Policies for the Promotion of Shokuiku
(White Paper on Shokuiku)

The Fiscal Year 2018 Edition

[Summary]
This report is the Policies for the Promotion of Shokuiku defined in Article 15 of the Basic Act on Shokuiku (Food and Nutrition Education) (Act No. 63 of 2005). The Act requires the national government to submit a report on measures that were taken for the promotion of shokuiku to the Diet each year. In this report, we describe the measures that were taken for the promotion of shokuiku in fiscal 2018.
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○In principle, the numbers given in figures and tables are rounded off, and therefore may differ slightly in summation from the totals indicated.
Introduction: Basic Framework of the Shokuiku Promotional Policies

1. Basic Act on Shokuiku (Food and Nutrition Education)

- The Basic Act on Shokuiku (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote shokuiku policies, thereby contribute to healthy and cultured living of the Japanese citizens and a thriving and prosperous society at present and for the future.
- The Act positioned shokuiku as the basis of a human life which is fundamental to intellectual, moral, and physical education, which helps citizens to acquire knowledge about shoku [comprehensive term for food and nutrition, diet, meals, and way of eating] and the ability to choose the appropriate shoku through their various experiences, enabling them to adopt healthy dietary habits.

2. Basic Plan for the Promotion of Shokuiku

- In March 2016, “The Third Basic Plan for the Promotion of Shokuiku” (The Third Basic Plan) was created in consideration of the past five years’ achievements and challenges on shokuiku. The Third Basic Plan, covering five years from fiscal 2016 to 2020, sets the basic policies including target values for the promotion of shokuiku, and proposes measures to be taken for the comprehensive promotion of it.
- The following five priority issues were established as the basic policies: (1) the promotion of shokuiku among the younger generation, (2) the promotion of shokuiku tailored to diverse lifestyles, (3) the promotion of shokuiku that contributes to the extension of healthy life expectancy, (4) the promotion of shokuiku to raise awareness of sustainable food cycle and the environment, (5) the promotion of shokuiku aimed to pass down the Japanese food culture.

3. System to Advance Measures for Shokuiku

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the preparation and promotion of the Basic Plan for the Promotion of Shokuiku. MAFF is promoting shokuiku as a government-wide initiative in coordination with other relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Rolling out shokuiku as a national campaign will require the national and local governments’ efforts and close coordination and collaboration among various community-level stakeholders, such as schools, childcare centers, persons engaged in agriculture, forestry and fisheries industries, food-related businesses and volunteers.

System for the Promotion of Shokuiku

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

Promoting of Shokuiku as a National Campaign

Volunteers

persons engaged in agriculture, forestry and fisheries

schools, childcare centers, etc.

close coordination and collaboration

in all communities nationwide

 scrollTo prepare the plan for Promotion of Shokuiku

Planning and Implementing Shokuiku Measures Comprehensively and Systematically

Prefectures

municpality council for the promotion of shokuiku

preparation of municipal plan for the promotion of Shokuiku

Planning and Implementing Measures Reflecting Regional Characteristics

Regional Agricultural Administration Office, etc.

the council for the promotion of shokuiku

the MAFF, the FSCJ, the CAA, the MEXT and the MHLW
1. Positioning of Healthy Life Expectancy in the Third Basic Plan

- The Third Basic Plan sets “the promotion of shokuiku for expansion of life expectancy” as one of its priority issues.
- Different stakeholders must closely cooperate and collaborate in various situations to advance shokuiku for the prevention and improvement of malnutrition, obesity, underweight, and metabolic syndrome, along with the reduce in salt intake, etc. for the extension of healthy life expectancy.
- In this featured article, the status of shokuiku for an extended, healthy life expectancy is analyzed. The article also introduces the efforts that were taken to improve our important everyday diet in order to extend healthy life expectancy.

Healthy life expectancy is defined as the period in which daily life can be lived without any constraints resulting from health issues.

Source: "Basic Directions for Comprehensive Implementation of National Health Promotion (Ministerial Notification No.430 of the Ministry of Health, Labour and Welfare)"

2. Current Status and Efforts Made for Nutrition and Diet for Extended Healthy Life Expectancy

Increase in Healthy Life Expectancy Exceeds Increase in Life Expectancy

- The average life expectancy was 80.98 for males and 87.14 for females in 2016. In 2065, the average life expectancy is estimated to be 84.95 for males and 91.35 for females, showing future extension in the average life expectancy for both sexes.
- The healthy life expectancy extended to 72.14 for males and 74.79 for females in 2016.
- When compared to 2010, 2016 had a smaller gap between the average life expectancy and healthy life expectancy, and the healthy life expectancy of both males and females increased.

Data Sources
For average life expectancy on 2010: MHLW. Complete Life Table.
For average life expectancy on 2013 and 2016: MHLW. Abridged Life Tables.
For healthy life expectancy: MHLW: The 11th Health Japan 21 (The Second Term) Promotional Special Committee Documents.
ON “HEALTH JAPAN 21 (THE SECOND TERM) INTERMEDIATE EVALUATION”

- The Ministry of Health, Labour and Welfare (MHLW) started “Health Japan 21 (the second term)” in April 2013. This plan aims at extending the healthy life expectancy and preventing noncommunicable diseases. It has undergone an intermediate evaluation in its fifth year, fiscal 2017, and has summarized its reports in September 2018. The achievement status for 53 targets have been evaluated and analyzed to organize the issues needing attention towards goals.

- Recent values for 32 targets such as “Extension of healthy life expectancy (average period of lifetime spent without limitation in daily activities)” and “Number of food companies and restaurants registered as striving to reduce salt or fat in their food products” have improved when comparing recent values to the baseline values at its establishment.

- There is a need to reinforce initiatives toward health promotion with all relative organizations such as the government, prefectures, municipalities, insurers, healthcare-related bodies, and industries to meet goals at the final evaluation in the future.

