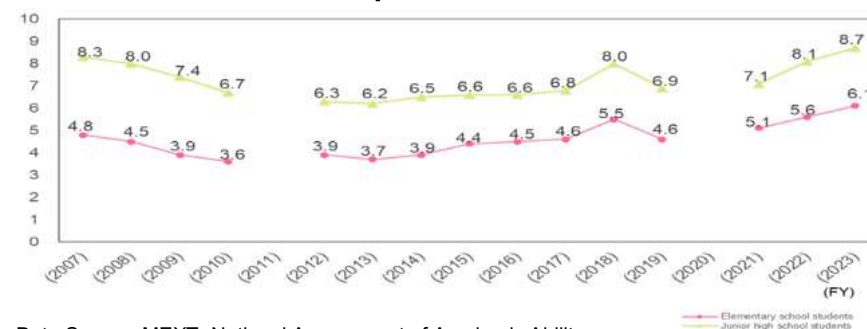


Formation of Basic Lifestyle Habits in Children

- Eating breakfast is necessary not only for nutrition but also for regulating our biological clock, which contributes to the formation of suitable lifestyle habits and maintenance of mental and physical health.
- Rate of elementary and junior high school students skipping breakfast has been increasing in recent years.
- MEXT is promoting the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” national campaign, in cooperation with the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” National Council and the National Institution For Youth Foundation.

Changes in the percentages of elementary and junior high school students who skip breakfast



Data Source: MEXT. National Assessment of Academic Ability.

- Note: 1) The survey was not conducted in fiscal year 2011, due to the impact of the Great East Japan Earthquake.
2) The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.
3) For the question “Do you eat breakfast every day,” the total percentage of answers “Rarely” and “Never.”
4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

Case Study

“Early to Bed, Early to Rise, and Don't Forget Your Breakfast - Small Habits, Big Impact” (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” Promotion Schools Program)

Wakayama Prefecture, Tanabe City, Kamiakizu Junior High School

- Following a survey on students' lifestyles, it was determined that improvements were needed in their lifestyle habits. As a result, efforts were made to advance these improvements with a unified approach involving both the school and the local communities.
- Information dissemination through monthly school and health newsletters, hosting lectures on the importance of nutrition during growth periods, breakfast, and other aspects of meals, conducting shokuiku classes, and displaying slogans related to the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promotion campaign led by the Health Committee have been used to raise awareness not only among students but also within their homes and local communities.



At a Shokuiku Lecture

Families and Local Communities Collaborate to Promote Shokuiku

- It has been pointed out that the habit of skipping breakfast in the children's parents' generation may have made an impact on the household environment, and MEXT has been promoting efforts to support family education in the local communities, including providing learning opportunities related to children's lifestyle habits.
- On December 22, 2023, the government approved the “General Principles for Child-Related Measures” at a cabinet meeting, which sets out the fundamental guidelines for children's policies. This policy promotes collaborative shokuiku efforts involving families, schools, and local communities. By providing seamless support throughout children and young people's life stages, it aims to foster their healthy development with the backing of society as a whole.

Encouraging Shokuiku for Expectant and Nursing Mothers and Infants

- On March 2023, the Basic Policy on Child and Maternal Health and Child Development* was modified and “Healthy Parents & Children 21” for education of citizens was positioned as a national campaign based on the basic policy. CFA will continue to promote shokuiku activities for people in their growing process and expectant and nursing mothers.

*Basic policy on comprehensive promotion of measures for provision of child health and development care, etc.

- In local communities, registered dietitians and others provide nutrition guidance for infants mostly at municipal health centers. They use the “Guidelines for Nursing/ Bottle Feeding, and Baby Food” revised in March 2019 and leaflets that clearly explain breastfeeding and weaning to promote dissemination and awareness.



Breastfeeding Start Guide



Weaning Start Guide

Enhancement of Food-related Guidance in Schools

➤ MEXT promoted seamless shokuiku from kindergartens to high schools by using the “Food Guidance Companion—the Second Revised Edition” and other materials so that children can acquire desirable healthy eating habits.

