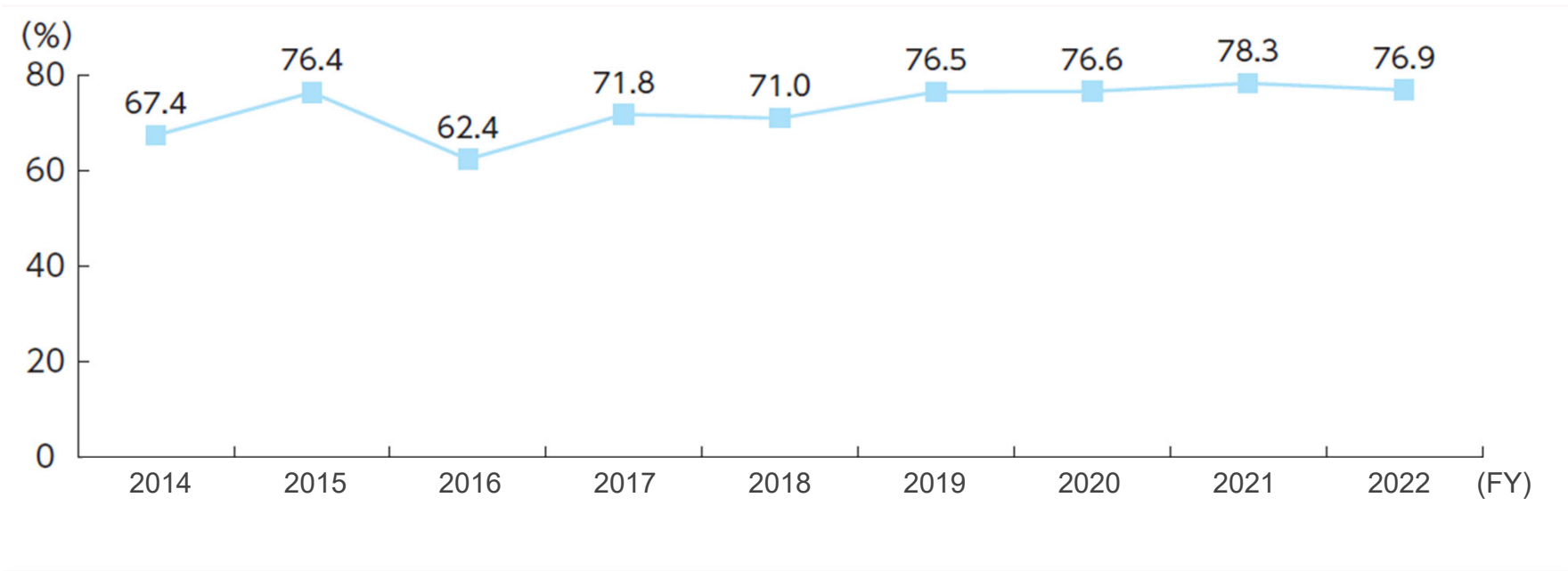
Source: “Survey on Attitudes Towards Shokuiku” (MAFF)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(20) Percentage of citizens who take action to reduce food loss

○ The percentage of citizens who take action to reduce food loss was 76.9% (survey result at the time of development of the Fourth Basic Plan was 76.5%)

Changes in the percentage of citizens who take action to reduce food loss



Source: “FY2014 and FY2015 Basic Survey on Consumer Life,” “FY2016 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives,” “FY2017 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives,” “FY2018, FY2019, FY2020, and FY2021 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives,” and “FY2022 Second Survey on Consumer Awareness” (Consumer Affairs Agency)

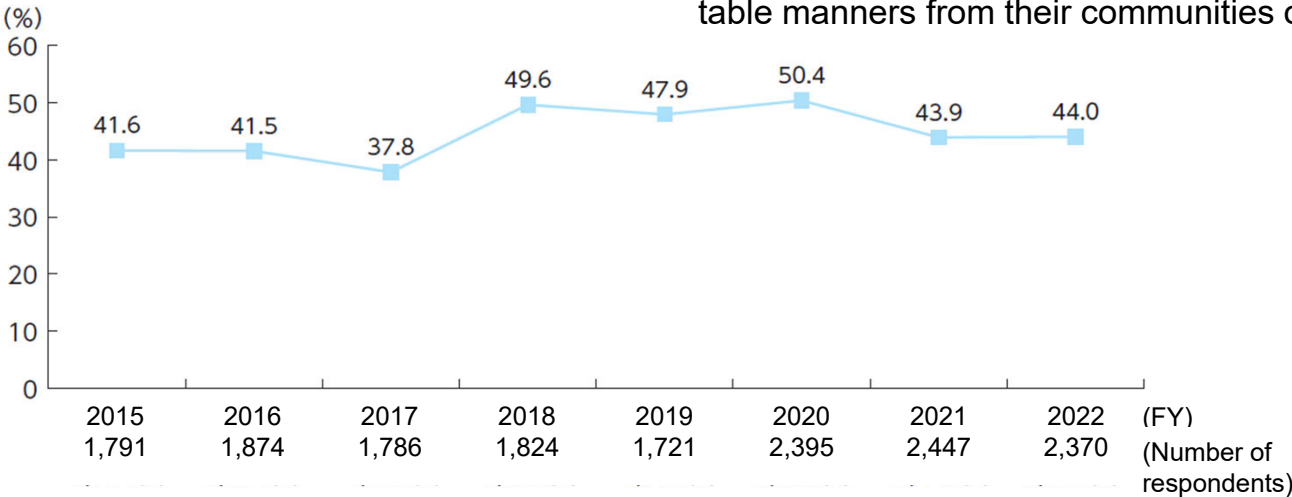
II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(21) Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families

(22) Percentage of citizens who eat local or traditional dishes at least once a month

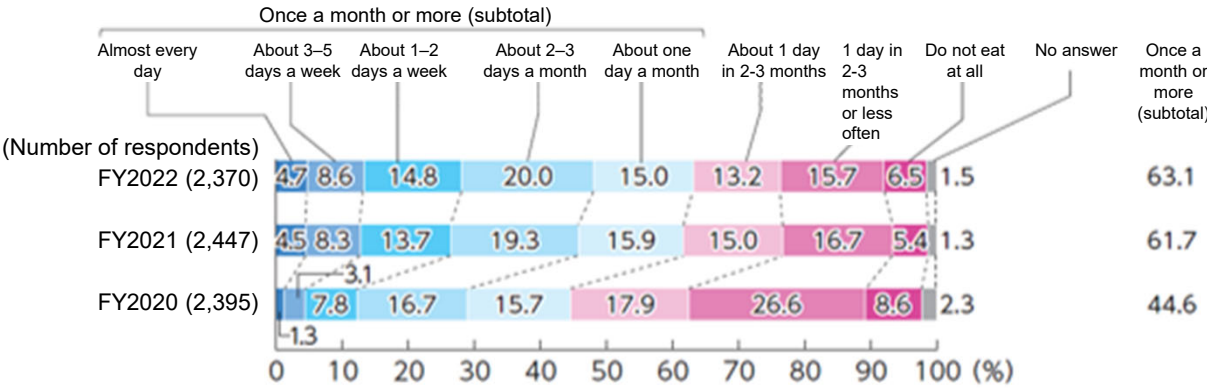
- The percentage of citizens who have received and pass on local and traditional cuisines, dishes, and recipes that have been passed down from their ancestors in their community or family, and table manners (such as how to use chopsticks) was 44.0% (survey result at the time of development of the Fourth Basic Plan was 50.4%)
- The percentage of citizens who eat local or traditional dishes “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,” and “About one day a month”) was 63.1% (survey result at the time of development of the Fourth Basic Plan was 44.6%)

Changes in the percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families



Source: “Survey on Attitudes Towards Shokuiku” (MAFF)
(data up to FY2015: Cabinet Office)

Changes in the percentage of citizens who eat local or traditional dishes at least once a month



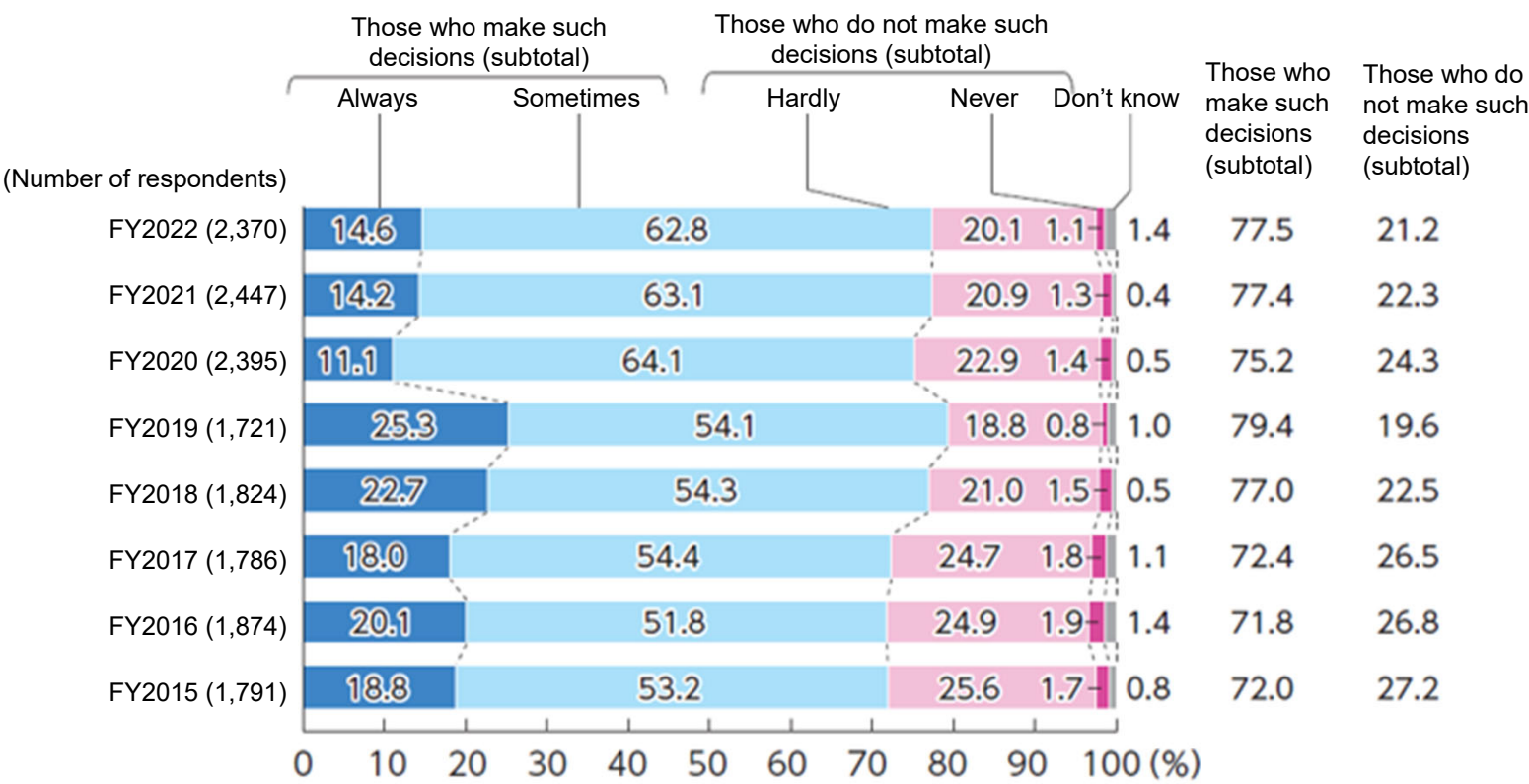
Source: “Survey on Attitudes Towards Shokuiku” (MAFF)

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(23) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it

○ The percentage of citizens who responded that they thought they made appropriate decisions to ensure safe eating habits (those who responded “always” and “sometimes”) was 77.5% (survey result at the time of development of the Fourth Basic Plan was 75.2%)