Status of Nutritionally Balanced Diet Practices

- The percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dish, and side dishes almost every day was 58.6% (as of 2018, the target value in Third Basic Plan is 70% or more by fiscal 2020).

- The Ministry of Health, Labour and Welfare (MHLW) started “Health Japan 21 (the second term)” in April 2013. This plan aims at extending the healthy life expectancy and preventing noncommunicable diseases. It has undergone an intermediate evaluation in its fifth year, fiscal 2017, and has summarized its reports in September 2018. The achievement status for 53 targets have been evaluated and analyzed to organize the issues needing attention towards goals.

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**Percentage of Citizens Who Eat at Least Two Well-Balanced Meals**

Data Source: MAFF. Survey on Attitudes Towards Shokuiku (Annual). The same survey was conducted by the Cabinet Office until 2015.

**THE BENEFITS OF ‘SHOKUIKU’: EVIDENCE-BASED INFORMATION VOLUME 2”**

- In cooperation with shokuiku researchers, MAFF has created a brochure offering organized evidence-based information on the advantages of adopting healthy eating habits such as “eating breakfast every day,” and “practicing nutritionally balanced diet,” etc.

- The published research notebook offers comprehensible information on essays along that conveys messages “kyōshoku [eating together] is related to healthy eating habits.” MAFF distribute a list of evidence on their website as well.

- The brochure is distributed for shokuiku practitioners, and the message based on evidence is communicated broadly to the citizens.
➢ Of staple food, main dish, and side dishes (dishes mainly consisting of vegetables, seaweed, and mushrooms), the percentage of citizens that they have difficult times incorporating side dishes in their meals is the largest.

➢ The average daily vegetable intake is 288.2 g, which is lower than the recommended amount of 350 g, stated in “Health Japan 21 (the second term).”

➢ The percentage of citizens who practice eating more vegetables is approximately 80%.

➢ The percentages for younger generations are generally lower for both the amount of vegetable intake and practice of eating vegetables.

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Case Study  SHOKUIKU FOR RESIDENTS WHO ARE NOT INTERESTED IN HEALTH: “ADACHI VEGE-TABE LIFE CAMPAIGN—RIGHT! LET’S EAT VEGETABLES!”

➢ Adachi city, Tokyo has started its “Adachi Vege-tabe Life Campaign—Let’s eat vegetables—” from fiscal 2013, due to various reasons such as a shorter healthy life expectancy when compared to other cities in Tokyo.

➢ To develop environment that encourages increased vegetable intake, Adachi city developed registered grocery stores and restaurants that offer vegetables or vegetable menus as “Vege-Tabe Life Supporters.” The number of cooperating facilities has increased to 730 facilities (as of November 30, 2018).

➢ Using the slogan “Have vegetable for the first bite!,” the city also conducted efforts in childcare centers, elementary schools and junior high schools, to help children adopting habit of eating vegetables from early age.

➢ Owing to Adachi City’s efforts, annual vegetable intake for specific groups of residents, including children and males in their 30s, continues to increase.
The percentage of the citizens who routinely practice healthy diet in which they take care to maintain their proper weight and reduced salt intake, among other efforts, to prevent or treat noncommunicable diseases, was 67.7% in fiscal 2018 (The target in the Third Basic Plan: 75% or more by fiscal 2020).

The current average daily salt intake is 9.9g, which is higher than the recommended amount of 8g, stated in the “Health Japan 21 (the Second Term).”

The percentage of citizens who practice taking less salt (reducing salt intake) was approximately 60%.

The number of food companies registered as striving to reduce salt and fat in their food products was 103 in fiscal 2016, achieving the target value (The target value in the Third Basic Plan was 100 companies or more by fiscal 2020).

**Study Case**

**PROMOTING TASTY FOOD PRODUCTS WITH LESS SALT FROM SUPERMARKET SHELVES**

- UNY Co., Ltd. has been developing and selling tasty products with reduced salt content. They have developed 61 products as of September 2018 and sold a total of approximately ten million units. The quantity of salt not used due to these low-salt products (relative amount of reduced salt) was approximately 18.5 tons (September 2014 to August 2017).

- UNY promotes low-salt diet by developing low-salt recipes and creating sales areas for low-salt products on “Low-Salt Day,” held on the 17th of every month.
3. Shokuiku for Citizens in Different Life Stages

(1) Infants, Children, and Adolescents

The Percentage of Children Who Skip Breakfast is on the Rise

- Establishing healthy eating habits at a young age helps to develop healthy body and mind throughout one’s life, and becomes the basis of human life. Having breakfast every day is extremely important from the perspective of developing basic living habits.

- The percentage of children (elementary school students) who skip breakfast was 5.5% in fiscal 2018 and is on a rising trend (The target set in the Third Basic Plan is 0% by fiscal 2020). The percentage of junior high school students who skip breakfast is also increasing.

### Article

**CHILDREN SKIPPING BREAKFAST**

- The percentage of children who skip breakfast have been on the rise in recent years.

- According to past surveys, the top reason for skipping breakfast for both elementary school and junior high school students was “[they] have no time to eat,” followed by “[they] have no appetite,” with both having percentages of approximately 40%.

- The percentages of elementary school and junior high school students who do not go to bed at the same time every night are also on the rise. Elementary school and junior high school students who fall under this category tend to have a higher ratio of skipping breakfast.

### Changes in Percentages of Children Who Skip Breakfast

![Graph showing changes in percentages of children who skip breakfast]

Data Source: MEXT. National Assessment of Academic Ability (Annual).
Note:
1) The sum of “Never [eat breakfast]” and “Rarely”
2) The target of the survey was students in 6th grade and 9th grade.
3) No survey was conducted in fiscal 2011 due to the Great East Japan Earthquake.