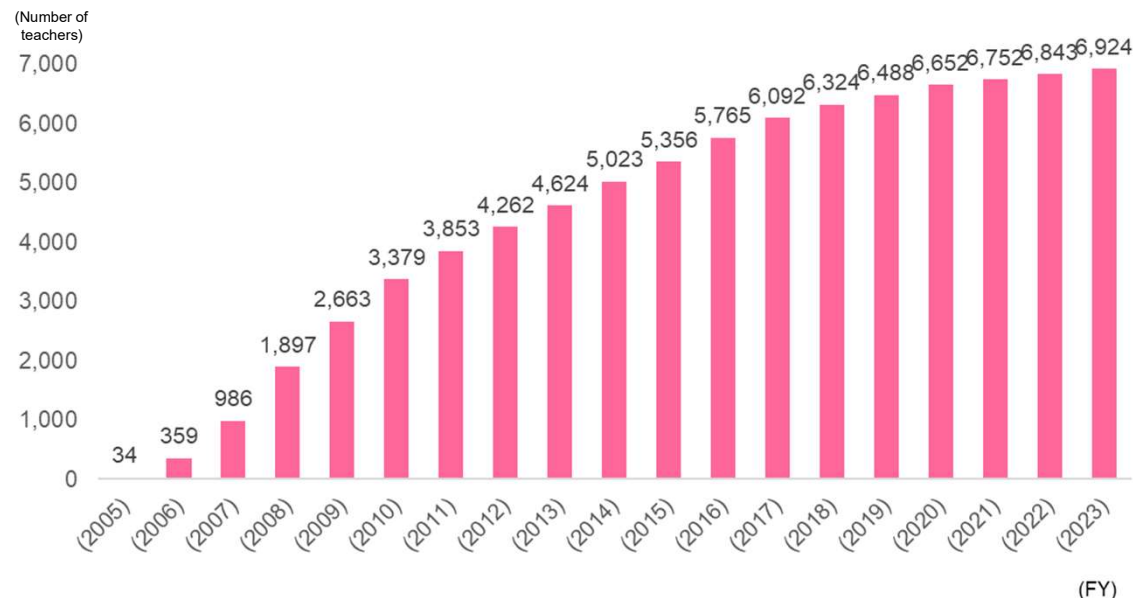
➤ Diet and nutrition teachers are the keystone in shokuiku promotion at schools, where they offer both food guidance and school lunch management.

➤ The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. reached 6,924 nationwide (as of May 1 2023).

➤ Assignment of diet and nutrition teachers was further promoted so that all students can receive food-related guidance taking advantage of their expertise.

➤ In March 2022, a “Research and Study Cooperation Meeting on Improving the Competence of School Nurses and Diet and Nutrition Teachers” was established to examine and enhance the qualifications and abilities of school nurses and diet and nutrition teachers. The discussions were compiled in January 2023. Based on this, in July 2023, reference examples of school management regulations for clarifying the standard duties of school nurses and diet and nutrition teachers were created and notified to the education boards of prefectures and ordinance-designated cities. Efforts are being made to further promote the placement of diet and nutrition teachers.

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



Data Source: Issued on April 1, each fiscal year until fiscal year 2015: Health Education and Shokuiku Division, Elementary and Secondary Education Bureau,