Changes in the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it

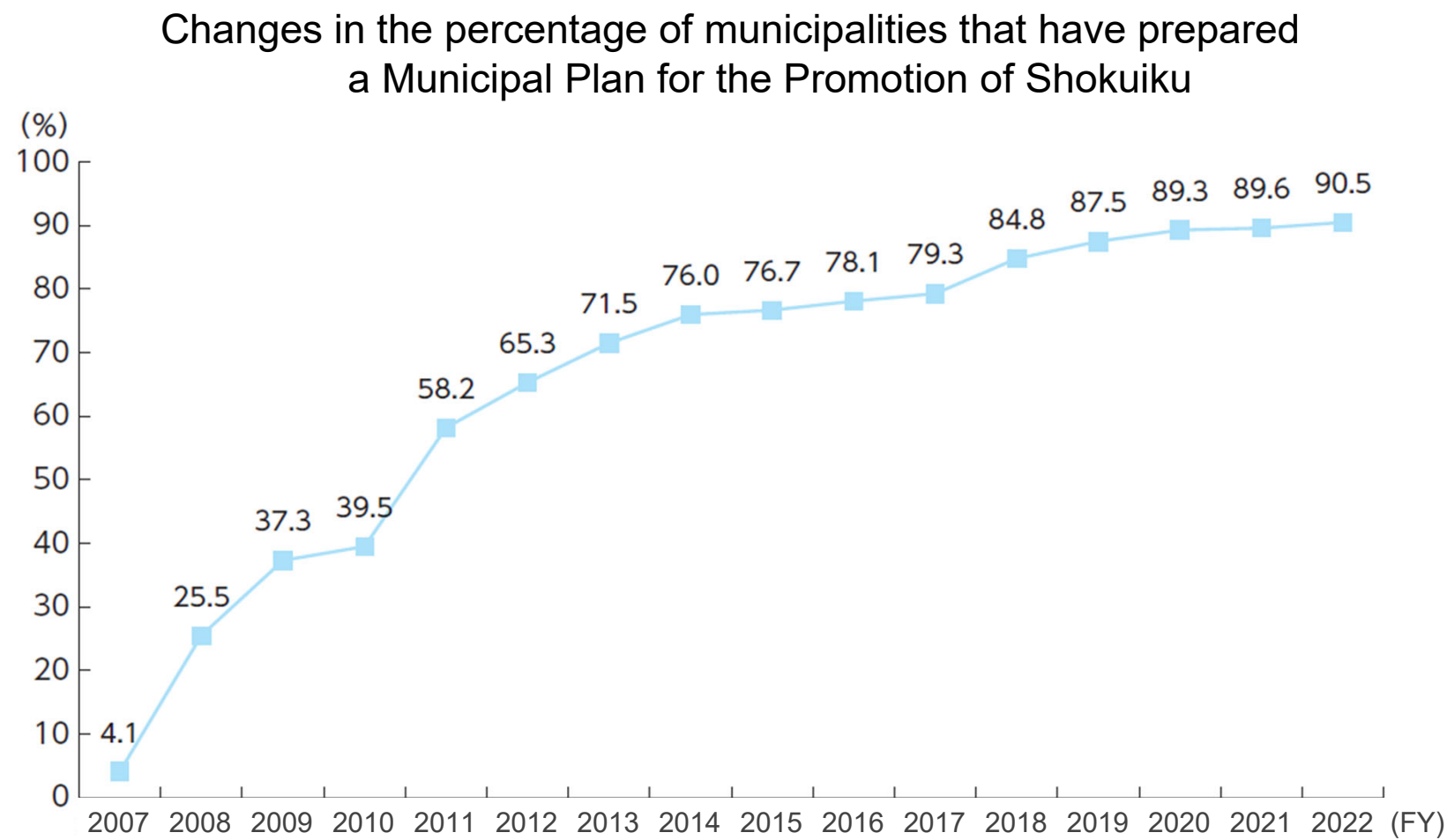


Source: “Survey on Attitudes Towards Shokuiku” (MAFF) (data up to FY2015: Cabinet Office)
Note: “No answer” was taken as “Don’t know” in FY2020, FY2021, and FY2022

II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

(24) Percentage of municipalities that have created and implemented a Municipal Plan for the Promotion of Shokuiku

○ The percentage of municipalities that have created and implemented a Municipal Plan for the Promotion of Shokuiku as of the end of March 2023 was 90.5% (survey result at the time of development of the Fourth Basic Plan was 87.5%)



Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (data up to FY2015: Cabinet Office)

III. Shokuiku Initiatives by MAFF

2. Shokuiku Month

- The Basic Act on Shokuiku stipulates that “a period for promoting activities related to the promotion of shokuiku intensively and effectively” should be designated. The Basic Plan for the Promotion of Shokuiku defines June of every year as “Shokuiku Month.”
- During “Shokuiku Month,” a “National Convention on Shokuiku Promotion” is held every year with the cooperation of local governments and private organizations.
- MAFF holds a Shokuiku Month Seminar on the topic of “Energize your community with the power of sports and shokuiku!”



Poster for Shokuiku Month in FY2023

令和5年度食育活動の全国展開委託事業

食育月間セミナー

～スポーツの力と食育で地域を元気に！～

今年、野球のWBCやバスケットボール・ラグビーのワールドカップ開催など、スポーツへの関心・機運が高まっています。国内のBリーグやJリーグなどのプロスポーツチームでは、分りやすい日本型食生活や農業体験などの食育の実践、地域活性化や農業振興などの地域貢献活動に積極的に取り組んでいます。農林水産省は、プロスポーツチームと行政や企業、団体などが連携し、地域で食育を推進したり、活性化するための手法やコツについて、基調講演及び事例紹介、パネルディスカッションを通じて学ぶことを目的にセミナーを開催します。全国の皆さまの参加をお待ちしております。

参加無料

- 開催日時：令和5年6月30日（金）13：30～16：00
- 開催方法：オンライン参加（先着500名）対面参加（先着100名）
- 開催会場：キユーピー株式会社 渋谷オフィス 2階ホール（東京都渋谷区渋谷1-4-13）
- 申込方法：お申し込みは下記アドレス又はQRコードから
https://www.contactus.maff.go.jp/j/kanto/form/syokuiku_form.html

基調講演

西谷 尚徳氏 立正大学法学部 准教授 元プロ野球選手（楽天イーグルス）
「元プロ野球選手に学ぶ！食育×若い世代×アクティブラーニング」

事例紹介

西谷 尚徳氏

設楽 正規氏 Bリーグ：株式会社千葉ジェッツふなばし パートナー企画部 部長
「地域と連携したフードドライブや子供食堂の開催、JAと連携した農業体験、規格外の野菜を使用したメニュー開発など持続可能な食育を実践する取組」

長田 圭介氏 Jリーグ：一般社団法人ヴァンフォーレスポーツクラブ クラブマネジャー
「トップ選手による子供たちへの出前講座「ご飯のチカラ」、地域やスポンサーと連携した子供たちの出張学習の実施など食育や農業体験を実践する取組」

パネルディスカッション

ファシリテーター
北川 和徳氏（日本経済新聞社 編集委員）

パネリスト

西谷 尚徳氏（立正大学法学部 准教授、元プロ野球選手（楽天イーグルス））
設楽 正規氏（Bリーグ：株式会社千葉ジェッツふなばし パートナー企画部 部長）
長田 圭介氏（Jリーグ：一般社団法人ヴァンフォーレスポーツクラブ クラブマネジャー）
高橋 弘樹氏（千葉県船橋市 経済部 農水産課 課長）
笠井 弘幸氏（市川市農業協同組合（JAいちかわ） 経済部 船橋経済センター センター長）

【お問合せ先】 消費・安全局 消費行政、食育課（板垣・鶴岡） ☎03-3502-5723

農林水産省

Flyer for the Shokuiku Month Seminar in FY2023



Shokuiku Month Seminar
(Panel discussion)

● Shokuiku Month (MAFF website)
<https://www.maff.go.jp/j/syokuiku/gekkan/index.html>



3. National Convention on Shokuiku Promotion

3. National Convention on Shokuiku Promotion

- The Basic Plan for the Promotion of Shokuiku provides that “the national government will hold a National Convention each year with the cooperation of local governments and private organizations.” Accordingly, the national government co-hosts the National Convention on Shokuiku Promotion with local governments every year.
- The 18th National Convention on Shokuiku Promotion in FY2023 was held on June 24 and 25 at the Toyama Industrial Exhibition Hall (Techno Hall) and other venues co-hosted by MAFF, Toyama Prefecture, and the 18th National Convention on Shokuiku Promotion Toyama Prefecture Executive Committee.
- The 19th National Convention on Shokuiku Promotion in FY2024 will be held on June 1 and 2 at the ATC Hall co-hosted by MAFF, Osaka Prefecture, and others.



The 18th National Convention on Shokuiku Promotion

- National Convention on Shokuiku Promotion (MAFF website)

<http://www.maff.go.jp/j/syokuiku/taikai/gaiyo.html>



4. Awards for Shokuiku Activities

- MAFF gives awards to persons who promote shokuiku through their business (agriculture, forestry, and fisheries, food production, retailing, etc.) or educational or volunteer activities to commend their contribution and to spread best practices across the country by sharing the details of their activities with the general public.
- At the 7th Shokuiku Activity Awards Ceremony, awards were given to a total of 23 individuals or organizations from the (1) volunteer sector and (2) educators and businesses sector (the Minister of Agriculture, Forestry and Fisheries Award to 5 of them, the Director-General of Food Safety and Consumer Affairs Bureau Award to 13 of them, and the Special Jury Award to 5 of them).
- The details of the awarded activities are presented in a video and a collection of examples on the MAFF website.

第7回 食育活動表彰

食育を推進する優れた
取組を募集します！

ボランティア活動、教育活動又は農林漁業、
食品製造・販売等その他の事業活動を通じて食育を推進する
優れた取組を表彰し、さらに食育を広げていきます。

12 食育を
推進しよう



募集 令和4年
締切 8月31日(水) 必着

表彰式 令和5年
6月24日(土)

会場：富山産業展示館(富山県富山市)

応募内容に関するお問合せ
農林水産省 消費・安全局消費者行政・食育課
TEL 03-3502-5723
(平日 9:30~17:30 土日祝日除く)

応募書類の提出に関するお問合せ
第7回食育活動表彰運営事務局(株式会社ステージ内)
TEL 03-3554-5170
(平日9:30~17:30 土日祝日及び毎月12日除く)
E-mail: syokuiku2022@stage.ac

詳しくは農林水産省
ホームページを
ご覧ください。

食育活動表彰



主催：農林水産省 後援：内閣府、消費者庁、文部科学省、厚生労働省

農林水産省

紹介動画

ボランティア部門

食生活改善推進員の部

農林水産大臣賞

熊本市食生活改善推進員協議会 [熊本県]



広げられ!! 次世代につなぐ、ふるさとの味

消費・安全局長賞

備前市栄養委員会 [岡山県]



災害時の食に備える普及啓発活動

消費・安全局長賞

鹿島市食生活改善推進協議会 [佐賀県]



さまざまな世代や環境の方を対象に、食の大切さを伝えるための普及活動

第7回 食育活動表彰

● 事例集 ●



農林水産省

1 食育活動の推進

2 食育活動の推進

3 食育活動の推進

4 食育活動の推進

5 食育活動の推進

6 食育活動の推進

7 食育活動の推進

8 食育活動の推進

9 食育活動の推進

10 食育活動の推進

11 食育活動の推進

12 食育活動の推進

Video of awarded activities presented in videos

● Awards for Shokuiku Activities (MAFF website)

<https://www.maff.go.jp/j/syokuiku/hyousyo/index.html>



4. Awards for Shokuiku Activities

Groups that won the 7th Minister of Agriculture, Forestry and Fisheries Award <Volunteer sector>

(1) Kumamoto City Diet Improvement Promoters Council
(Kumamoto Prefecture)

The activities of diet improvement promoters to inform local high school students about local ingredients and local cuisine are spreading and have been the core activities of the Council. In the wake of the COVID-19 pandemic, it has been working with the government to create and distribute videos to promote shokuiku in order to pass on the food culture that accommodates the new normal.



Among high school students who took shokuiku classes, some say that “I want to pass on the local cuisine that I learned to my children in the future”.

(2) Sharelink Ibaraki
(Osaka Prefecture)

An organization that started with child-rearing support. Through the activities, it was found that troubles of raising children arise from isolation. “Food” leads to “life.” With the ultimate aim of making “life” sparkle, it is promoting activities to realize a sustainable region through various food-related initiatives such as shokuiku lectures, fields, self-catering schools, disaster prevention activities, and food pantry sharehouses.



Share and link for the next generation’s brilliance

4. Commendation of Shokuiku Activities

Groups that won the 7th Minister of Agriculture, Forestry and Fisheries Award <Educators and businesses sector>

(3) Community Cafe: Cafe Gokko (Toyama Prefecture)

A cafe restaurant that uses only rice and vegetables grown and produced locally without using pesticides. In addition to culinary training that sticks to using locally produced ingredients, shokuiku lectures are held widely for those from parenting circles to universities. It serves as a bridge between producers and consumers through agricultural experiences and on-site morning markets, and also as a place for interaction among citizens addressing local issues such as food, agriculture, environment, welfare, and support for disaster victims.



Menu using local seasonal ingredients

(4) AGRI BATON PROJECT (Ibaraki Prefecture)

In order to convey that “farming is fun!” in the initiative originated by women in agriculture, it is promoting a project called “let’s make picture books full of charm of agriculture and send them to children all over Japan who will lead the next generation!” Members from all over the country carry out shokuiku activities in their respective areas through reading picture books to children and talking by farmers about vegetables.



