

Chapter 4: Shokuiku Promotion in the Community

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

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



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

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

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



A Guide to Shokuiku (excerpt)



Japanese Food Guide Spinning Top

3 Development and utilization of human resources with high expertise

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



Health promotion pamphlets

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



Shokuiku class

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

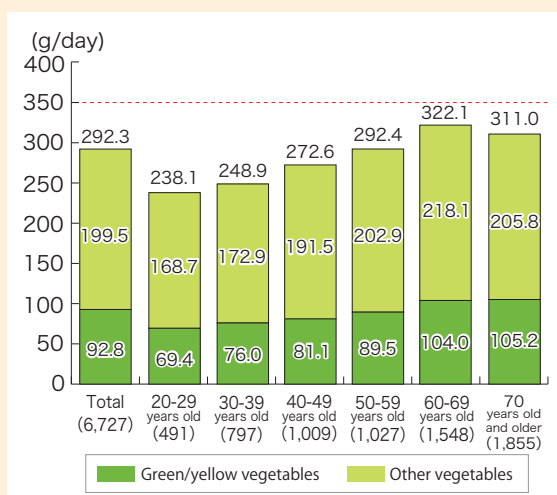
- Comprehensive support has been provided for activities aimed at promoting measures to improve people's health, thereby contributing to the effective implementation of "Health Japan 21 (the second term)," which was launched in FY2013. These include publishing measures proven to be effective in preventing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



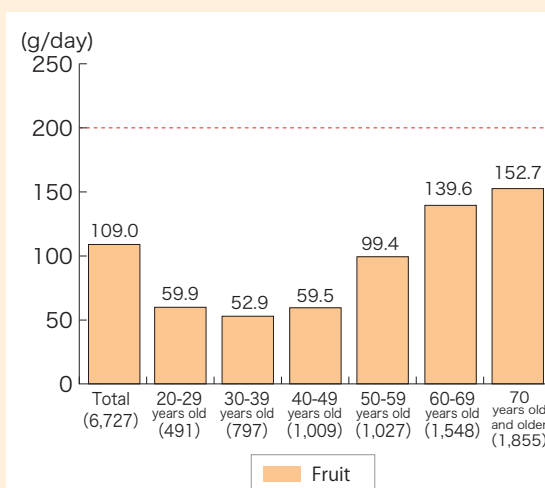
"Plus One Vegetable Dish Everyday" promotion tool

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

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



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



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

5 Shokuiku promotion in the dental health field

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

6 Shokuiku promotion by food-related businesses

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

7 Shokuiku promotion by volunteers

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

Case Study

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

Nagano Prefecture

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

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

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

Criteria for Accreditation as a Healthy Bento

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



Campaign logo



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

Case Study

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

Marui Co., Ltd. (Okayama Prefecture)

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

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

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

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



Hands-on experience of agriculture enabling consumers to meet producers



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

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

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

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

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



Harvesting vegetables

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

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

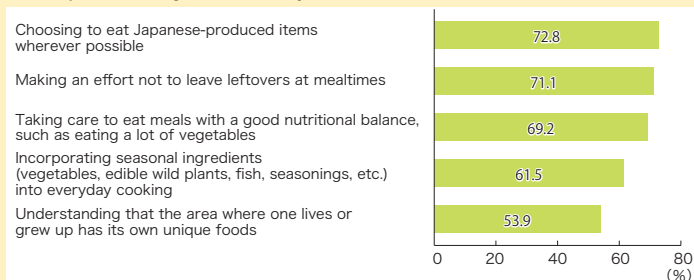
Special Feature

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

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

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

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



Source: MAFF survey

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



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

3 Promotion of “local production for local consumption”

- To further encourage local production for local consumption, MAFF organizes the Awards for Excellence in Local Production for Local Consumption, which recognizes those who have made a contribution to promoting the use of local produce and increasing understanding among consumers.
- “The Local Production for Local Consumption School Lunch Menu Contest” was organized to promote consumption of local produce in school lunch services. It recognized individuals and organizations for their efforts to develop menus including local produce, maintain interaction with producers, and utilize local agricultural, forestry and fishery products throughout the year.
- The Food Recycling Act stipulates the system for the accreditation of recycling business plans (food recycling loops). This system involves food producers, recycling business operators, and operators in the agriculture, forestry and fishery industries who work together to ensure that suitable local food loss and waste are recycled into fertilizer or animal feed, with the resulting agricultural produce then being consumed locally.



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



Illustration of a recycling business plan

Case Study

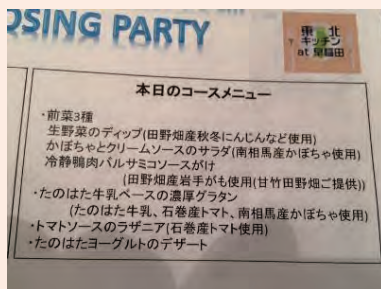
Diet-related Event Organized by Students on the Theme of Post-disaster Reconstruction, Using Agricultural Produce from Disaster-afflicted Areas

Waseda University

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

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

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



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

4 Promotion of food recycling

- The rate of recycling by food-related business operators was 85% in FY2013. As of the end of March 2016, 52 recycling business plans (food recycling loops) based on the Food Recycling Act had been accredited.
- A national campaign called the NO-FOODLOSS PROJECT is being implemented to promote initiatives to reduce food loss and waste, such as supporting food banks and encouraging a rethink of business practices such as the “one-third rule” by continuing to relax delivery deadlines for beverages and confectionery with a sell-by date at least 180 days in advance.

Case Study

Food Loss and waste Reduction Project

“Leave No Leftovers! The Sanmaru Ichimaru (30-10) Movement”

Matsumoto City, Nagano Prefecture

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

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

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



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

Case Study

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

Matsumoto City, Nagano Prefecture

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