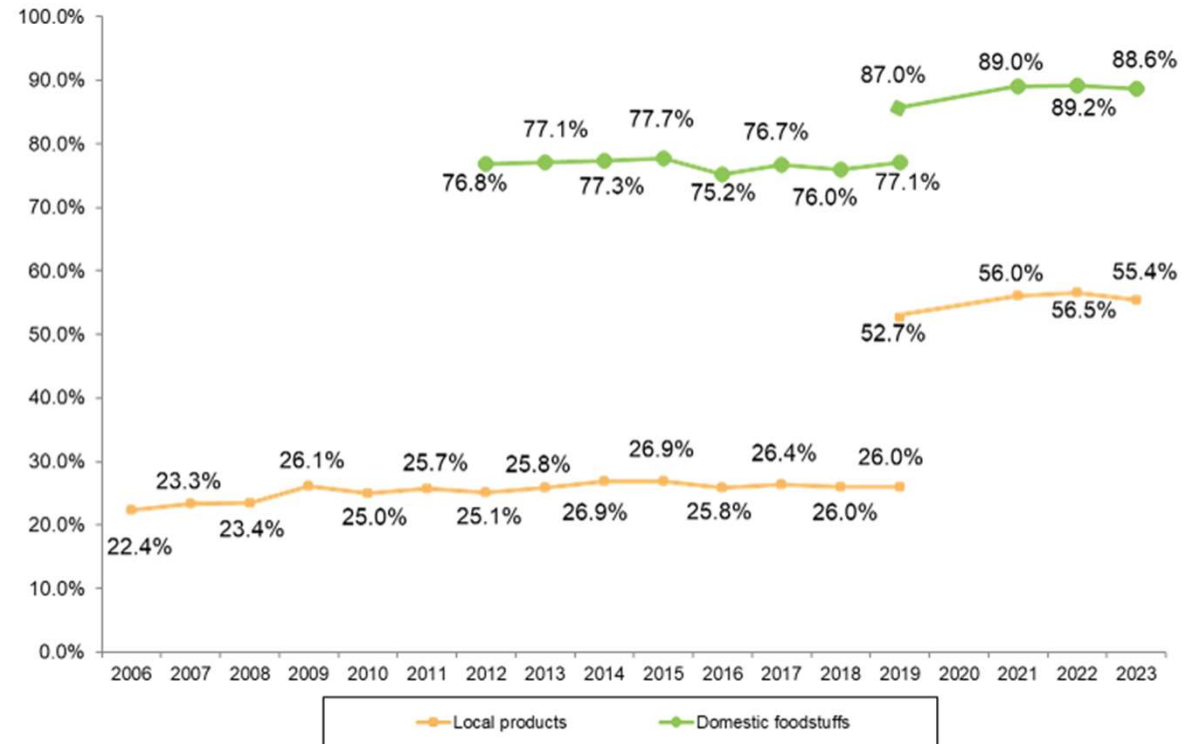
MEXT Issued on May 1, each fiscal year 2016 to present: MEXT. School Basic Survey.

Note: “Elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Enriching School Lunches

- School lunches are provided at 99.0% of all elementary schools and 91.5% of all junior high schools (as of May 2021, values are for national, public, and private schools).
- Based on the Fourth Basic Plan for the Promotion of Shokuiku, MEXT is promoting shokuiku guidance involving local products by diet and nutrition teachers, and use of local products in school lunches with cooperation of relevant ministries and agencies.
- In fiscal year 2023 school lunches, the use rate of local products was 55.4%, and the usage rate of domestic foodstuffs was 88.6% (National average, based on monetary amount).
- Since fiscal year 2021, MEXT has been implementing “project to promote use of local products in school lunches” and provides subsidies for costs to solve problems faced when using local products in school lunches.
- In response to rising prices, efforts to reduce the financial burden on guardians continued, as they did in fiscal year 2022, utilizing local creation emergency grants provided to regional public organizations.
- When selecting service providers for outsourcing school lunch services, it is important that appropriate measures are taken to ensure stable operations by service providers, such as allowing contract modifications that account for price increases, including those due to fluctuations in energy, food, labor costs, and minimum wage adjustments during the contract period. Additionally, factors beyond price, such as business stability, should be considered. It is also necessary to notify that local creation emergency grants can be utilized and to promote its use.

Changes in Percentage of Using Local Products and Domestic Foodstuffs in School Lunches



Data Source: MEXT “Report on School Lunch Nutrition” (based on the number of food items) up to fiscal 2019;
MEXT “Survey on Use of Local Products/Domestic Food stuff in School Lunches” (based on monetary amount) for 2019 and after

Promotion of Shokuiku for Preschool Children

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

Case Study “Valuing Hands-On Experiences” - Fostering the Foundation of Mindful Eating Habits While Having Fun

Chichiicho Day-Care Center, Miyagi Welfare Association
(Miyagi Prefecture)

- To encourage children's enthusiasm for eating, shokuiku is provided by incorporating seasonal ingredients and aligning with seasonal events, ensuring that children have enjoyable eating experiences.
- Children engage in local traditions and food culture, enhancing their interest in ingredients, fostering gratitude towards producers. This also cultivates a desire to cook for themselves, thereby laying the foundation for “mindful eating habits.”



Challenging Mochi Flower Making with Pounded Mochi

Case Study Shokuiku Activities to Foster Community Engagement Through Sweet Potatoes

Yoshino Kindergarten, Eiheiji Town, Fukui Prefecture

- Each year, the kindergarten borrows fields from local farmers to conduct “sweet potato seedling planting and harvesting experiences” with local community members.
- By touching the soil and eating the harvested produce with local residents, young children develop a sense of gratitude towards the local community and expand their interest and curiosity about food.