Reading to convey the charm of agriculture

(5) Tokyo Gas Co., Ltd. (Tokyo)

In order to address food, environment, and energy issues in a combined manner, it started shokuiku activities centering on “cooking,” which is familiar to our daily lives. It has been promoting shokuiku in accordance with the trend of the times up until now. Based on environmental issues and the realization of the SDGs, it is facing the challenges of modern society, such as nurturing the next generation and achieving health and longevity as “unique shokuiku.”



Started with “Kids in Kitchen: Children’s Cooking Class” (1992–2020)

5. White Paper on Shokuiku

- MAFF issues an annual report on the government’s measures and shokuiku events (White Paper on Shokuiku). Each year, the White Paper is adopted by the Cabinet, submitted to the Diet, and published between May and June.
- In the White Paper on Shokuiku in FY2022, the current status of shokuiku initiatives was introduced, including the “promotion of food security and shokuiku in Japan” in the opening, as well as the “shokuiku promotion that accommodates the ‘new normal’ and digitalization” as a feature article.


Part I: Progress of Shokuiku Promotion Efforts
Japan’s Food Security and Shokuiku Promotion

1. Japan’s Food Security and Shokuiku Promotion


- Promotion of *shokuiku* contributes to fostering gratitude for and understanding of the fact that our daily dietary habits are based on the blessings of nature and supported by efforts by people engaged in food-related activities.
- Today when the risk to food security is increasing, it is important that as many citizens as possible have an opportunity to understand the role of our food, agricultural, forestry, fishery and rural areas, and the significance of improving our food self-sufficiency ratio, to think about their future and to act independently supporting each other.
- In order to encourage “gratitude and understanding towards food and nutrition” and “contribution to the improvement of the food self-sufficiency ratio” based on the Fourth Basic Plan for the Promotion of *Shokuiku*, the government will take measures to naturally deepen appreciation and understanding of producers and others through appropriate dissemination of information and a variety of hands-on activities.

2. Circumstances Around the Food Security of Japan / Fostering Public Understanding and Encouraging Active Purchase of Domestic Agricultural, Forestry and Fishery Products

- In addition to the destabilization of global food production due to climate change and intensified procurement competition caused by the expansion of the global food demand, the strained situation in Ukraine further destabilized food supply. Strengthening food security is an urgent and top priority issue of the country.
- In December of 2022, the Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries (chaired by the Prime Minister) decided the “Policy Outline to Strengthen Food Security,” showing the measures necessary for continued strengthening of food security and their goals.
- Food security is an issue for every citizen. For its strengthening, it is important to have the public understand food, agriculture, forestry, fisheries and rural areas whose economy is based on agriculture, forestry or fisheries, as well as to make consumption-related efforts to encourage active purchase of domestic agricultural, forestry and fishery products.
- Behavior modification is encouraged through “Nippon Food Shift” and the information is disseminated through SNS by BUZZ MAFF.
- It is also important to promote *shokuiku* for children who bear the future. Local products are used in school lunches to foster gratitude for food and the efforts of the producers. Maintaining or increasing “the percentage of local products and domestic food stuffs used in school lunches” is set as a goal of the Fourth Basic Plan for the Promotion of *Shokuiku*. The government will actively promote the initiatives in schools and communities.



Cycle of shokuiku



Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries
Prime Minister summarizing the result of the first meeting
Source: Homepage of the Prime Minister’s Office

Featured Article: Promotion of Shokuiku in Response to the “New Normal” and Digitalization

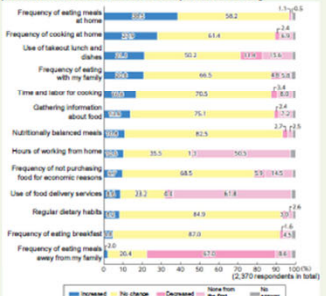
1. Positioning in the Fourth Basic Plan for the Promotion of Shokuiku

- The Fourth Basic Plan for the Promotion of *Shokuiku* includes “Promotion of *shokuiku* in response to the ‘new normal’ and digitalization” in the priority issues.
- Time spent at home and opportunities to think about food as a family increased due to increased telework and other factors under the influence of COVID-19. This was an opportunity to review dietary habits and increased the importance of *shokuiku* at home.
- The COVID-19 pandemic accelerated the use of digital technologies.
- In response to the progress of ICT and digitalization of society, it is necessary to proactively use digital tools and the internet for *shokuiku* activities.

2. Changes in Eating Habits under the Influence of COVID-19

- The questionnaire asked whether or not the eating habits had changed after the spread of COVID-19.
- The ratio of the respondents answering “increased” was highest for “frequency of eating meals at home” (38.5%), followed by “frequency of cooking at home” (27.9%) and “use of takeout lunch and dishes” (21.1%).
- The ratio of the respondents answering “decreased” was highest for “frequency of eating meals away from my family” (67.0%), followed by “use of takeout lunch and dishes” (11.4%).
- The ratio of the respondents answering “not changed” was highest for “frequency of eating breakfast” (87.0%), followed by “regular dietary habits” (84.9%) and “nutritionally balanced meals” (82.5%).
- Regarding the younger generation (the 20s to the 30s), the ratio of the respondents answering “increased” was 51.3% for “frequency of eating meals at home,” followed by 37.8% of “frequency of cooking at home.”

Changes in dietary habits comparing the state before the spread of COVID-19 (around November 2019) with today




Data Source: MAFF: The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2022.

Case Study

Remote Fruit Harvesting Using a Digital Tool

Persitech CO., LTD (Kyoto Prefecture)


- Since 2017 the company has been providing remote harvesting experience connecting farms and consumers by using remote control technology.
- Participating consumers give directions as to which fruits to harvest while looking at the computer screen, and farmers wearing smart glasses harvest the fruits in the farm.
- The harvested fruits are sent to the participants. They can eat the harvested fruits and enjoy both pleasure of harvesting and the taste of the fruits.
- Participating children said, “persimmons grow so close together,” and “apples grow on a tree this way.”



Fruit harvesting using remote control technology

● FY2022 White Paper on Shokuiku (MAFF website)

https://www.maff.go.jp/j/syokuiku/wpaper/attach/pdf/r4_index-6.pdf



6. Dietary Guidelines for Japanese

○ In March 2000, the Ministry of Education, the Ministry of Health and Welfare, and MAFF formulated the “Dietary Guidelines for Japanese” to improve citizens’ health and the quality of life, and to secure a stable supply of food. In the same month, the Cabinet issued the “Promotion of the Dietary Guidelines for Japanese,” making a decision to promote the understanding and practice of the Dietary Guidelines for Japanese among all generations. In June 2016, the Guidelines were partially revised.

“Dietary Guidelines for Japanese”

1. Enjoy your meals.

- Achieve a longer healthy life through your daily meals.
- Take time to eat and chew well a delicious meal while savoring it.
- Enjoy communication at the table with your family and interaction with others, and participation in the preparation of meals.



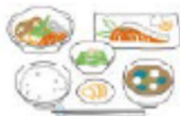
2. Establish a healthy rhythm by taking regular meals in a day.

- Have breakfast to make a good start of the day.
- Avoid large amounts of snacks before bedtime and between meals.
- Do not drink too much alcohol.

3. Maintain the proper weight with adequate exercise and well-balanced meals.

- Weigh yourself regularly and watch your food intake.
- Try to consciously move your body on a regular basis.
- Do not attempt to lose too much weight.
- Be especially aware of skinniness in young women and undernutrition in the elderly.

4. Eat well-balanced meals with staple food, as well as main and side dishes.



- Combine a variety of foods.
- Cook meals in various ways.
- Make a good combination of homemade food, eating out, and processed and prepared foods.

5. Eat enough grains such as rice and other cereals.

- Eat grains at every meal to maintain adequate energy intake from carbohydrates.
- Use grains such as rice and other cereals suited to the climate and natural features of Japan.



6. Combine vegetables, fruits, milk products, beans, and fish in your diet.

- Eat plenty of vegetables and fruits every day to get vitamins, minerals, and dietary fiber.
- Take plenty of calcium from milk and milk products, green and yellow vegetables, beans, and small fish.



7. Avoid too much salt. Attention should be paid to the quality and quantity of fat ingested.

- Consume salty foods and dishes less often. Target daily amounts of salt intake are less than 8 g for men and less than 7 g for women.
- Get a good balance of fats from animals, plants, and fish.
- Get into the habit of choosing food and restaurant menu by checking nutrition facts labels.

8. Take advantage of Japanese dietary culture and local food products. Pass down local dishes.



- Respect Japanese food culture, including “washoku,” and make the most of it in daily dietary life.
- Enjoy the blessings of nature and the change of four seasons while using local products and seasonal ingredients as well as incorporating holiday and special dishes.
- Learn about ingredients and acquire cooking skills.
- Pass on the dishes and manners inherited in communities and at home.

9. Conserve food resources and practice dietary habits for minimizing leftovers and food waste.

- Reduce food loss that is still edible but discarded.
- Consciously consume the right amount without leftovers by cooking and storing foods wisely.
- Use food resources in consideration of “best before date” and “use-by date.”

10. Develop your understanding of “food and nutrition” and review your dietary life.

- Take care of eating habits from childhood.
- Improve your knowledge and understanding of “food and nutrition” including food safety, and develop desirable eating habits at home, in schools, and in communities.
- Consider and discuss dietary habits with your family and companions.
- Create your own health goals and aim for better dietary habits.



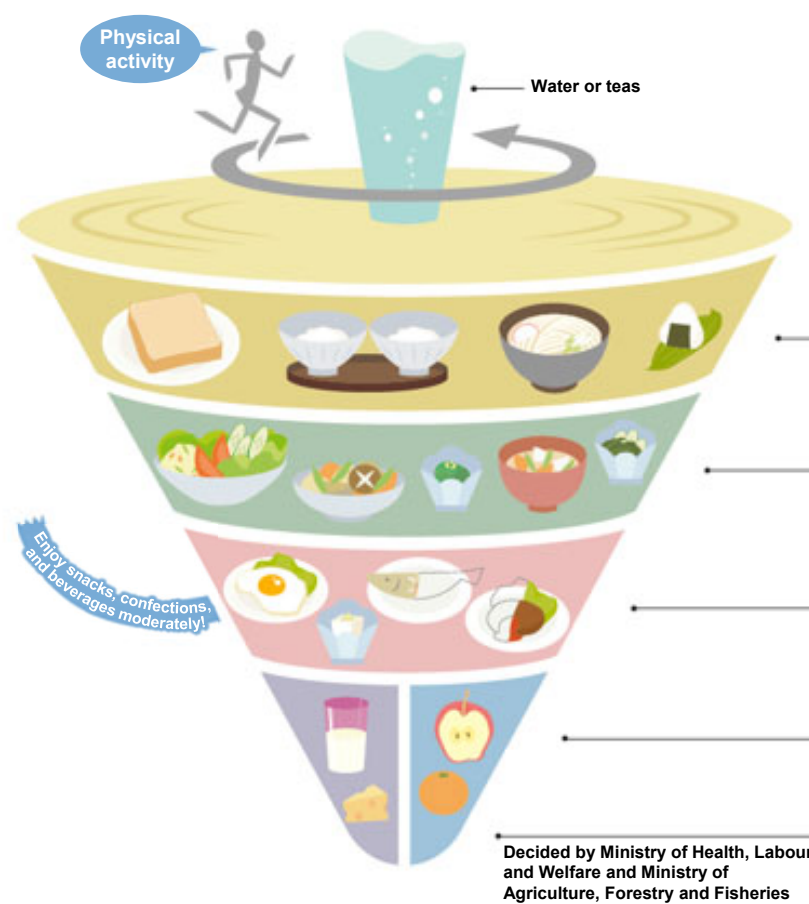
● Dietary Guidelines for Japanese (MAFF website)

<https://www.maff.go.jp/j/syokuiku/shishinn.html>



7. Japanese Food Guide Spinning Top

- MHLW and MAFF adopted the Japanese Food Guide Spinning Top in June 2005 as a measure to link concrete actions to the “Dietary Guidelines for Japanese” (March 2000), which aimed to bring about a healthy and affluent diet.
- The Japanese Food Guide Spinning Top is a simple figure that shows the desired combination of meals and the appropriate approximate volume to help people consider “what” and “how much” they should eat per day.




Japanese Food Guide Spinning Top

Do you have a well-balanced diet?