### Changes in Percentage of Children Who Do Not Go to Bed at the Same Time Every Night

![Graph showing changes in percentage of children not going to bed at the same time]

Data Source: MEXT. National Assessment of Academic Ability (Annual).
Note:
1) The sum of “Never” and “Rarely” to the question: “Do you go to bed at the same time every night?”
2) The target of the survey was students in 6th grade and 9th grade.
3) No survey was conducted in fiscal 2011 due to the Great East Japan Earthquake.

### Case Study

**LOCAL CITIZENS ORGANIZE BREAKFAST RESTAURANT AT THE ELEMENTARY SCHOOL**

- “Asagohanya-san” [Breakfast Restaurant], a kodomo shokudo [children’s cafeteria] in Osaka, offers 50-yen-breakfasts to elementary school students three times a week. The volunteer members in their 60s to 80s cook breakfasts, taking rotation.

- The cafeteria takes place in the home economics room at Nishiawaji Elementary School where children can casually drop by before their morning classes start. Approximately 20% of all students in Nishiawaji Elementary School have already participated in this program.

- According to the survey given to students using the cafeteria, approximately 70% answered that they “started to wake up earlier in the morning,” indicating the program has also contributed to the improvement of students’ lifestyles.

Local Residents Preparing Breakfast at Nishiawaji Elementary School
(2) Younger Generations (In 20s and 30s)
Younger Generations Have Issues in the Practice of Healthy Eating Habits

- Issues relating to knowledge, awareness, and actual practices concerning food and nutrition are more prevalent among young citizens in their 20s and 30s. Furthermore, as this generation will be parents in the future, shokuiku is being promoted so this generation will be able to pass down knowledge and practices on diet to the next generation.

- In the recent “The Survey of Attitude Towards Shokuiku,” 23.3% of citizens in their 40s answered they had better diet during their 20s and 30s. 35.8% when compared to the present.

- The most popular reason for having better eating patterns was that they had “homemade meals available at home,” which made up half of the total.

The top reasons for having poorer eating habits were “had low awareness towards health” and “had no spare time”, which were both approximately 50%.

### Reasons for Better Eating Habits When You Were Younger

- Homemade meals were available: 50.0%
- Had high awareness towards health: 32.4%
- Had more spare time: 27.6%
- Was able to prepare meals by myself: 24.1%
- Was financially comfortable enough: 19.0%
- Friends/family members encouraged me to eat: 15.3%
- Had health concerns: 6.8%
- Lived in a neighborhood where prepared foods were available: 3.4%
- Was recommended by a specialist: 1.7%
- Other reasons: 1.0%
- Don’t know: 2.0%

### Reasons for Having Poorer Eating Habits When You Were Younger

- Had low awareness towards health: 49.8%
- Had no spare time: 46.9%
- Had no health concerns: 38.2%
- Had no knowledge about practicing healthy eating habits: 20.8%
- Was not able to prepare meals by myself: 19.0%
- Had no economic freedom: 15.3%
- Homemade meals were not available: 11.4%
- Lived in a neighborhood where prepared foods were not available: 9.8%
- Received no recommendations from specialists: 2.8%
- There was no encouragement from friends/family members: 2.6%
- Other reasons: 8.1%
- Don’t know: 0.7%


Note: 1) The target of the survey was citizens aged 40 years old and over who answered they had “fairly poor” or “very poor” eating habits, such as eating breakfast and nutritionally balanced meals when compared to the present.
2) The survey was conducted in October, 2018.
3) Multiple answers allowed.

### Case Study
HELPING TO DEVELOP INDEPENDENT DIET FOR UNIVERSITY STUDENTS THROUGH-FRIENDLY COMMUNICATION

- The National Federation of University Co-operative Associations supports university students to develop eating habits through places such as university cafeterias. They have designed a smartphone-friendly website that allows its users to easily search for menu combinations according to their mood and budget under categories such as “Healthy” and “Meaty.” Also, their registered dieticians introduce weekly menu recommendations.

- They have compiled recipe collections such as the Instagrammable “Skillet Cooking Recipes” or the “Super-Easy Recipes with Cut Vegetables” for busy students. They also offer free eating habit consultations twice a year.
(3) Adults

About Half of Male Citizens Between 20 to 59 Regularly Eat Out

- Approximately 50% of males and 30% to 40% of females within the 20s to 50s age group regularly eat out, buy ready-made meals, or takeout box lunches.

- Citizens who regularly eat out or buy ready-made meals or takeout box lunches have a lower tendency to have a well-balanced meal consisting of a staple food, main dish and side dishes.

Male Citizens Between 25 to 59 Spend About 1/3 of Their Day at Work

- The average work time for citizens between 25 to 59 is 1/3 of a day. It is important to implement measures to maintain and improve health in their workplaces, as most of their day is spent there.

- Recently, the strategic application of kenkō keiei [Health and Productivity Management]*, based on the idea that activities taking management perspective toward health management to maintain and improve employee health as an investment that enhances future profitability and more.

* Kenkō keiei is a registered trademark of Workshop for the Management of Health on Company and Employee.

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**Case Study**

**RESTAURANTS, READY-MADE MEALS, AND WORKPLACE FOOD SERVICES FOR A HEALTHY FOOD ENVIRONMENT**

- The Consortium of healthy meal and healthy food environment has established a new certification system called “Healthy Meal and healthy food Environment,” which certifies restaurants and businesses that consistently provide healthy meals (the “Smart Meal”) in a healthy food environment. The certification system is aimed for restaurants, ready-made meal providers, and workplace food services. Its application started in April of 2018.

- The consortium defines “Smart Meal” as nutritionally balanced meals with scientifically proven health benefits. In other words, they are well-balanced set meals consisting of staple food, main dish, and side dishes with limited amount of salt. The nutrition labelling on menus assist consumer to make healthier choices.