Digging for Sweet Potatoes

Case Study “Aim to Be a Food Lover! Connecting Children, Families, and the Integrated center for early childhood education and care to Create a Positive Food Environment”

Musashi Kodomoen Integrated center
for early childhood education and
care, Wajunkai Social Welfare
Corporation (Oita Prefecture)

- Various shokuiku activities are implemented to ensure that children can eat happily and eagerly, focusing on nurturing their “desire to eat.”
- In addition to providing repeated opportunities for children to interact with ingredients, the center thoroughly shares information with parents about the children's daily behaviors, mealtime situations, and the center's shokuiku efforts. Support is also provided for meal preparation at home, considering the parents' burden.



Onion Peeling Experience

Promotion of Shokuiku to Encourage Practice of Healthy Dietary Habits

- Disseminating and promoting the following guidelines to promote healthy dietary habits: the “Dietary Guidelines for Japanese,” which serves as a framework for improving individual health of citizens, quality of life (QOL), and ensuring a stable food supply and the “Japanese Food Guide Spinning Top,” which links these guidelines to specific actions by clearly illustrating recommended meal combinations and approximate quantities.
- MAFF is promoting the practice of the nutritionally well-balanced “Japanese-style dietary habits” and highlighting the central role of rice (a staple food) by showcasing how the carbohydrates and proteins in rice serve as important sources of energy and protein on dedicated websites. Using social media platforms, “Yappari Gohan Desho! (Rice is Awesome!)” campaign is also being conducted to boost rice consumption.
- By posting videos on BUZZ MAFF, where MAFF officials disseminate information as a YouTuber, the ministry is encouraging the consumption of rice and rice flour.
- Additionally, a conference focusing on the functional benefits of “rice and health” was held in December 2023, where experts presented the latest findings on “rice and health” and shared examples of ongoing efforts.



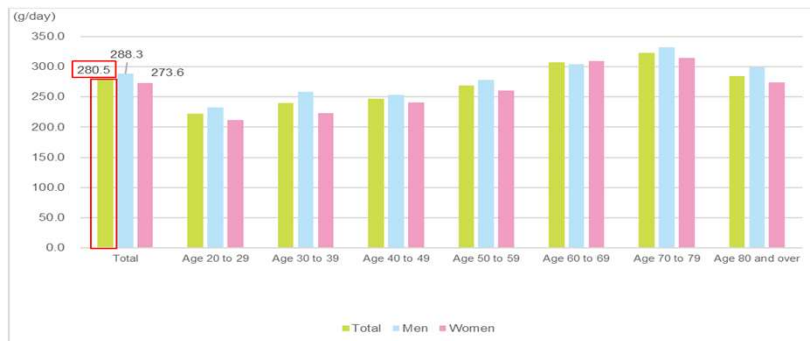
At a Conference Focusing on the Functional Benefits of “Rice and Health”

Promotion of Shokuiku Contributing to Extension of Healthy Life Expectancy

- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy. The ministry promotes the “Smart Life Project” in partnership with companies, relevant entities and local governments with the aim of further spreading and developing initiatives to achieve the goals.
- In addition, MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment, while supporting participating businesses in setting action goals and taking actions to address nutritional issues, including excess salt intake, thinness in young women, and nutritional disparities associated with socioeconomic status, which is also expected to improve public evaluation of their environmental, social and governance (ESG) status.

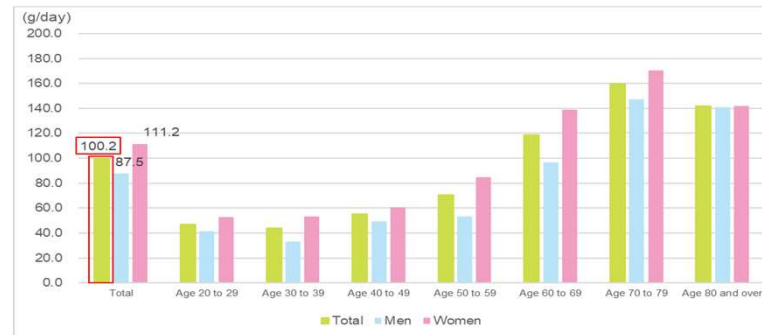
- The Fourth Basic Plan for the Promotion of Shokuiku sets new goals to increase the mean daily vegetable intake to 350g or more, and to decrease the ratio of individuals with a fruit intake of less than 100g to 30% or less by fiscal 2025.
- MAFF is promoting activities to increase vegetable and fruit intake by implementing “Let's Eat Vegetables project” in cooperation with enterprises, groups and other “Vegetable Supporters” and “200 Grams of Fruits Every Day! campaign” in cooperation with producers’ groups.