For one day	Examples of dishes or food
Assumed energy content 2,200 kcal ± 200 kcal (basic style)	
Grain dishes (rice, bread, noodles, and pasta)	
5-7 SV About 4 bowls of rice (medium size)	1 SV = 1 small serving of rice = 1 piece of rice ball = 1 slice of bread = 2 bread rolls
	1.5 SV = 1 medium serving of rice 2 SV = 1 bowl of udon noodles = 1 plate of cold soba noodles = Spaghetti
Vegetable dishes (vegetable, mushroom, potato, and seaweed dishes)	
5-6 SV About 5 plates of vegetable dishes	1 SV = Vegetable salad = Vinegared cucumber and wakame seaweed = Miso soup with plenty of ingredients = Boiled and seasoned spinach = Simmered hijiki seaweed = Simmered beans = Sautéed mushrooms
	2 SV = Simmered vegetables = Stir-fried vegetables = Simmered potatoes
Fish and Meat dishes (meat, fish, egg, and soy dishes)	
3-5 SV About 3 plates from meat, fish, egg, or soy dishes	1 SV = Cold tofu = Fermented soybeans = 1 plate of sunny-side up egg 2 SV = Grilled fish = Fish tempura = Tuna and squid sashimi
	3 SV = Hamburger steak = Grilled ginger pork = Deep-fried chicken
Milk (Milk and Milk products)	
2 SV About 1 bottle in the case of milk	1 SV = A half cup of milk = 1 piece of cheese = 1 slice of cheese 2 SV = 1 pack of yogurt = 1 bottle of milk
Fruits	
2 SV About 2 in the case of mandarin orange	1 SV = 1 mandarin orange = Half an apple = 1 persimmon = Half a pear = a half cluster of grapes = 1 peach

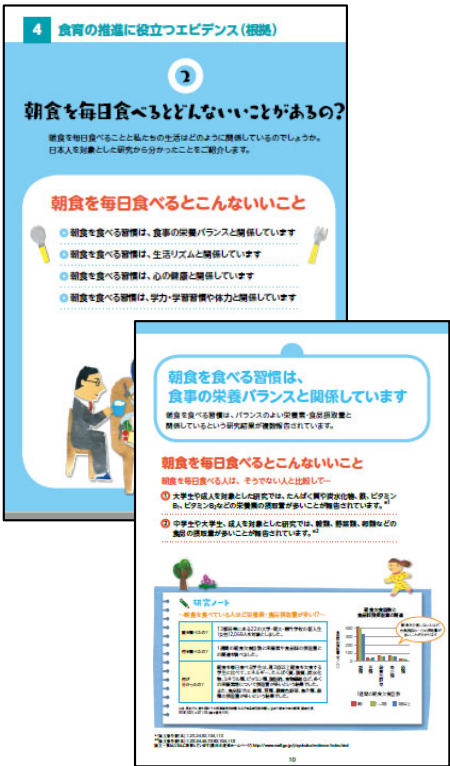
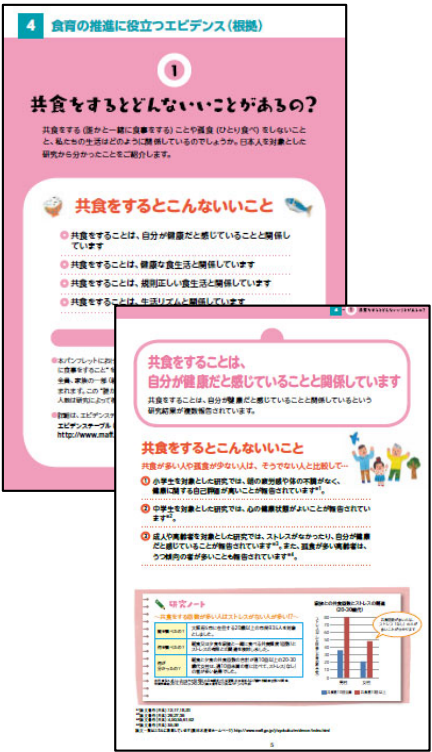
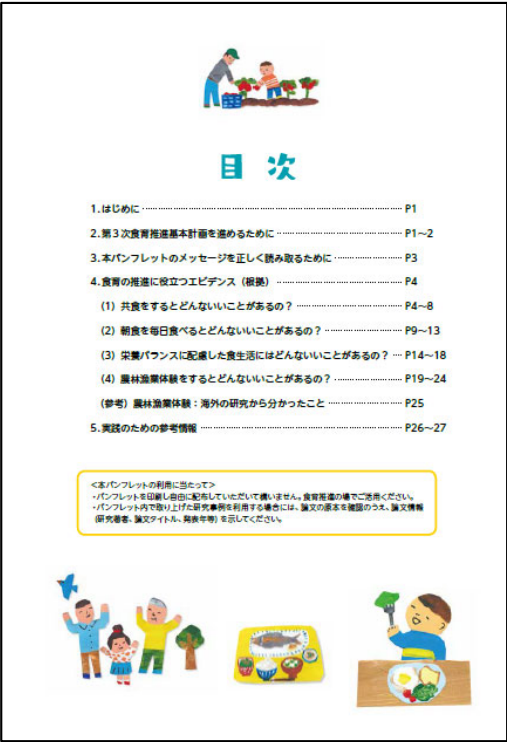
*SV is an abbreviation of “serving,” which is a simply countable number describing the approximated amount of each dish or food served to one person

- Japanese Food Guide Spinning Top (MAFF website)
https://www.maff.go.jp/j/balance_guide/index.html



8. Promotion of Evidence-Based Shokuiku

- With the purpose of publicizing evidence that contributes to the promotion of shokuiku in an easy-to-understand manner, MAFF created pamphlets in collaboration with researchers and other specialists who are familiar with the field of shokuiku in FY2017 and FY2018, which organizes evidence-based explanations of why shokuiku initiatives are important and what kinds of benefits can be obtained by working on such initiatives. In FY2019, MAFF compiled and published a “consolidated edition” of the pamphlets from both fiscal years.
- With a focus on topics such as “breakfast,” “nutritionally balanced dietary habits,” “kyoshoku,” and “agriculture, forestry, and fishery experience,” these pamphlets included messages based on evidence, and research notes which introduced relevant studies.



What Are the Benefits of Shokuiku? –What We Know Based on Evidence– Integrated version

● What Are the Benefits of Shokuiku? (MAFF website)
<https://www.maff.go.jp/j/syokuiku/evidence/index.html>

9. A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone

- In the “Third Basic Plan for the Promotion of Shokuiku” adopted in March 2016, the “promotion of shokuiku with a focus on the younger generation” was set as one of the priority items.
- The Ministry of Agriculture, Forestry and Fisheries created a pamphlet in FY2019 titled “A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone” in a way to help young people in their 20s and 30s with various lifestyles practice “the well-balance diet.”
- In the Fourth Basic Plan for the Promotion of Shokuiku, adopted in March 2021, targets are continued to be set for reducing the number of young people who skip breakfast and increasing the number of citizens who practice nutritionally balanced dietary habits.

考える やってみる みんなで広げる

ちょうどよいバランスの食生活

仕事や家事・育児、勉強や趣味…
やりたいこと、やらなくてはならないことで一杯の毎日。
健康な心と体は、そんな毎日の資産。
「ちょうどよいバランスの食生活」は、心と体を健康に保つキホンです。

ライフスタイルは人それぞれ。
それぞれに「ちょうどよいバランスの食生活」があるはず。
一緒に考え、実践し、広げてみませんか？

まずはキホン！「食事の栄養バランス」について
食事や栄養に関する情報があふれていますが、正しい情報の見分け、目星ありますか？
あなたの知識、チェックしてみましょう！

☒ 食事の栄養バランスについて、正しいと思うものを選んでください。

- ☐ ①野菜をたくさん食べれば、栄養バランスは完璧。
- ☐ ②飲水化糖（糖質）はできるだけ摂らない方がよい。
- ☐ ③1日に必要なエネルギー量（カロリー）を超えなければ、どんな食べ方でもOK。
- ☐ ④自分のエネルギー消費量が適切かどうかは、食べたもののエネルギーを計算しないと分からない。
- ☐ ⑤スリムな体型であれば、食事を見直す必要はない。
- ☐ ⑥朝食を食べなくても、1日に必要なエネルギー量や栄養量はとれていれば問題ない。
- ☐ ⑦以下の食事は、すべて主食・主菜・副菜を組み合わせた食事である。

主食

米、パン、めん類などの穀類を主原料とする料理で、主として炭水化物の供給源となる。

主菜

魚や肉、卵、大豆製品などを主原料とする料理で、主としてたんぱく質の供給源となる。

副菜

野菜などを主原料とする料理で、主としてビタミン、ミネラル、食物繊維などの供給源となる。

Educational material
“A Well-Balanced Diet to Think about,
Practice, and Popularize by Everyone”

栄養バランスだけではない食生活の「バランス」

ここまで、食事の栄養バランスについて考えてきました。
でも、栄養バランスのよい食事をするには、色々なハードルがあるもの。

家計やライフスタイル、生活リズム
…あなたの生活の中での様々な「バランス」も大切です。

「家計」とのバランス

栄養バランスのよい食事
理想だけど食費がかさむ…

「ライフスタイル」とのバランス

一人暮らしだし、
朝食を作っている時間がない…

「生活リズム」とのバランス

仕事で夕食を食べるのが
夜遅くなってしまふ…

では、どうすれば「ちょうどよいバランスの食生活」を実践できるでしょうか？

次ページ あなたの生活の中での様々な「バランス」
を考えるヒントをご紹介します！

Part of the contents of the educational material

あなたのアイデア、周りにも広げてみませんか？

自分なりの「ちょうどよいバランスの食生活」が実践できるようになったら、家族や友達、会社の同僚など、周りの人に伝えたり、話し合ったりしてみましょう。
あなたから周りの人へ、さらにその周りの人へと「ちょうどよいバランスの食生活」が広がってけば、社会が変わるかもしれません。

ひとりひとりの選択が、最終的に社会を動かす力になるかもしれない。
そんなことを思いつつ、あなたや周りの人、そして社会にとっての「ちょうどよいバランスの食生活」を考え、発信してみませんか？

食品ロスを減らそう！
日本の生産者を応援したい
食品の過剰包装減らせませんか？

● A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone (MAFF website)

<https://www.maff.go.jp/j/syokuiku/wakaisedai/balance.html>

10. Shokuiku Pictograms and Shokuiku Mark

★ Promotion of shokuiku that supports mental and physical health throughout life



1 みんなで楽しく
食べよう

Kyoshoku
(Enjoy eating
together)



2 朝ごはんを
食べよう

**Improvement in
conditions to
skip breakfast**



3 バランスよく
食べよう

**Well-balanced
meals**



4 太りすぎない
やせすぎない

**Prevention of
lifestyle-related
diseases**



5 よくかんで
食べよう

**Dental and
oral health**



6 手を洗おう

Food safety



7 災害に
そなえよう

**Prepare for
disasters**

★ Promotion of shokuiku that supports sustainable food and nutrition



8 食べ残しを
なくそう

**Environmental
considerations
(harmonization)**



9 産地を
応援しよう

**Promotion of local
production for
local consumption**



10 食・農の
体験をしよう

**Agriculture,
forestry, and
fishery experience**



11 和食文化を
伝えよう

**Inheritance of
washoku culture**



12 食育を
推進しよう

★ Promotion of shokuiku
(food and nutrition
education)




Situations to be utilized

Fronts of retail stores, school educational scenes, educational materials when providing shokuiku, printing on product packaging, etc.

Shokuiku pictograms and shokuiku mark can be freely used if the terms of use are observed. There is no charge for usage fee.

● Shokuiku Pictograms and Shokuiku Mark

<http://www.maff.go.jp/j/syokuiku/pictgram/index.html>



11. Collection of Examples of Shokuiku Promotion by Companies Considering the Health of Employees, etc.

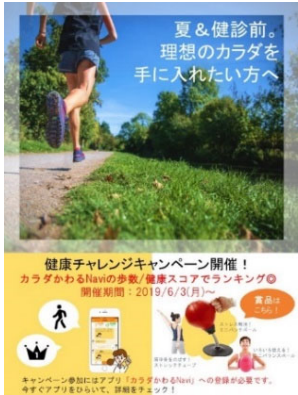
- In March 2020, MAFF collected basic information focused on advanced initiatives to proactively promote shokuiku among companies that take into consideration the health management of employees, etc., and compiled a collection of examples.
- It is expected that this will be used as an opportunity for companies to engage in shokuiku for their employees from now and as a reference for further development of companies that are already promoting shokuiku.
- In the Fourth Basic Plan for the Promotion of Shokuiku, it is also expected that a healthy condition of employees, etc. will lead to vitalization of the organization, such as the improvement of the vitality and productivity of employees, and consequently to the improvement of corporate performance. Therefore, shokuiku is to be promoted in consideration of the health of employees, etc. in the workplace.

[Example of a company]

- HIBINOSEKKEI, Inc
In order to encourage employees to shift from working at night to working in the morning based on the perspectives of creating an environment conducive to child-rearing and securing time for employees themselves and their families, it has provided free breakfast and lunch at its in-house restaurant. It serves meals using local ingredients whenever possible.
- Ajinomoto Co., Inc.
Advice can be given by AI by using “Karada Wakaru Navi” (meaning “Know Your Body Navi”), which is a health advice app that visualizes health status on four axes (“exercise,” “diet,” “sleep,” and “mood”) on smartphones or computers.



Buffet-style breakfast is served from 8:00 a.m.