- The first set of certification was conducted in September 2018, with 25 restaurants (395 facilities), 11 ready-made meal providers (16,736 facilities), and 34 workplace food services (34 facilities) were certified. The second certification was conducted in February 2019.

* The consortium consists of noncommunicable diseases-related institutions that agree on the purpose and activities of the Japanese Society of Nutrition and Dietetics and organizations that promote “kenkō keiei” (11 institutions and organizations, as of February 9, 2019).
Regarding senior citizens, it is necessary to enhance their quality of life (QOL) by encouraging shokukku according to their individual characteristics, in the purpose of extending healthy life expectancy.

For seniors 65 years old and older, 12.5% of males and 19.6% of females have malnutrition tendency. For seniors 80 years old and older, approximately 20% of both males and females have malnutrition tendency.

The percentage of citizens with 20 or more natural teeth and are comfortable to chew when eating plummet dramatically from the 60s age group. There is a concern that the nutrition intake in seniors decreases as their biting force weakens.

The Niigata Prefectural Nagaoka Regional Development Bureau, Health, Welfare, and Environment Division offers nutritional and dietary support for senior residents, etc., in the area, based on the “Nutrition Management Guideline for Food Distribution Activities when Providing Healthcare Support for Community Seniors, Etc.”, established by the MHLW.

The Prefecture created the “Nagaoka Community Food Distribution Service Information List” in March 2018. The list is a collection of meal delivery services operated by private-sector services and supermarkets, etc. that offer delivery service to the community and was distributed to relevant parties in different fields to provide information that aid senior residents.

In supporting community seniors and other residents’ diets, the Prefecture has held study groups to strengthen cooperative ties between relative parties, to share issues, and consider future initiatives.

### Case Study

DEVELOPING FRAMEWORK TO SUPPORT DIET OF LOCAL SENIOR CITIZENS, ETC.

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### Data Source:

PART II: Efforts for the Policies for the Promotion of Shokuiku
Chapter 1: Shokuiku at Households

Developing Healthy Lifestyle Habits for Children

- The percentages of students who eat breakfast every day was 84.8% for elementary school students and 79.7% for junior high school students.
- The MEXT and the National Institution for Youth Education collaborated to implement the “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” partner schools program, which is being carried out in 13 areas nationwide. The program seeks to understand the actual lifestyle of junior high school students, identify problems therein, and implement creative efforts to solve those problems.

**Case Study**

**“ACHIEVE WITH BREAKFAST! A HEALTHY LIFESTYLE HABIT FOR ENERGETIC LIFESTYLE!”**

- At Futtsu Municipal Sanuki Junior High School, Chiba Prefecture, diet and nutrition teachers [registered dietitian at schools] provided open classes on subjects such as the importance of breakfast and “Lifestyle Habit Checks” to help students develop healthy lifestyle habits. “Achieve With Breakfast! Enhance Your Energy Month” event has been organized by the student council, to call for improvement of lifestyle habits through programs such as plays.

Encouraging Shokuiku for Pregnant and Parturient Women and Citizens in Child-Rearing Age Groups

- MHLW has, as a part of “Healthy Parent and Children 21 (Second Phase)” aimed to resolve within maternal and child health, placed shokuiku for pregnant and parturient women as one of the main themes of public awareness. It has provided information, conducted research, and more.
- The Cabinet Office launched “The Get Dads Cooking campaign” in fiscal 2017 to encourage men to take the opportunity to learn to cook as part of their household and childcare duties.

**Article**

**SHOKUIKU EFFORTS AT JUVENILE REFORMATORIES**

- According to a 2013 national survey conducted at juvenile reformatories, more than 40% of minors admitted to the facilities they “rarely ate” breakfast before entering the reformatories, showing severe disarray in their diet patterns.
- The reformatories provide nutritionally balanced meals with seasonal ingredients combine with the orderly lifestyle in the reformatories, help to develop life habits for a stable lifestyle once the minors leave the facilities.
- The reformatories organize classes on shokuiku and harvest festivals.

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<table>
<thead>
<tr>
<th>How Frequent Minors Ate Meals Before Entering Reformatories, per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
</tr>
<tr>
<td>Almost every day</td>
</tr>
<tr>
<td>29.8%</td>
</tr>
<tr>
<td>12.7%</td>
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<tr>
<td>15.1%</td>
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</tbody>
</table>

Enhancing Shokuiku in Schools

The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,324 teachers nationwide (as of May 1, 2018). There is a need to promote further allocation of diet and nutrition teachers.

- the “Guidance on Food and Nutrition” instruction book for teachers has been revised in fiscal 2018 to meet the revisions of the National Curriculum Standards.

- Schools, being the core of efforts, in cooperation with households and producers and related organizations, implemented the “Integrated Shokuiku Promotion Project,” which aims to foster children’s ability to manage their diet. In fiscal 2018, a total of 7 project initiatives (at 13 model schools) were implemented nationwide.

- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018).

- In fiscal 2017, the national average for the use of domestically produced ingredients was 76.7%, and the usage rate of local produce was 26.4% (national average, by number of ingredients used).

- The MAFF has launched the “Project to Address Social Issues via School Lunches” to advance further use of local produce in school lunches by developing new methodologies of food production, processing, and distribution, etc., and to roll out the best practices throughout the nation.
**Case Study**

**BRINGING THE COMMUNITY TOGETHER TO ADVANCE FARM TO TABLE IN SCHOOLS**

- In working on the two issues related to school lunches, the encouragement of farm to table and the passing down of traditional food culture, the Board of Education organized the gathering of stakeholders where they exchanged opinions and share ideas.
- The local government, producer groups, and school lunch facilities in each municipality have worked together to develop human ties and supply chains to incorporate local produce from neighboring areas into school lunches. They also planned and developed processed foods made from local produce, so the processed foods can be incorporated easily into school lunches.
- The Board’s efforts have resulted in a rise in the percentage of local produce used in school lunches within all five municipalities in the Touyo community.