The average vegetable intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.

The average fruit intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.

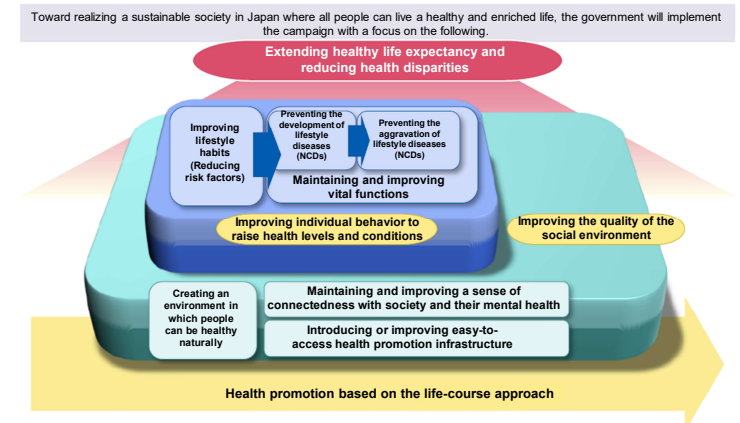


“Let's Eat Vegetables Project” indicates “350g per day” as a rough standard of intake. Logomark

Article “Health Japan 21 (the 3rd term)”

- “The 3rd term National Health Promotion Movement in the 21st Century (Health Japan 21 (the 3rd term))” a 12-year plan starting from fiscal year 2024 aimed at achieving a sustainable society where all citizens can live healthily and with a fulfilling quality of life. To advance this plan, the Minister of the MHLW issued the “A Basic Direction for Comprehensive Implementation of National Health Promotion” in May 2023.
- The goals related to nutrition and eating habits are specified, emphasizing that, more than ever, stakeholders such as the national government, prefectures, municipalities, health insurers, industry, and academic institutions will work together to enhance and strengthen health promotion measures.

Conceptual Diagram of Health Japan 21 (the 3rd term)



Promotion of Shokuiku for Children in Poverty

- According to a survey, 16.9% of households with a child (children) have experienced being unable to buy food at least once. To address this situation, we support Kodomo Shokudo, Kodomo Takushoku and similar activities that are spreading as independent initiatives of local community residents.
- The government leads the public-private collaborative project “Children’s Future Support National Movement.” The project includes support for activities, such as Kodomo Shokudo, that promote shokuiku for children in poverty and work to stop the perpetual cycle of poverty.
- In fiscal year 2023, CFA has expanded its “Children’s Life and Learning Support Program,” which provides support for the acquisition of basic life skills and educational assistance, to include not only children from single-parent families but also those from low-income households. Additionally, new subsidies have been introduced to cover the expenses related to meal provision.
- To promote shokuiku in local communities in collaboration with Kodomo Shokudo, the MAFF introduces relevant information on its website. Additionally, it supports efforts to improve the quality of food access, including initiatives that provide kyoshoku opportunities at Kodomo Shokudo, etc., so that children in situations of poverty can experience the joy of eating and acquire the basics of a healthy diet.

Case Study

Food Support Activities by University Students Aspiring to Become Registered Dietitians for Kodomo Shokudo, etc. (The “7th Shokuiku Activity Awards”—Special Jury Award)

Okinawa University Department of Health and Nutrition Kodomo Shokudo Support Team (Okinawa Prefecture)

- In cooperation with related organizations, Kodomo Shokudo, and volunteer groups in Naha City, the team supports children facing issues such as poverty in the prefecture from the food aspect.
- For single-parent households, they provide 50 free box lunches, considering nutritional balance and incorporating local vegetables and local cuisine.
- They hold preliminary workshops with instructors from the Naha City Social Welfare Council and local organizations to understand the realities of single-parent households and the types of meals needed, which guides the menu choices for the box lunches.
- Feedback from parents and children who ate the box lunches includes comments like, “The box lunch contained ingredients we usually can’t afford, and the colorful and carefully prepared box lunch was very touching.”