“Health Challenge Campaign” using an app

- Collection of Examples of Shokuiku Promotion by Companies (MAFF website)

<https://www.maff.go.jp/j/syokuiku/kigyo/jirei.html>



Collection of Examples of Shokuiku Promotion by Companies Considering the Health of Employees, etc.

12. Promotion of Shokuiku in Communities in Cooperation with Kodomo Shokudo (Children's Cafeterias)

- Kodomo Shokudo, eateries where children can come alone and have free or inexpensive meals, are valuable places for children to have meals with other people, and also serve as places for children in local communities. MAFF publishes on its website information on shokuiku promotion initiatives conducted in collaboration with Kodomo Shokudo, in order to help local governments and people involved in shokuiku promotion in communities to understand the significance of activities of Kodomo Shokudo and effectively work with them based on the perspective of promoting shokuiku.
- In FY2017, MAFF investigated and published information such as the current situation and challenges of Kodomo Shokudo, and the status of its cooperation with communities. It also released a case study introducing example cases of cooperation programs between communities and Kodomo Shokudo, categorized according to topic and type of initiative.

農林水産省

Englishキッズサイトサイトマップ文字サイズ標準大きく

逆引き事典から探す

組織別から探す

キーワードから探す

Googleカスタム検索

検索

会見・報道・広報

政策情報

統計情報

申請・お問い合わせ

農林水産省について

ホーム

> 食と農林水産省について知ろう。考えよう（食育の推進）

> 子供食堂と連携した地域における食育の推進

子供食堂と連携した地域における食育の推進

「子供食堂」とは？

近年、地域住民等による民間発の取組として無料または安価で栄養のある食事や温かな団らんを提供する子供食堂等が広まっており、家庭における共食が難しい子供たちに対し、共食の機会を提供する取組が増えています。

食育の推進という観点から見た子供食堂の意義について

子供食堂の活動は様々ですが、親子で参加する場合も含め、
(a)子供にとっての貴重な共食の機会の確保
(b)地域コミュニティの中で子供の居場所を提供
等の積極的な意義が認められます。

地域と子供食堂の連携の必要性

地方自治体は、地域住民、関係機関、関係団体・NPO等と適切に連携して、地域における食育を推進する役割を担っています。
地方自治体が、子供食堂を、そうした連携先の一つとして位置づけ、連携を深める中で、子供食堂の取組に地域ぐるみで協力し、子供食堂の活動遂行に役立つような環境整備を行うことが期待されます。
なお、国や地方自治体は、子供食堂の多くが民間のNPOや個人の善意に基づき、発足、運営されていることに十分留意し、子供食堂の自主的・自発的な取組を最大限尊重し、個人やNPOの善意で行われている子供食堂の活動の趣旨を理解することが



A Case Study on Shokuiku Initiatives Promoted under Collaboration with Kodomo Shokudo and Communities –Expanding the Circle of Shokuiku Through Local Collaboration–

- Promotion of shokuiku in communities in cooperation with Kodomo Shokudo (MAFF website)

<https://www.maff.go.jp/j/syokuiku/kodomosyokudo.html>



Website “Promotion of Shokuiku in Communities in Cooperation with Kodomo Shokudo”

13. Promotion of Japanese-Style Dietary Habits That are Easy to Understand and Highly Practical

- Based on the Fourth Basic Plan for the Promotion of Shokuiku, the practice of well-balanced “Japanese-style diet” is promoted from the viewpoint of preventing lifestyle diseases and fostering a healthy next generation. It is promoted so that all generations can follow it easily by sharing its details and advantages with citizens in an easy-to-understand manner.
- It is necessary to promote such dietary habits in a way that is easy to understand and highly practical for all generations, while keeping in mind citizens’ current eating habits.



Recommended “Japanese-style dietary habits ” centered on rice
They are well-balanced dietary habits , consisting of rice, fish, meat, milk and dairy products, vegetables, seaweed, beans, fruits, tea, and various other side dishes.

- (1) “Japanese-style dietary habits ” **should be incorporated every few days or every week, if not for every meal or every day.**
- (2) Japanese-style dietary habits includes various dishes that work well with the climate of Japan. They are healthy and well-balanced dietary habits, using that uses abundant ingredients produced locally and throughout Japan.
- (3) The elements of Japanese-style dietary habits, i.e., a variety of side dishes combined with rice and soup, constitute the basics of “washoku.” It can easily incorporate various ingredients; for example, you can add wheat or millet to rice, and different vegetables and proteins to soup, while the main dish can be different types of dishes, such as hamburger steak, vegetables, and dairy products.
- (4) **Main and side dishes to be combined with rice do not have to be cooked at home; you can also use ready-made meals, frozen foods, retort foods, and combined seasonings, and combine them with eating out.**

(Cited from “Regarding Future Shokuiku Promotion Measures (Final)” issued in March 2015)

Examples of Japanese-style dietary habits consisting of rice and ready-made meals



● “Recommended Japanese-style Diet” (MAFF website)
http://www.maff.go.jp/j/syokuiku/nihon_gata.html

14. Promotion of Shokuiku Through Agriculture, Forestry, or Fishery Experience (Education Farm)

- MAFF proactively provides agriculture, forestry, and fisheries opportunities, such as at education farms in order to enhance people’s interest in and understanding of “food and nutrition” and to deepen appreciation and understanding of the blessings of nature and the various activities of people whose work is related to “food and nutrition.”
- This initiative is aimed at promoting the understanding of the importance of food and the agricultural, forestry, and fisheries industry and increasing supporters of domestic agricultural, forestry, and fishery products.

What is an education farm?

Education farms are farms run by farmers’ associations where consumers can visit production sites and experience a series of farming activities. Their purpose is to help consumers understand the blessings of nature and the various activities of people whose work is related to “food and nutrition.”

- <<Expected effects>>
- Build trust between producers and consumers
 - Understand food and agriculture, forestry, and fisheries
 - Understand food safety
 - Reduce food loss, etc.
- Increase the number of supporters for domestic agricultural, forestry, and fishery products

Articles 3 and 23 of the Basic Act on Shokuiku (Act No. 63 of 2005)

○ Examples of initiatives for agriculture, forestry, and fishery experience

Sudo-Farm, Inc. (Chiba Prefecture)

An outdoor play is performed once a year at an outdoor theater on a ranch. Dairy farmers write scripts on “life and food,” drawing on their own experiences, and children and adults in the community act them out. It has devised a way to raise the audience’s awareness of “life and food” more strongly by providing a dairy farming experience after watching the play.
(Sixth Shokuiku Activity Awards by the Director-General of the Food Safety and Consumer Affairs Bureau)



Dairy farming experience

Alternative Farm Miyako Co., Ltd. (Okinawa Prefecture)

It provides a year-round shokuiku program in the fields of Miyako Island for general tourists and groups. By participating in a shokuiku program, participants can deepen their understanding of food ingredients and nurture a sense of appreciation for them through the five senses, leading to an increase in their interest in dietary habits.
(Sixth Shokuiku Activity Awards by the Director-General of the Food Safety and Consumer Affairs Bureau)



Sugar cane harvesting

● Promotion of Agriculture, Forestry, and Fishery Experience (MAFF website)

https://www.maff.go.jp/j/syokuiku/s_edufarm/index3.html



15. Promotion of Local Production for Local Consumption

This initiative aims to encourage people to consume locally produced agricultural, forestry, and fishery products. In addition to improving the food self-sufficiency rate, it also contributes to the “sixth industrialization” of agriculture, forestry, and fisheries (e.g. running farmers’ markets, and incorporating food processing business).

Examples of initiatives



Retailing of local agricultural, forestry, and fishery products at farmers’ markets



Development of processed foods using local agricultural, forestry, and fishery products



Use of local agricultural, forestry, and fishery products in school lunches and employee cafeterias



Exchange/experience opportunities for local consumers

Effects of the example initiatives

○ Strengthening the connection between “producers” and “consumers”

- Consumers can ask the producers how the products were grown “face-to-face,” and can consume fresh agricultural, forestry, and fishery products
- Producers can develop a production plan that fulfills consumer needs
- This leads to a higher food self-sufficiency rate
- Interaction between consumers and producers is promoted, providing an important shokuiku opportunity
- It promotes the use of local ingredients, which helps with the passing down of local traditional food culture

○ Regional revitalization

- Expansion of consumption of local agricultural, forestry, and fishery products through cooperation between producers and related businesses
- Creation of income opportunities for small producers

○ Reduction of distribution costs, etc.

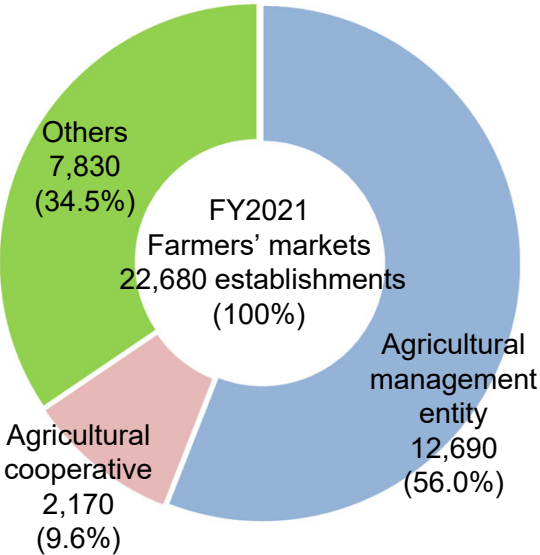
- Distribution costs are reduced, which allows producers to make better profits
- Transport distances are shortened, which contributes to reducing environmental impact

III. Shokuiku Initiatives by MAFF — 15. Promotion of Local Production for Local Consumption

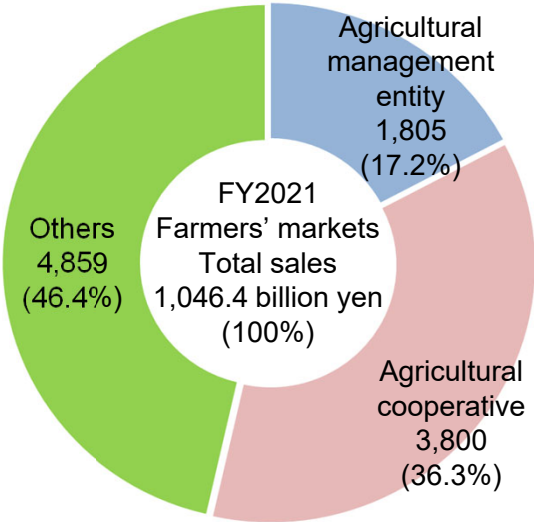
(1) Current Situation of Local Production for Local Consumption Initiatives

- There are around 23,000 farmers' markets nationwide where producers sell local agricultural products directly to consumers, with total annual sales of about 1.0 trillion yen.
- As for total sales by operating body, agricultural management entities, which account for 56.0% of the total farmers' markets, account for 17.2% of total sales, while agricultural cooperatives, which account for 9.6% of the total farmers' markets, account for 36.3% of total sales.
- The sales per farmers' markets are about 14 million yen for agricultural management entities, compared to 180 million yen for agricultural cooperatives.
- Regardless of the size or operating body of direct sales outlets, the ratio of local production is about 90%.