**Case Study**

**USING LOCALLY PRODUCE IN SCHOOL LUNCHES**

- With the launch of the new Chubu school lunch supply center in 2013, Fukuroi City, Shizuoka Prefecture, has started the promotion of local production use in full force.
- Small-scale farmers have been approached by the school lunch supply center, and the use quantity and variations of vegetables used annually have been organized to resolve the issue of producers not knowing the quantity and specification of local produce used in school lunches. In fiscal 2017, “local production for local consumption coordinators” have also been dispatched.
- As a result, the frequency and expenses used on local produce has increased significantly. This project has also contributed to increasing agricultural income in the area.

**Promotion of Shokuiku for Preschool Children**

- Systematic *shokuiku* efforts based on “guideline for childcare and education at the day care centre” for day care centre, the “National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for centers for early childhood education and care were performed as a part of childcare and educational activities.

**Case Study**

**GETTING IN TOUCH WITH NATURE TO CREATE DISCOVERY AND EXCITEMENT: AN INITIATIVE FOR SHOKUIKU**

- At Kagamiishi Kindergarten of Kagamiishi Town, Fukushima Prefecture, toddlers grew colorful rice plants for the town’s renowned “Kagamiishi Rice Paddy Art” project. The kindergarten served a part of harvested in kindergarten meals to stimulate children’s interest in rice.
- Children grew other vegetables as well. They had the opportunity to experience making pancakes topped with their harvested tomatoes and *hoshi-gaki* [dried Japanese persimmons] in the kindergarten yard.
The “Japanese Food Guide Spinning Top” was designed to help citizens take specific actions as specified by the “Dietary Guidelines for Japanese.” The guide has been disseminated and used through opportunities such as health promotion projects and shokuiku-related events in the local communities.

The MHLW has implemented a “Preventing Diabetes Strategic Project” to create an environment that is helpful for citizens who are working to prevent diabetes. Hiroshima City has implemented efforts such as certifying stores and businesses that offer “Genki Jaken Set Meals” which offer healthy, nutritionally-balanced meals at restaurants and employee cafeterias.

The MAFF provides relevant information on its website, so to enhance shokuiku efforts in communities which takes place in kodomo shokudō [Children’s Cafeterias].

The MHLW has sent notifications asking for cooperation in kodomo shokudō program to the governments, community residents, welfare-related staffs, and educators and announced food safety control tips.

Kochi Prefecture has established a registration system called “Kochike kodomo shokudō” to roll out and support communications and fundraising of kodomo shokudō which could play multiple roles in the community through providing meals.

In 2018, Kochi Prefecture concluded comprehensive agreements with local supermarkets to establish a scheme to supply food ingredients to kodomo shokudō.

“Eiyaka,” one of the registered facilities in Kochi City, opens kodomo shokudō every Wednesday, to provide a number of experiences to children so they can live independent lifestyles once they grow up. The participating children help prepare dinner clearing the table with adults.

The support from the prefecture enables kodomo shokudō to open regularly and offer quality meals and events.
In March 2017, the MHLW announced guidelines for meal-delivering businesses from the viewpoint of nutrition management for elderly citizens in the community. In fiscal 2018, the ministry has created a collection of case studies by gathering successful cases of efforts performed by businesses and local governments under the same guidelines.

MHLW organized “39th Japan Dental Health Convention” in Tochigi Prefecture to promote shokuiku in dentistry and oral health. They have also supported efforts performed by the prefectures under the framework of the “8020 Campaign: Oral Health Promotion Program.”

MAFF gives assistance to shokuiku measures that reflect local environments, to encourage the practice of the “Japanese Dietary Pattern.”

MHLW participated in the 11th Tokyo Shokuiku Fair to showcase chewing gum for measuring bite force.

Japanese-style meals incorporating ready-made dishes and rice.

Case Study  TARGETING YOUNGER GENERATIONS TO PRACTICE WELL-BALANCED DIET!

Wakayama Prefecture promotes shokuiku on a prefecture level, by formulating its Prefectural Plan, “Eat and Energize: Wakayama Prefecture’s Plan for the Promotion of Shokuiku.”

Considering the fact that the younger generations tend to have imbalanced diet, universities in Wakayama Prefecture organized courses for disseminating “Japanese Food Guide Spinning Top: Wakayama Edition” intending to establish well-balanced diet based on Japanese-style cuisine.

Furthermore, Wakayama Prefecture designed and created food education plastic document sleeves with its public announcement characters printed on the front and traditional local dishes on the back. The town distributed the document sleeves throughout elementary schools in the town, so the elementary school students can enjoy learning about the “Kishū Wakayama Prefecture: Food Guide” and use the acquired knowledge in their daily lives.
Food-related business operators, etc. performed shokuiku efforts as part of their corporate social responsibility (CSR) activities. They undertook a wide range of shokuiku initiatives, including hosting visits to factories/shops; manufacturing, cooking, and agricultural, forestry, and fishery experiences; provision of shokuiku information in stores; shokuiku classes; and on-demand classes.

The MHLW implemented the “Smart Life Project” in partnership with companies, private entities, and local governments. Activities under a series of annual diet improvement campaigns were performed such as “One More Vegetable Dish for a Day,” which is aimed at meeting the target of a vegetable intake of at least 350 g, and “Tasty Meals with Minus 2 Grams of Salt per Day,” as well as “With Milk, for Daily Life.”

In partnership with producer groups, MAFF is encouraging citizens to eat more fruits at households and in school lunches, etc. through the “200 Grams of Fruits Every Day!” campaign.

The shokuiku volunteer members including diet improvement promotion members implemented community-based shokuiku activities.