Students Preparing Box Lunches for Single-parent Households

Promotion of Shokuiku pertaining to the Younger Generation and the Elderly

- As highlighted in Featured Article 2, the younger generation faces more challenges in their eating habits compared to other generations, making it essential to promote shokuiku to raise awareness about food-related issues.
- MAFF is promoting shokuiku efforts led by the younger generation, such as supporting online workshops conducted by students and businesses, as part of the 2023 National Shokuiku Promotion Network.
- For the elderly, it is necessary to promote shokuiku aimed at improving quality of life (QOL) in accordance with individual characteristics toward extension of the healthy life expectancy.
- MHLW is working on creating an appropriate food environment for elderly individuals living at home in local communities by preparing informational pamphlets for both meal delivery providers and users, and compiling examples of good case studies.

Promotion of Shokuiku with Consideration to Employees' Health in Workplace

- Healthy employees vitalize the organization, which in turn is anticipated to lead to improved business performance.
- As part of the “Smart Life Project,” which collaborates with businesses, private organizations, and local governments to extend healthy life expectancy, the MHLW has published “Smart Meal Exploration” on the project’s website. This resource organizes and showcases best practices, such as revisions to employee cafeteria menus.

Promotion of Kyoshoku in Local Communities

- In recent years, there has been an increase in single-parent households, households in poverty, and elderly individuals living alone, leading to situations where practicing a healthy diet through kyoshoku with family becomes challenging.
- MHLW has created public awareness tools on dietary practices for frailty prevention and has also featured them on the senior-focused website, “Communities Thriving Together: Kayoinoba.”
- MAFF supported shokuiku activities in local communities by promoting the acquisition of table manners through kyoshoku at Kodomo Shokudo and intergenerational exchange venues, as well as by holding local cuisine workshops using these kyoshoku spaces.

Promotion of Shokuiku in Preparation for Disaster

- In preparation for large-scale natural disasters, etc. it is important that each household stockpiles food in addition to the food stockpiled by local governments and private enterprises.
- MAFF published “Guide for Food Stockpile in Preparation for Disaster,” which outlines methods to make it easier for households to practice food stockpiling on a regular basis in preparation for emergencies. In April 2022, the MAFF published the guide for persons living alone to disseminate information on food reserves at home through plain explanation of the need for storing food, how to start this, and other matters.
- For the fiscal year 2023, efforts continued to encourage the use of these guidebooks in schools, local governments, and neighborhood associations, while also giving presentations at disaster prevention-related exhibitions hosted by private companies to promote and raise awareness about household food stockpiling.



“Guide for Food Stockpile in Preparation for Disaster”

Case Study

Awareness and Promotion Activities for Food Preparedness in Disasters (The “7th Shokuiku Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau)

Bizen City Nutrition Committee
(Okayama Prefecture)

- The committee started “Disaster-Preparedness Pack Cooking Workshops” in fiscal year 2016. From fiscal year 2020, to raise awareness about disaster preparedness and encourage households to prepare for emergencies, they expanded to include local stores that handle stockpiled items and organized exhibitions of stockpiled goods. These exhibitions displayed the quantity of items needed for a three-day supply and provided guidance on what should be prepared.
- In the future, they will continue to emphasize disaster preparedness and also aim to instill the skills for everyday living, conveying the importance of food to local residents.



At the Exhibition

Promoting Shokuiku in Dental and Oral Health

- In order to extend healthy life expectancy through food, it is important to maintain dental and oral health for chewing and swallowing from infancy through old age. To this end, shokuiku in dental and oral health is promoted, including activities to encourage regular dental examination.
- In October 2023, the MHLW, Akita Prefecture, Akita City, the Japan Dental Association, and the Akita Prefecture Dental Association jointly held “the 44th National Dental Health Conference” in Akita Prefecture, themed “Healthy Mouth, Beautiful Life! Come to the Beautiful Country of Akita.”

Promotion of Shokuiku by Food-Related Businesses

- Food-related businesses, etc. perform shokuiku efforts as part of their corporate social responsibility (CSR) activities. Companies tackling shokuiku from the SDGs perspective are also increasing.
- MAFF supports food-related businesses, etc. in their efforts toward local production for local consumption, events for exchange with local consumers, and other activities.