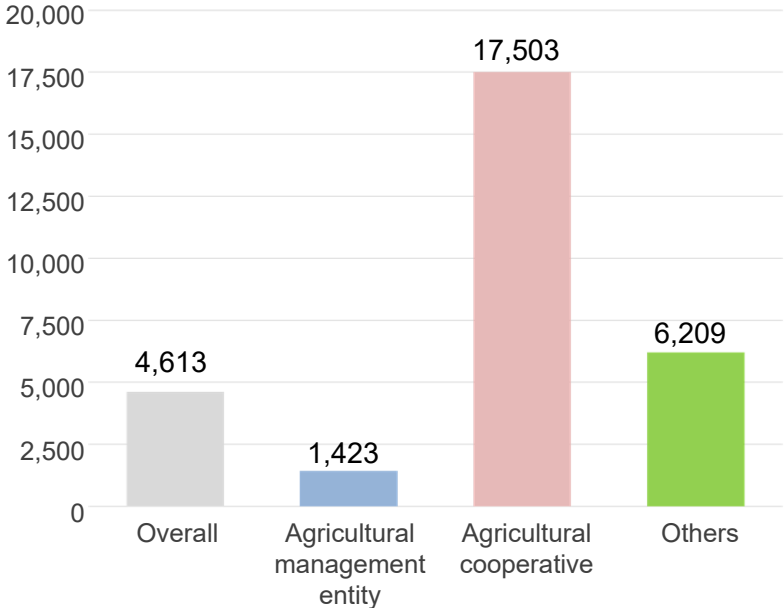
Number of farmers' markets by operating body



Total sales by operating body



Annual sales per farmers' markets (FY2021)
(10,000 yen)



Source: "Comprehensive Survey on Sixth Industrialization" (Statistics Department, MAFF)
* Breakdown may not exactly reflect the actual totals, due to rounding off

III. Shokuiku Initiatives by MAFF — 15. Promotion of Local Production for Local Consumption

(2) Use of Local Products in School Lunches

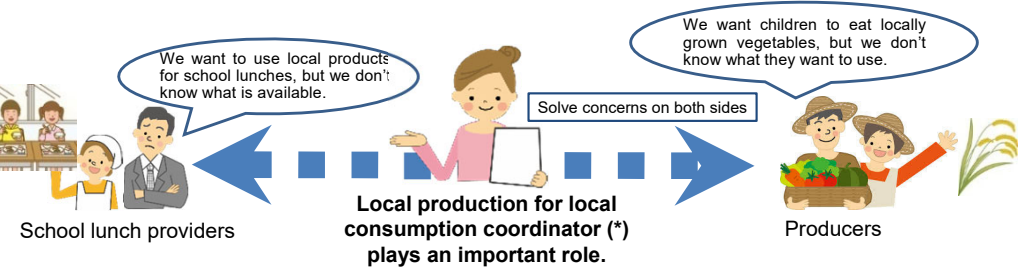
- The amended School Lunch Program Act (enforced in April 2009) provides that schools should make efforts to use local agricultural products in school lunches and to promote shokuiku.
- In addition, the Fourth Basic Plan for the Promotion of Shokuiku (formulated in March 2021) sets out the proportion of use of local products in school lunches as one of its targets.
(Based on the opinion of the Shokuiku Promotion Review Committee that the conventional target based on the number of food ingredients is “difficult to reflect the efforts of at the sites,” the target was changed in the Fourth Basic Plan (FY2019) to 90% or more (FY2025) for the percentage of prefectures that have maintained or improved from the current value (in monetary terms))
- There are also many challenges in using local products in school lunches, such as the difficulty of passing on the increase in food costs to lunch costs, and the need to constantly deliver a sufficient amount of products that meet certain standards.
- Therefore, it is essential to work on them by coordinating the needs and challenges of both sites of schools and producers on the community level. In this view, MAFF fosters and sends to communities “local production for local consumption coordinators,” who serve as “connectors” between the two sites. Excluding unfavorable weather conditions, the proportion of use of local products increased in 66 districts (total) to which coordinators were dispatched by FY2022.
- In addition, even under the budget of MEXT for FY2023, in order to promote the use of local products in school lunches, it will support the allocation of coordinators and the holding of councils by stakeholders for local governments, and will promote the use of local products in school lunches in cooperation with MEXT.

■ Use of locally and domestically produced ingredients in school lunches (in monetary terms)

	FY2019	FY2020	FY2021	FY2022
Locally produced ingredients	52.7%	—	56.0%	56.5%
Domestically produced ingredients	87.0%	—	89.0%	89.2%

<Source> “Survey on Use of Locally and Domestically Produced Ingredients in School Lunches” (MEXT)
(Note 1) Due to the impact of COVID-19, the FY2020 survey was not conducted.

■ Local production for local consumption coordinators



* Nutrition teachers, producer organization representatives, JA (Japanese Agricultural Co-operatives), consultants, companies, governments, etc.

- Actual result of dispatch of local production for local consumption coordinators [Local Food Connection Enhancement Program]
FY2016: 6 districts FY2017: 8 districts FY2018: 7 districts
FY2019: 9 districts FY2020: 9 districts FY2021: 12 districts FY2022: 15 districts

■ Example: Fukuroi City, Shizuoka Prefecture

- (1) **Challenges for Fukuroi City:**
 - As a policy to utilize local products, those produced in the city are preferentially purchased from small-scale farmers, or all of them are purchased, which makes it difficult for school lunch centers that cook meals in a limited time to utilize non-standard products.
- (2) **Details of the dispatch**
 - In response to this situation, MAFF implemented an initiative to dispatch a coordinator to an NPO that supplies food ingredients to a school lunch center in FY2017, to work on trial production of processed products using non-standard agricultural products, and to experimentally provide them for school lunches. This has facilitated understanding of each other, which removed various senses of uneasiness. The use of locally produced ingredients in school lunches has gained momentum.
- (3) **Effects of dispatching a coordinator**
 - (i) Transaction amount of local products increased by a factor of 9.1 times! This also contributed to raising farmers' income!
3.5 million yen (FY2012) → 31.92 million yen (FY2022)
 - (ii) Ratio of use of local products (based on the weight of 10 main products) increased by 3.7 times!
13.8% (FY2012) → 51.6% (FY2022)
 - (iii) Local products (other than rice) were used throughout the year!
Used for 14 days (FY2005) → 194 days (FY2022)
* Annual number of school lunches: 190 days in FY2005 and 194 days in FY2022

16. Inheritance of Food Culture Washoku Culture Designated as a UNESCO Intangible Cultural Heritage

- On December 4, 2013, “Washoku, traditional dietary cultures of the Japanese,” was designated as a UNESCO Intangible Cultural Heritage.
- In order to preserve and pass on washoku culture into the future, it is important to maintain people’s interest through continuous public relations and to protect and pass it down to local communities.

What is Washoku? ➡ Japanese dietary customs built on “respect for nature”

Characteristics of “Washoku” (1):

Respect for diverse and fresh ingredients and their unique tastes

The islands of Japan stretching from north to south are blessed with abundant nature of the ocean, mountains, and rural areas. Different regions across the country have developed unique techniques and tools to bring out the taste of various local ingredients.



Characteristics of “Washoku” (2):

Nutritional balance that supports a healthy diet

A diet consisting of one soup and three side dishes allows us to ensure good nutritional balance. Dishes tapping into the umami flavor of dashi (fish stock) and fermented food also help with cutting down on animal fat intake. Washoku has helped longevity and prevented obesity in Japan.



Characteristics of “Washoku” (3):

Expression of beauty of nature and the changes of four seasons

Another characteristic of the washoku culture is that it expresses the beauty of nature and the changes of four seasons, such as by decorating dishes with seasonal flowers and leaves and using seasonal furnishings and vessels.



(c) Masashi Kuma, 2006

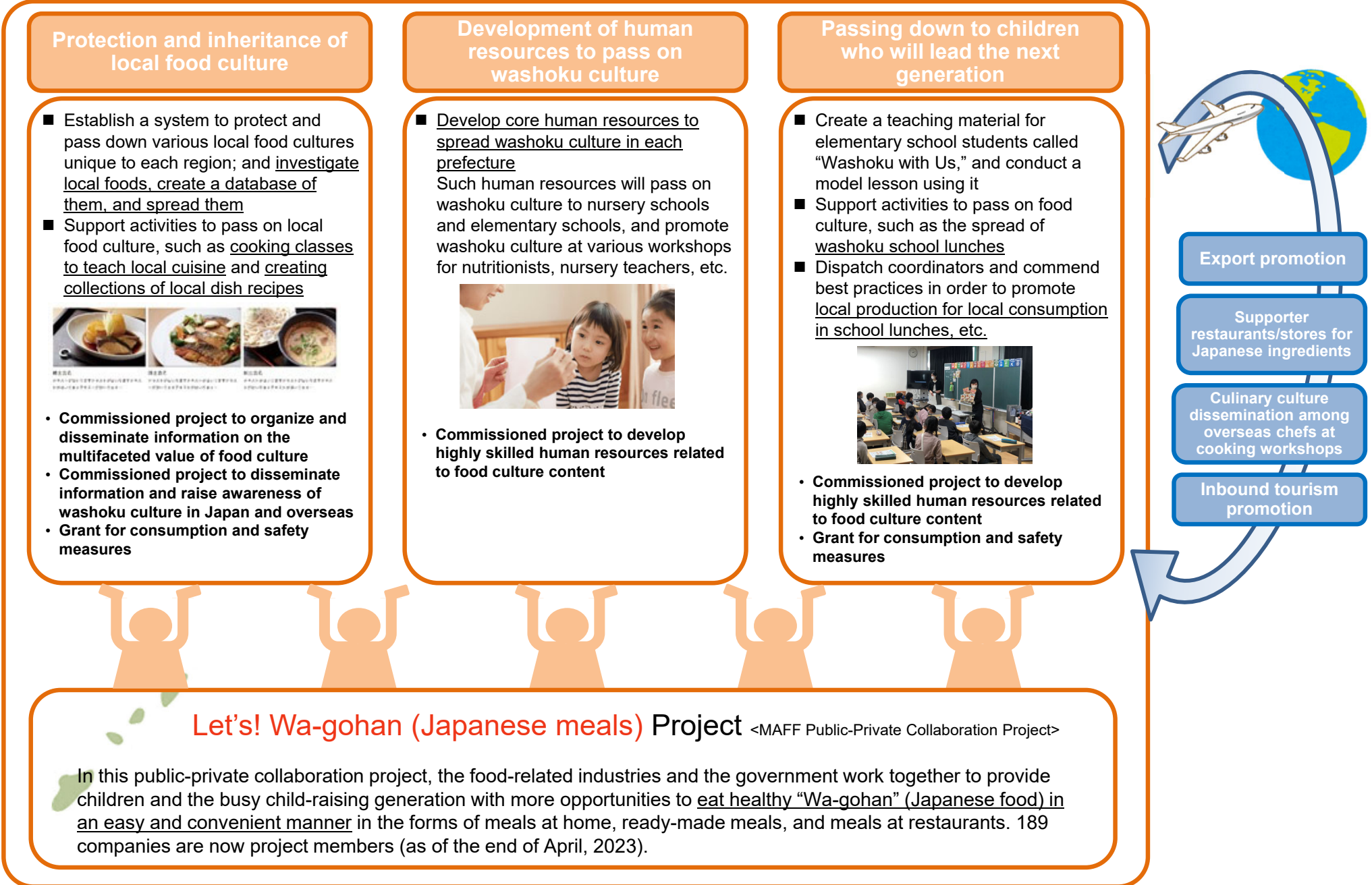
Characteristics of “Washoku” (4):

Close relationship with New Year and other annual events

Japanese food culture has been nurtured in close association with events throughout the year. Sharing “food” that is a blessing of nature and enjoying it together have been the way for Japanese people to deepen their connection with families and communities.



(1) Overview of Initiatives for the Protection and Inheritance of “Washoku”



III. Shokuiku initiatives by MAFF — 16. Inheritance of Food Culture

(2) Initiatives for the Protection and Inheritance of “Washoku”

(Initiatives for Child-Raising Generation and Younger Generation)

- Since FY2019, MAFF has implemented a project (protecting and inheriting diverse local food cultures and developing core human resources for promoting washoku culture) that targets the next generation, particularly the child-rearing generation and the young generation who are likely to become more conscious of improving their diet.

Protection and inheritance of local food culture

■ Our Regional Cuisines

The history and recipes of local cuisine selected in each region and the background of the region that produced local cuisine were compiled into a database, and 1,365 items from 47 prefectures were posted.

■ Traditional Foods in Japan

In FY2022, traditional processed foods were classified into 17 categories, and the characteristics, history, and recipes of traditional foods selected in each region were compiled into a database, and information on 60 traditional foods from 3 prefectures was published.



“Our Regional Cuisines - Beloved tastes and flavors we want to pass on to the next generation”

(https://www.maff.go.jp/j/keikaku/syokubunka/k_ryouri/index.html)



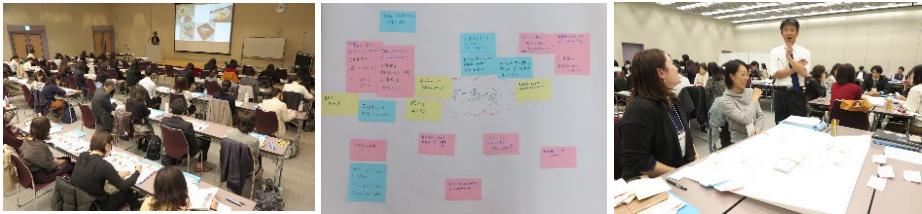
“Traditional Foods in Japan”

(<https://traditional-foods.maff.go.jp/>)



Development of leaders in the inheritance of washoku culture (human resource development)

- From nutrition educators at kindergartens, nursery schools, and elementary schools, core human resources (Washoku Culture Inheritance Leaders) were developed in each prefecture to convey washoku culture to the next generation of children.
- About 900 people in all prefectures from FY2019 to FY2023 have been/will be certified.



- A teaching material for elementary school students called “Washoku with Us” was created, and a model lesson using it was conducted.