Case Study LEARNING ABOUT SHOKUIKU AND LOW–SALT DIET THROUGH FISH COOKING

The Hitachinaka City Diet Improvement Promoters Liaison Council of Ibaraki Prefecture organized shokuiku classes for elementary school students and their parents. Each participant filleted a sardine with their own hands and enjoyed quizzes on fish and low-salt diet.

The council held the “Fish Recipes We Can’t Wait to Cook: Blessings from the Sea” contest, to introduce easy fish recipes for the younger generation. The winning recipes are collected and published on the website.
Chapter 4: Expansion of Shokuiku Campaign

- MAFF held the “13th National Convention on Promotion of Shokuiku in Oita” in June 2018, as a core nationwide event during the Shokuiku Month of June. The convention is scheduled to take place in Yamanashi Prefecture for fiscal 2019.

- The MAFF has conferred the “2nd Shokuiku Activity Awards” and other related awards.

- Up to now, all prefectures have created the Prefectural Plans for the Promotion of Shokuiku. As a result of awareness campaigns, 84.8% of local municipalities have created the Municipal Plans for the Promotion of Shokuiku and the percentage is increasing steadily.

- MAFF has put together the points to bear in mind during creation and revision of Municipal Plans for the Promotion of Shokuiku in September 2018, and once again requested the prefectures to create or revise their plans.

**Article**

**THE 13TH NATIONAL CONVENTION ON THE PROMOTION OF SHOKUIKU IN OITA**

- In the theme “Gather to Talk Shokuiku: Delicious! Fun! Vibrant Oita,” 111 organizations nationwide exhibited their booths, petting zoos with calf and fish, cooking classes for traditional local dishes and more.

- The “Long Table” event was also held, to create opportunities in raising awareness on the importance of eating together. The participants enjoyed kyōshoku [eating together] with traditional dishes such as dango-jiru [dumpling soup] and yaseuma [sweet dumplings].

- Participants eating together at the “Long Table”

**Case Study**

**ENCOURAGING SHOKUIKU USING THE LOCAL PRODUCED PEARL BARLEY**

- Fukusaki Town, Hyogo Prefecture practices shokuiku based on their “Second Basic Plan for the Promotion of Shokuiku and Health.”

- The town has created a slogan using acronym for its regional specialty pearl barley, so that town residents can feel the plan more familiar.

- Furthermore, the town positions nutritious and high-fiber pearl barley as a symbol of its food and agricultural education and food culture and serves pearl barley rice and pearl barley bread for school lunches.

- “Shokuiku Slogan” using pearl barley motif
Chapter 5: Interactions between Producers and Consumers, and Vitalization of Environment-Friendly Agriculture, Forestry, and Fisheries, and Other Practices

Promotion of Agriculture, Forestry, or Fishery Experiences

- MAFF has implemented support for activities providing first-hand experience of the agriculture, forestry and fishery like as that of education farms.
- MAFF has established frameworks to welcome participants and disseminate information on nōhaku [countryside stays]. The participants stay in rural areas whose economy is based on agriculture, forestry or fisheries while experiencing Japanese traditional lifestyle and communication with local residents.
- MAFF has promoted the “Farming Village for City Children Program”, in which children stay in rural areas whose economy is based on agriculture, forestry or fisheries to experience agriculture to experience.

Promoting Farm to Table

- To promote farm to table, the ministry has established the “Farm to Table Best Practice Awards,” trained and dispatched “Farm to Table Coordinators,” and has provided assistance for the development of processing facilities for agricultural produce and farmers’ market.

Case Study  CURRY RICE FARMING - CHILDREN EXPERIENCE FARMING TO FORK THROUGH CURRY RICE

- Furusato Farm, an agricultural corporation in Hokkaido Prefecture, offers agricultural experience programs for elementary school students in challenging natural environments throughout the year to educate them on the importance of food.
- During May and October, Children experience each and every stage of farming, from seed sowing to harvesting and rice polishing. Children finish their farming season with the harvest festival where they cook and eat curry rice together.

Case Study  BUILDING HEARTLY RELATIONSHIPS BY BRINGING PRODUCERS AND CONSUMERS TOGETHER

- Sanbu Vegetable Network in Chiba Prefecture values communication with consumers and offers “Vegetable School,” an organic agricultural experience program for families. Participants can sow, weed, harvest, and sample vegetables in season.
- Children have the opportunity to become interested in vegetables through various experiences at fields including harvesting funny-shaped two-legged radishes, that caused laughter and smiles among children.
Reducing Food Loss and Waste

- Japan’s self-sufficiency rate for fiscal 2017 was 38% (calorie intake basis), however, 6.43 million tons of food was wasted in fiscal 2016.

- In September 2015, the UN Summit adopted “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs). Within the Goal 12 “Ensure sustainable consumption and production patterns” of 17 Goals, there is an international target of halving per capita food loss and waste (FLW) at the retail and consumer level and reducing FLW along production and supply chains.

- The Cabinet approved the “4th Fundamental Plan for Establishing a Sound Material-Cycle Society” approved in June 2018. The Plan sets halving of FLW from households by fiscal 2030 when compared to fiscal 2000. FLW waste from businesses sector is to be discussed in the review of the basic policy of the “Food Recycling Law.”

- To deepen consumer’s understanding of FLW, MAFF has created public service announcement materials such as posters, to distribute to retailers which carried out awareness-raising activities in cooperating facilities nationwide.

- The Ministry of the Environment has introduced the public service announcement character “Sugutabe-kun,” which can be used to promote purchasing products in the order in which they are displayed at stores and the “Seven Days Challenge! Food Loss Diary,” which enables users to record the quantity of FLW in their everyday life.

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**Case Study**

CERTIFYING RESTAURANTS THAT RECOMMEND FINISHING UP THE PLATE (TABEKIRI)

- Yokohama City, Kanagawa Prefecture has been registering restaurants, etc. that encourage reducing left-over food as “Tabekiri Participating Businesses.” As of 2018, there are more than 800 participating restaurants.