Case Study

Shokuiku Initiatives for Nurturing the Future of Diverse Generations (The “7th Shokuiku Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries)

- To address social issues such as the observed lack of knowledge about food among children, Tokyo Gas started cooking classes for children in fiscal year 1992. Since fiscal year 2014, the company has established the “Eco-Friendly Shokuiku Council” with external experts, holding regular symposiums for schools, food-related stakeholders, and other groups interested in food.
- Currently, Tokyo Gas has expanded its shokuiku activities to a wide range of generations, from children to the elderly, promoting initiatives that support sustainable food practices tailored to the target audience.

Tokyo Gas Co., Ltd. (Tokyo)



Cooking Class for Children

Shokuiku Promotion through Volunteer Activity

- Shokuiku volunteer members including Diet Improvement Promoters implemented community-based shokuiku activities, based on the understanding of factors such as regional health issues, healthy eating habits, and food cultures.
- Japan Dietetic Life Association implemented shokuiku activities for health promotion in response to the demands of the time with a focus on lifestyle disease prevention.

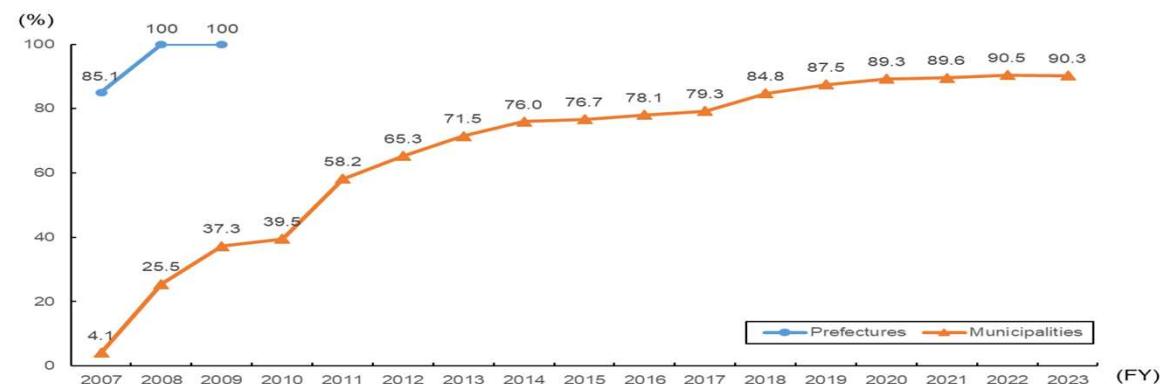
Development and Utilization of Human Resources with Expertise

- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing shokuiku activities taking advantage of their expertise.
- The Japan Dietetic Association has organized events nationwide under the theme “The Benefits of Snacking!” as a method to address nutrition issues such as “obesity and lifestyle disease prevention” and “thinness in young women.” Registered dietitians and other human resources working in medical institutions, facilities, schools, administrative agencies, and companies across the country supported individuals by providing guidance on appropriate snacking times according to their lifestyles.

“Shokuiku Month” Activities

- The 18th National Convention on Promotion of Shokuiku in Toyama was held in June 2023.
- Various awards related to shokuiku are given out at this event. Videos were produced to introduce activities of the organizations that won the “7th Shokuiku Activity Awards.”
- Publicizing the National Network for Shokuiku Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of Shokuiku. The percentage of local municipalities that have created Municipal Plans for the Promotion of Shokuiku is 90.3%.

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



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

Article Raising Awareness of Shokuiku through “the 18th National Convention on Promotion of Shokuiku in Toyama” of “Shokuiku Month” and “Shokuiku Month Seminars”

- The event was held over two days, on June 24 and 25, 2023, under the theme “Happiness for the Mind and Body through Food: Spreading Well-being from Toyama - Connecting the Foundation of Happiness to the Future.”
- Various events including Shokuiku Activity Awards ceremony, workshops by sports teams from Toyama Prefecture, shokuiku talk shows, and exhibitions by 135 booths on shokuiku provided opportunities to think about shokuiku while having fun.
- At the “Shokuiku Month Seminar” held on June 30, 2023, keynote lectures and panel discussions were conducted on the practice of shokuiku in collaboration with professional sports teams, government, companies, and organizations.



“The 7th Shokuiku Activity Awards” ceremony