For children

For instructors

Model lesson

“THE GUIDE TO WASHOKU”

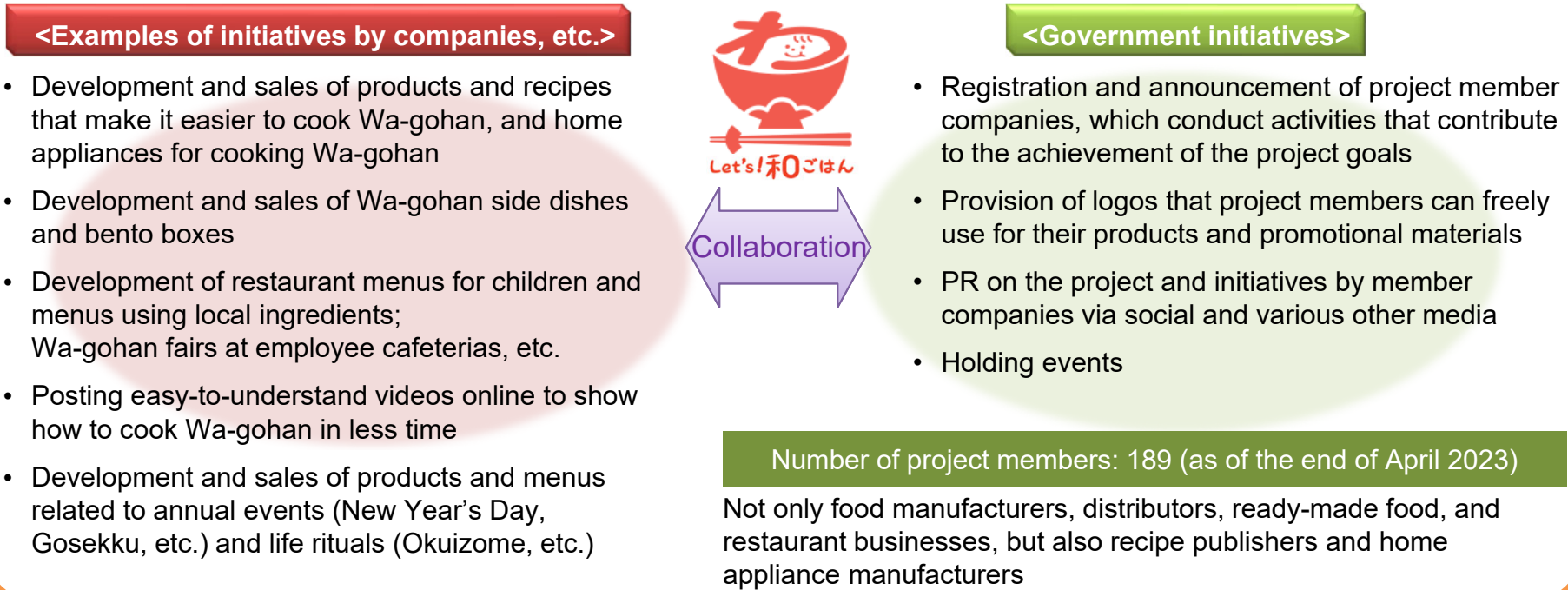
Information on training sessions, etc. is provided at (<http://ouchidewashoku.maff.go.jp>)



(3) Public-Private Collaboration Initiative (Let's! Wa-Gohan Project)

- The “Let’s Wa-Gohan Project” is a public-private collaboration project launched in FY2018, the fifth anniversary of designation of washoku as a UNESCO Intangible Cultural Heritage, to help protect and pass on washoku culture.
- In this project, washoku-related businesses and the government work together to promote measures to increase opportunities for children and the child-raising generation (who tend to be busy and think that washoku recipes “take too much time and effort to cook”) to have healthy “Wa-gohan” (Japanese food) in an easy and convenient way.
- Since FY2019, November has been designated as “Wa-Gohan Month,” and activities have been intensively worked on in collaboration with “Washoku Day” on November 24.

*Wa-gohan (Japanese food) ... A type of meals that have been eaten in Japanese homes, which: (1) consists of rice, soup, side dishes, or a combination thereof, or (2) uses dashi, soy sauce, miso, and other seasonings that have been used in Japan for many years.



(4) Washoku Cultural Network in each region

Based on the discussions of the Food Culture Promotion Subcommittee, in order to further promote activities for the protection and inheritance of diverse food cultures in communities, the Regional Agricultural Administration Offices, etc. became the secretariat to establish a network, the **“Washoku Cultural Network in the ○○ Region,”** (January 2021) which links **prefectures and municipalities (local governments), organizations, and parties concerned with the protection and inheritance of local food culture, leaders in the inheritance of washoku culture, other organizations and parties concerned with food culture (cooks, cooking specialists, etc.), and food-related businesses, etc.**

Background

As few as one in two people (44.0%) inherit the washoku culture, including traditional dishes and manners passed down in communities and families, and pass it on to the next generation.

In the Food Culture Promotion Subcommittee, **the need for initiatives based on the growing importance of “regional initiatives”** was advocated as one of the policies to protect and inherit domestic food culture in the future.

It is necessary to expand opportunities for the **utilization** of local cuisine database “Our Regional Cuisines” and opportunities for “leaders in the inheritance of washoku culture” to **play active roles.**

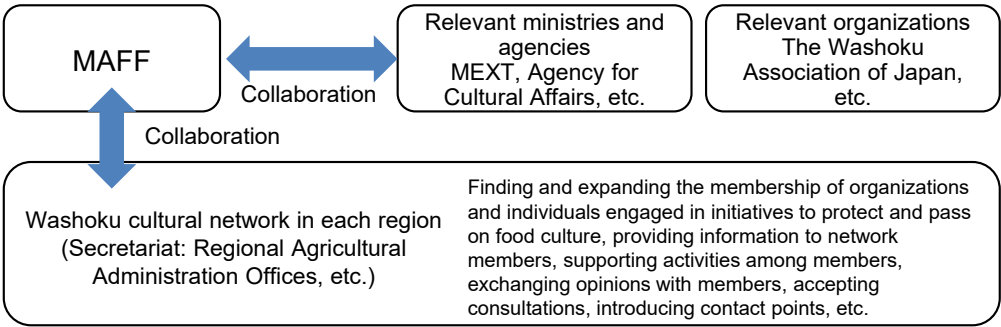
It is vital to **enhance the support that further intensifies** local people’s steady **activities.**

Network activities

In order to promote the initiatives to protect and pass on local food culture from the individual level in a wide, active, and continuous manner, the following information is sent out regularly (free participation in the network, and provision of relevant pamphlets useful for activities) while forming a network of stakeholders in communities (cooperation among members, various activities, etc.):

- Holding events such as seminars and study sessions
- Budget available for activities (activity expenses), etc.

Images of the network



Anyone interested in the protection and inheritance of local food culture can participate.
You can apply to join the network from the link below.
<https://www.maff.go.jp/j/keikaku/syokubunka/network/main.html>



<Key points of measures>

Places for kyoshoku including children’s cafeterias are important as a place for shokuiku activities, such as enjoying eating with others and learning table manners. Since the operation of children’s cafeterias, etc. has been affected and hindered due to the recent rise in prices, support for their activities will be expanded and strengthened. Moreover, support for shokuiku will be strengthened in schools in order to promote shokuiku which allows students to learn about local ingredients and nutritional balance.

<Policy objective>

Achievement of the goals of the Basic Plan for the Promotion of Shokuiku

“Percentage of citizens participating in kyoshoku in communities as they hope to,” “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,” and “Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019)”

<Project details>

MAFF supports shokuiku initiatives, such as the “provision of places for kyōshoku in communities,” in which local stakeholders work together. MAFF also supports the initiatives for shokuiku activities in schools.

1. Shokuiku initiatives in communities

(1) Provision of places for kyoshoku in communities

MAFF supports the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeteria, by determining the needs of kyōshoku in communities and matching with producers.

(2) Inheritance of local food culture and practice of Japanese-style dietary habits

MAFF supports initiatives through cooking workshops, children’s cafeterias, and meal delivery services for children for the inheritance of local food culture and the practice of a Japanese-style diet.

(3) Provision of agriculture, forestry, and fishery experience opportunities

MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

2. Shokuiku initiatives in schools

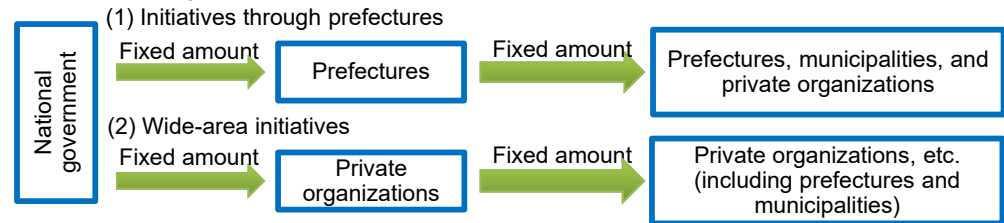
(1) Promotion of the use of local products in school lunches and spread of washoku school lunches

MAFF supports matching with producers to use local products in school lunches, development and tasting of menus, and holding of shokuiku classes.

(2) Provision of agriculture, forestry, and fishery experience opportunities

MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

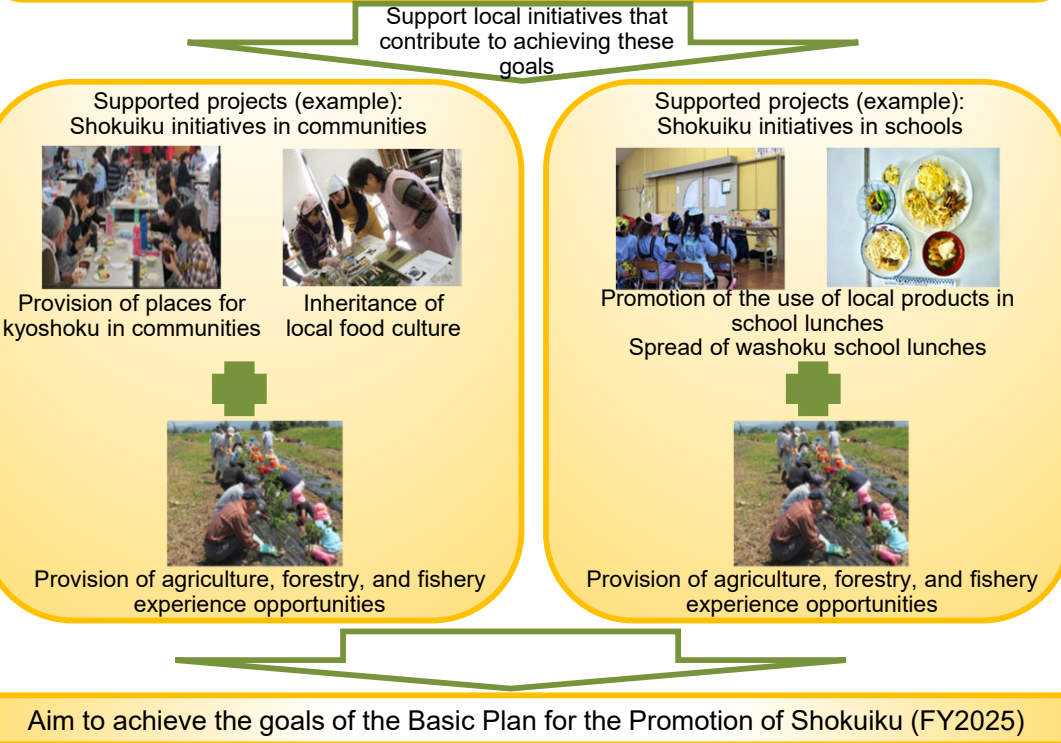
<Flow of project>



<Project image>

Goals (related to this Ministry among the goals of the Basic Plan for the Promotion of Shokuiku)

- Percentage of citizens participating in kyōshoku in communities as they hope to (FY2021: 42.7%; FY2025 target: 75% or more)
- 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 (FY2021: 37.7%; FY2025 target: 50% or more)
- Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019) (FY2021: 74.5%; FY2025 target: 90% or more)



<Key points of measures>

In order to achieve the goals set forth in the Fourth Basic Plan for the Promotion of Shokuiku, MAFF **intensively and efficiently promotes shokuiku activities on which local stakeholders collaborate to work**. In doing so, MAFF gives priority to support the following: initiatives related to **the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeterias**; **initiatives that accommodate digitalization**, which is a priority item of the Basic Plan for the Promotion of Shokuiku; and **shokuiku activities that support sustainable food and nutrition**. In addition to the support for local shokuiku activities through prefectural governments up to now, **shokuiku initiatives in a wide area will be also supported**.

<Policy objective>

Achievement of the goals of the Basic Plan for the Promotion of Shokuiku

<Project details>

[Common] MAFF preferentially supports initiatives related to the provision of places for kyoshoku, initiatives to accommodate digitalization, and shokuiku activities that support sustainable food and nutrition.

1. Developing leaders who promote shokuiku

MAFF supports the development of leaders for the shokuiku promotion, the inheritance of food culture, and agricultural experiences who are active in local communities, and supports the promotion of their activities.

2. Provision of agriculture, forestry, and fishery experience opportunities

MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

3. Provision of places for kyoshoku in communities

MAFF supports the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeteria, by determining the needs of kyoshoku in communities and matching with producers.

4. Promotion of the use of local products in school lunches and spread of washoku school lunches

MAFF supports matching with producers to use local products in school lunches, development and tasting of menus, and holding of shokuiku classes.