- Participating restaurants offer special services such as offering small-portion menus and doggy bags on request. The restaurants also make efforts to reduce generation of food scraps and display distributed stickers, etc. to raise consumers’ awareness towards finishing up their plates.
MAFF offers classes and other learning opportunities for younger generations, workshops for families, parents and expecting parents, and training for nutritionists, childcare workers, etc. under the theme of Japanese cuisine.

In the “Third All-Japan Children’s Washoku King Contest,” held by MAFF, elementary school students compete to demonstrate their knowledge and skills, as well as drawing pictures of traditional Japanese cuisine of traditional Japanese cuisine.

MAFF has extended support so that sustainable efforts to rediscover traditional ingredients, etc. such as those found in local dishes and traditional vegetables, with the cooperation of local governments, agriculture, forestry, and fishery operators and food-related businesses.

Commemorating the 5th anniversary of the washoku culture’s registration to UNESCO’s Intangible Cultural Heritage List, MAFF has launched the “Let’s! Wagohan Project” which promotes governments and washoku-related businesses to cooperate in offering opportunities for children and busy parents to take wagohan [Japanese meals].

Under the project, food manufacturers and distributors developed products for easy-to-prepare recipes that they have developed, meal suppliers developed wagohan ready-made meals and pre-packaged box lunches, and restaurants developed wagohan menus for children, etc.
Commemorating the “Meiji 150th” event, MAFF has released information related to diet during the Meiji Era and beyond in the “13th National Convention on Shokuiku Promotion in Oita,” “Consumer Room,” and the “57th MAFF ‘Harvest Festival’ for fiscal 2018,” etc.

PASSING DOWN VALUABLE TRADITIONAL FOOD CULTURE THROUGH SHOKUIKU ACTIVITIES IN THE “GOSEKU PROJECT”

Since 2015, The Washoku Association of Japan has organized the annual “Savoring Japanese Cuisine Through Dashi” event around “Washoku Day” on November 24th, to promote Japanese-style school lunches in elementary schools, junior high schools, and childcare centers nationwide.

In addition to this effort, the organization has started the “Gosekku Project” [five festivals project] from fiscal 2018, which promotes the value of the washoku culture through the seasonal festivals.

The project intends to rediscover the washoku food served in the five seasonal festivals and once again introduce them to dining tables, restaurants, ready-made meals, and school lunches.

For fiscal 2018, the organization organized classes on the origin of shichiseki (July 7th) and choyo (September 9th) festivals and their relationship with washoku, introduced creative dishes and washoku linked to these festivals. At the annual “1204 Washoku Session”, lectures on the jinjitsu (January 7th) and joushi (March 3rd) festivals were held, and information on local cuisine, sake, and Japanese sweets was also provided.

Japanese traditional sweets, nerikiri, suggested for the “Jinjitsu” seasonal festival on January 7th

*Gosekku (the Five Festivals) are jinjitsu (January 1), joushi (March 3), tango (May 5), shichiseki (July 7), and choyo (September 9). A sekku is a day in which seasonal ingredients are used to prepare festival foods, which are offered to the gods before being shared and eaten to wish for the sound health of family and friends.
As one of many approaches toward risk communications concerning food safety, CAA, FSCJ, MHLW and MAFF worked together to organize opinion exchange meetings.

In helping consumers to make their own purchasing decisions, the CAA cooperated with relative agencies to provide accurate information on food safety.

In October 2018, the Japanese Society of Allergology launched a website as a subsidized project of MHLW, which enhances information offered for food allergies and other allergy-related disorders.

With the enforcement of the Food Labelling Act, the CAA has been performing efforts to raise awareness and improve understanding of the new mandatory nutrition labelling among consumers and business operators.

The grace period for the new Act ends at the end of fiscal 2019. The CAA created leaflets to notify business operators of the new mandatory labelling, and also held briefings on the new nutrition labelling system across the nation.

For consumers, CAA has created the five-volume awareness materials “Using Nutrition Labelling” to support their healthy lifestyles. They have also created a collection of slide shows that can be used in training classes for learners with different attributes in various regions.

By helping consumers to make the use of nutrition labelling, CAA continues to develop an atmosphere with high awareness towards food labelling and to promote its healthcare use.
MEXT published the “Supplementary Edition 2018” to “Standard Tables of Food Composition in Japan-2015- (Seventh Revised Edition).” It added and revised the composition values for 118 foods (including 59 newly listed foods.)

MHLW conducted the annual “National Health and Nutrition Survey” to learn about the state of citizens’ health, their nutritional intake, and their lifestyle habits. The main focus of the 2018 survey was the socioeconomic status of citizens including their income.

In December 2018, the SDGs Promotion Headquarters established the “SDGs Action Plan 2019.” The 2019 Plan sets “Promotion of Shokuiku” in one of its priority issues, “Empowerment of all citizens,” of the “Sustainable Development Goals (SDGs) Implementation Guiding Principles.”

Case Study

INTRODUCING THE APPEALS OF JAPANESE FOOD AND CULTURE THROUGH “JAPONISMES 2018”

The year 2018 marked the 160th anniversary of the establishment of Japan-France diplomatic relations. At “Japonisms 2018: les âmes en resonance (the Souls in Resonance)”, a showcase of Japanese culture jointly conceived by Japanese and French governments, the Japan Foundation developed three series of programs for “Learning / Considering / Discovering Japanese Culinary Culture”.

The “Learning” series offered open and informative workshops on Japanese food culture, targeted towards a broad scope of participants from the general public to chefs-in-training.

The Exhibition “Creative Travel to Japan” in the “Considering” series displayed agricultural products from regions such as Fukushima Prefecture, Saitama Prefecture, Okinawa Prefecture and the Kansai region, along with food and drinks tasting.