5. Improving understanding of environmentally friendly agricultural, forestry, fishery, and food products

MAFF supports holding of awareness surveys and seminars to improve understanding of environmentally friendly agricultural, forestry, fishery, and food products.

6. Reduction of food loss

MAFF supports consumer awareness surveys to reduce food loss, the distribution of educational materials in cooperation with restaurants, and the holding of seminars.

7. Inheritance of local food culture

MAFF supports cooking classes and shokuiku classes for the inheritance of local food culture and the practice of a Japanese-style diet.

<Flow of project>

National government

(1) Initiatives through prefectures
Grant (fixed amount)

Prefectures

Within 1/2

Project implementing entity
Private organizations, etc.
(including prefectures and municipalities)

(2) Wide-area initiatives
Grant (within 1/2)

Private organizations, etc.
(including prefectures and municipalities)

<Project image>

Goals (related to this Ministry, such as providing opportunities to experience agriculture, forestry, and fisheries among the goals for the Basic Plan for the Promotion of Shokuiku)

- Increase the number of volunteers involved in the promotion of shokuiku
- Increase the number of citizens who have agriculture, forestry, or fishery experience
- Increase the percentage of citizens participating in kyoshoku in communities as they hope to
- Increase the initiatives to utilize local products in school lunches
- Increase the number of citizens following nutritionally balanced dietary habits
- Increase the number of citizens who choose agricultural, forestry, fishery, and food products in consideration of production areas and producers
- Increasing the number of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products
- Increase the number of citizens who take action to reduce food loss
- Increase the number of citizens who have received and pass on traditional cuisine and table manners from their communities or families

Support local initiatives that contribute to the achievement of goals

Supported projects (examples)

Provision of agriculture, forestry, and fishery experience opportunities

Provision of places for kyoshoku in communities

Inheritance of local food culture

- Improvement of diet and awareness of food culture, etc.
- Increase in the proportion of use of locally produced ingredients, etc.

Aim to achieve the goals of the Basic Plan for the Promotion of Shokuiku (FY2025)

[Contact] Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau (03-3502-5723)

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Nationwide expansion of shokuiku activities [FY2023 rough estimate of budget determined: 65 (67) million yen]

<Key points of measures>Based on the Fourth Basic Plan for the Promotion of Shokuiku, MAFF promotes shokuiku nationwide by **holding a National Convention on Shokuiku Promotion, disseminating information on good practices in shokuiku activities, and raising awareness for the promotion of shokuiku that supports sustainable food and nutrition.**

<Project Objective>
More than 90% of citizens are interested in shokuiku (the Fourth Basic Plan for the Promotion of Shokuiku [by FY2025])

<Project details>

National Convention on Shokuiku Promotion, surveys on shokuiku, awareness-raising for the promotion of shokuiku that supports sustainable food and nutrition, etc.:
65 (67) million yen

MAFF holds a National Convention on Shokuiku Promotion, Awards for shokuiku activities, and promotes shokuiku nationwide while examining more effective measures to promote shokuiku by conducting surveys and analyses of the needs and characteristics of citizens through awareness surveys to grasp the status of shokuiku promotion. In order to promote shokuiku that promotes the public understanding and interest in food production and consumption in harmony with the environment, MAFF disseminates and raises awareness of food guide that incorporate the perspective of harmony with the environment.

<Flow of project>



<Project image>

National Convention on Shokuiku Promotion Awards for Shokuiku Activities

- A National Convention on Shokuiku Promotion is held jointly with local governments to deepen the understanding of shokuiku among citizens
- Awards for outstanding initiatives to promote shokuiku through volunteer activities, educational activities, agriculture, forestry, fisheries, and other business activities

Research and analysis on shokuiku and collection of examples

- Collecting examples, describing them in a feature article of the White Paper on Shokuiku, and providing information to those who implement shokuiku
- Survey and analysis of the initiatives for the Fourth Basic Plan for the Promotion of Shokuiku
- Survey of example cases of advanced shokuiku initiatives overseas

Awareness-raising to promote shokuiku that supports sustainable food and nutrition

- Awareness-raising of food guide with consideration of harmony with the environment



III. Shokuiku initiatives by MAFF — 17. Projects for Promotion of Shokuiku

Project for the promotion of innovation originated from rural areas

(support for creation of innovation originated from rural areas) among the rural area promotion grant (measures for innovation originated from rural areas)
[Included in FY2023 budget: 9,070 (9,752) million yen]

<Key points of measures>
In order to promote innovation originated from rural areas and secure income and employment opportunities in rural areas, MAFF supports the following: **the development of products and services utilizing diverse regional resources related to agriculture, forestry, and fishery products and agriculture, forestry, and fishery industries in new fields; research and development related to these; and the dispatch and training of human resources with specialized knowledge in the utilization of digital technologies.**

<Project Objective>
Increase in the number of excellent business entities engaged in innovation originated from rural areas (100 business entities [by FY2025])

<Project details>

1. Support project for the promotion of innovation originated from rural areas
MAFF supports initiatives such as **formulating management strategies, developing sales channels, generating business ideas, and conducting research and demonstration projects** necessary for implementing innovations originated from rural areas.
(Initiatives to be supported)
(1) Initiatives (e.g. running direct sales outlets, and incorporating food processing business) in collaboration with secondary and tertiary industries
(2) Initiatives to develop new products and sales channels
(3) Diverse Initiatives to improve sales at direct sales outlets
(4) Initiatives to utilize diverse regional resources in new fields
(5) Initiatives for R&D and use of results utilizing diverse regional resources

2. Central support project for innovation originated from rural areas
(1) In collaboration with prefectural support centers, MAFF provides support at the central support center, such as **the dispatch of human resources (digital human resources) with specialized knowledge on the utilization of advanced digital technologies**, in addition to initiatives to dispatch experts such as central planners to business operators that have advanced issues related to innovation originated from rural areas.
(2) MAFF supports initiatives such as **matching the entrepreneurs who start new businesses** in rural areas with rural areas.
(3) MAFF supports initiatives to **dispatch and train coordinators to promote local production for local consumption** for food service in facilities.

3. Prefectural support project for innovation originated from rural areas
MAFF supports the **initiatives such as dispatching digital human resources and fostering digital human resources in communities** in addition to **dispatching experts to business operators facing various issues such as management improvement related to innovations originated from rural areas** at support centers in each prefecture.

<Flow of project>

```
graph LR
    NG[National government] -- "Fixed amount" --> P[Prefectures]
    NG -- "Fixed amount" --> PO1[Private organizations, etc.  
(including private companies and general incorporated associations)]
    P -- "1/2, etc." --> WB[Workers and businesses in agriculture, forestry and fishery, municipalities, private businesses, etc.]
    PO1 -- "1/2, etc." --> WB
    WB -- "(Project No. 1)" --> WB
    PO1 -- "(Project No. 2)" --> PO1
```

<Project image>

Support project for the promotion of innovation originated from rural areas

Development of new products utilizing agricultural products

Utilization of diverse regional resources in new fields

Central and prefectural support project for innovation originated from rural areas

```
graph TD
    CSC[Central support center]
    ESC[Entrepreneurs in urban areas, etc.]
    PSC[Prefectural support center]
    DPHR[Dispatch of planners, etc.  
Dispatch of digital human resources]
    IC[Inquiry/Consultation]
    DHRD[Digital human resources development]
    RA[Rural area]
    HCS[Hospitals, companies, schools, etc.]
    LPLC[Local production for local consumption coordinators]

    CSC -.->|Request for support| PSC
    ESC -.->|Matching| PSC
    PSC --> DPHR
    PSC --> IC
    PSC --> DHRD
    DPHR --> RA
    IC --> RA
    DHRD --> RA
    RA -->|Dispatch| LPLC
    LPLC --> HCS
    HCS --> RA
```

Rural area

Hospitals, companies, schools, etc.

Local production for local consumption coordinators

Dispatch

[Contact] Interaction Between Urban and Rural Areas Division, Rural Development Bureau (03-6744-2497)

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III. Shokuiku initiatives by MAFF — 17. Projects for Promotion of Shokuiku

Collaborative support project for export promotion through responses to foreigners visiting Japan among the market-oriented export business expansion support project [FY2023 rough estimate of budget determined: 80 (80) million yen]

<Key points of measures>

MAFF supports initiatives to establish a virtuous cycle in which inbound tourism is recovered and increased by **the attractiveness of food and food culture in Japan that leads to the export of agricultural, forestry, fishery, and food products**. In order to develop new demand, it also supports initiatives to **organize and disseminate higher value-added information on food and food culture in Japan**, which is attracting growing interest mainly from foreigners visiting Japan and overseas consumers.

<Project Objectives>

- Increased demand for inbound tourism (number of foreigners visiting Japan: 60 million, travel consumption: 15 trillion yen [by 2030])
- Expansion of export amount of agricultural, forestry, fishery, and food products (2 trillion yen [by 2025], 5 trillion yen [by 2030])

<Project details>

1. Supporting the creation and provision of food experience content

Focusing on priority areas (SAVOR JAPAN) that seek to attract foreigners visiting Japan through the attractiveness of local food and culinary culture, MAFF **supports initiatives to develop and polish food experience content** that meets the needs of foreigners visiting Japan and connect inbound tourism to exports while also supporting effective and centralized information dissemination through the promotion of DX.

2. Organizing and disseminating information on the multifaceted value of food culture

Information on the multifaceted value* of food culture is **systematically organized and multilingualized**, and is **disseminated in an easy-to-understand manner** both in Japan and overseas.

[* History, culture, traditions such as manufacturing methods, characteristics, health benefits, sustainability, etc.]

3. Developing highly skilled human resources related to food culture content

MAFF **promotes the development of core human resources who promote food culture** in Japan and overseas.

<Flow of project>

National government


Consignment

Private organizations, etc.

<Project image>

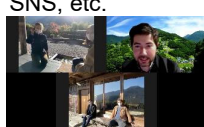
Organizing and disseminating information on the multifaceted value of food culture

Systematically organizing and disseminating information on historicity, diversity of tastes (such as vegan), etc.




Supporting the creation and provision of food experience content

Virtual trips, information dissemination via SNS, etc.

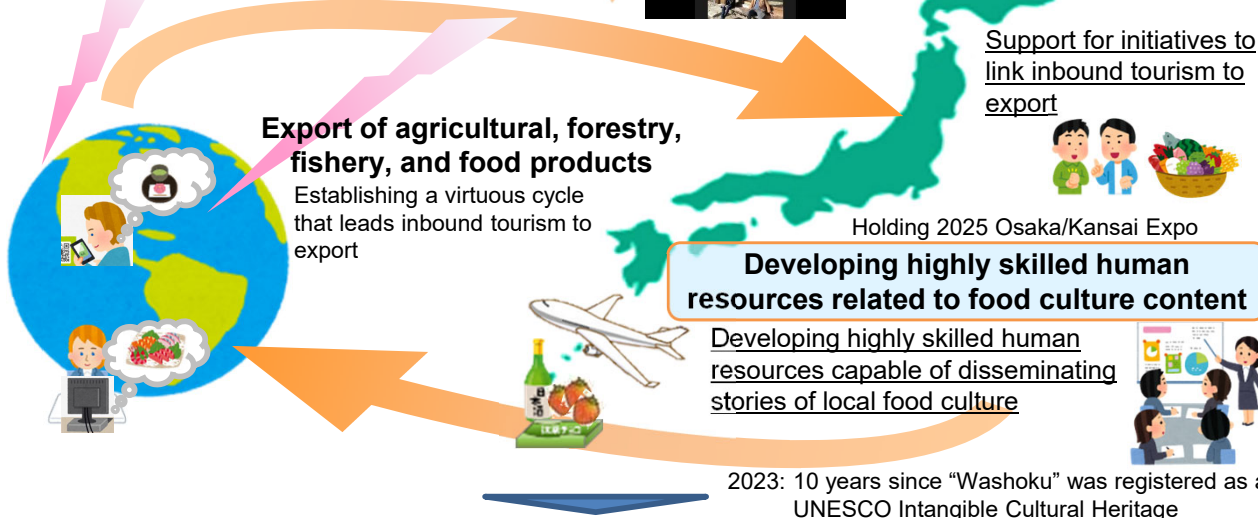


Creating an attractive food experience that meets the needs of foreigners visiting Japan




Export of agricultural, forestry, fishery, and food products

Establishing a virtuous cycle that leads inbound tourism to export




Support for initiatives to link inbound tourism to export



Holding 2025 Osaka/Kansai Expo

Developing highly skilled human resources related to food culture content

Developing highly skilled human resources capable of disseminating stories of local food culture



2023: 10 years since "Washoku" was registered as a UNESCO Intangible Cultural Heritage

Number of foreigners visiting Japan: 60 million, Travel consumption: 15 trillion yen (by 2030)
Export amount of agricultural, forestry, fishery, and food products (2 trillion yen (by 2025), 5 trillion yen (by 2030))