The “Discovering” series established a special month to provide Japanese tea cocktails and sweets at a total of 15 cafes and bars mainly within the city of Paris, presenting the potential to enjoy Japanese tea more casually in France.
Part III: Evaluating Goals and Progress of Shokuiku Promotion Efforts

- Comparing the target value of the current promotion of shokuiku, the survey for the current fiscal year shows that the target for “Percentage of citizens participated in kyōshoku in their communities, etc. at their request”, “Percentage of junior high schools that provide school lunches,” “Number of food companies registered as striving to reduce salt and fat in their food products,” “Percentage of young citizens who have had traditional dishes and table manners that form part of their community or family heritage passed on to them” and “Percentage of young citizens who have the basic knowledge on food safety and are able to make appropriate decisions based on it” have already been achieved.

- The percentage of municipalities that have created and implemented their promotion plans is steadily increasing. However, some issues, such as the percentage of children who skip breakfast, remain on the agenda.

<table>
<thead>
<tr>
<th>Heading</th>
<th>Values in Fiscal 2015, When the Third Plan Was Created</th>
<th>Current Values (FY2018)</th>
<th>Target Values (FY2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Percentage of citizens who are interested in shokuiku</td>
<td>75.0%</td>
<td>76.0%</td>
<td>90% or more</td>
</tr>
<tr>
<td>2. Number of kyōshoku [breakfast or dinner taken together with family members]</td>
<td>9.7 times/week (FY2014)</td>
<td>10.0 times/week (FY2018)</td>
<td>11 or more times/week</td>
</tr>
<tr>
<td>3. Percentage of citizens participated in kyōshoku in their communities, etc. at their request</td>
<td>64.6%</td>
<td>77.6%</td>
<td>70% or more</td>
</tr>
<tr>
<td>4. Percentage of children who skip breakfast</td>
<td>4.4%</td>
<td>5.5%</td>
<td>0%</td>
</tr>
<tr>
<td>5. Percentage of young citizens who skip breakfast</td>
<td>24.7%</td>
<td>26.9%</td>
<td>15% or less</td>
</tr>
<tr>
<td>6. Percentage of junior high schools that provide school lunches</td>
<td>87.5% (FY2014)</td>
<td>93.2%</td>
<td>90% or more</td>
</tr>
<tr>
<td>7. Percentage of using locally produced food in school lunches</td>
<td>26.9% (FY2014)</td>
<td>26.4% (FY2017)</td>
<td>30% or more</td>
</tr>
<tr>
<td>8. Percentage of domestic ingredients used in school lunches</td>
<td>77.3% (FY2014)</td>
<td>76.7% (FY2017)</td>
<td>80% or more</td>
</tr>
<tr>
<td>9. Percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dish, and side dishes almost every day</td>
<td>57.7%</td>
<td>58.8%</td>
<td>70% or more</td>
</tr>
<tr>
<td>10. Percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, main dish, and side dishes almost every day</td>
<td>43.2%</td>
<td>39.7%</td>
<td>55% or more</td>
</tr>
<tr>
<td>11. Percentage of citizens who routinely practice healthy diet in which they take care to maintain a proper weight and limit salt intake in order to prevent or treat lifestyle diseases</td>
<td>69.4%</td>
<td>67.7%</td>
<td>75% or more</td>
</tr>
<tr>
<td>12. Number of food companies registered as striving to reduce salt and fat in their food products</td>
<td>67 companies (FY2014)</td>
<td>103 companies (FY2016)</td>
<td>100 companies or more</td>
</tr>
<tr>
<td>13. Percentage of citizens who take time to eat and chew well.</td>
<td>49.2%</td>
<td>50.2%</td>
<td>55% or more</td>
</tr>
<tr>
<td>14. Number of citizens involved in volunteer groups etc. that are engaged in the promotion of shokuiku</td>
<td>344,000 (FY2014)</td>
<td>356,000 (FY2017)</td>
<td>370,000 (FY2018)</td>
</tr>
<tr>
<td>15. Percentage of citizens (households) who have had agriculture, forestry or fishery experience</td>
<td>36.2%</td>
<td>37.3%</td>
<td>40% or more</td>
</tr>
<tr>
<td>16. Percentage of citizens who take action to reduce food loss</td>
<td>67.4% (FY2014)</td>
<td>71.0%</td>
<td>80% or more</td>
</tr>
<tr>
<td>17. Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families</td>
<td>41.6%</td>
<td>49.6%</td>
<td>50% or more</td>
</tr>
<tr>
<td>18. Percentage of young citizens who have received and traditional cuisine and table manners from their communities or families</td>
<td>49.3%</td>
<td>66.3%</td>
<td>60% or more</td>
</tr>
<tr>
<td>19. Percentage of citizens who have the basic knowledge on food safety and are able to make appropriate decisions based on it</td>
<td>72.0%</td>
<td>77.0%</td>
<td>80% or more</td>
</tr>
<tr>
<td>20. Percentage of young citizens who have the basic knowledge on food safety and are able to make appropriate decisions based on it</td>
<td>56.8%</td>
<td>67.3%</td>
<td>65% or more</td>
</tr>
<tr>
<td>21. Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku</td>
<td>76.7%</td>
<td>84.8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Data Sources:
For 1, 2, 3, 5, 9, 10, 11, 13, 17, 18, 19, 20: Ministry of Agriculture, Forestry and Fisheries. Survey on Attitudes Towards Shokuiku (Annual).
For 4: National Assessment of Academic Ability.
For 6: Survey of School Lunch Provision.
For 7: Report on School Lunch Nutrition.
For 12: Number of companies registered for the “Smart Life Project.”
For 14: Shokuiku Promotion Office, Cabinet Office (FY2014).
For 15: Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2017).
For 16: The Basic Survey on Consumer Life (FY2014).

Note: The goals that have been achieved are colored in blue.