

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

The Fiscal Year 2018 Edition

[Summary]

Ministry of Agriculture, Forestry and Fisheries

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.

Table of Contents

INTRODUCTION	Basic Framework of the Shokuiku Promotional Policies -----	1
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Part I Progress of Shokuiku Promotion Efforts

Featured Article: : Shokuiku for the Extension of Healthy Life Expectancy

1. Positioning of Healthy Life Expectancy in the Third Basic Plan -----	2
2. Current Status and Efforts Made for Nutrition and Diet for Extended Healthy Life Expectancy -----	2
3. Shokuiku for Citizens in Different Life Stages -----	6

Part II Efforts for the Policies for the Promotion of Shokuiku

Chapter 1	Shokuiku at Households -----	10
Chapter 2	Shokuiku in Schools, Childcare Centers, Etc.-----	11
Chapter 3	Shokuiku in Communities -----	13
Chapter 4	Expansion of Shokuiku Campaign -----	16
Chapter 5	Interactions between Producers and Consumers, and Vitalization of Environment-Friendly Agriculture, Forestry, and Fisheries, and Other Practices -----	17
Chapter 6	Activities for the Inheritance of Japanese Food Culture -----	19
Chapter 7	Information Provision on Food Safety, Nutrition, and Other Related Matters -----	21
Chapter 8	Surveys, Studies, and Other Efforts -----	22

Part III Evaluating Goals and Progress of Shokuiku Promotion Efforts

Evaluating Goals and Progress of Shokuiku Promotion Efforts -----	23
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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)

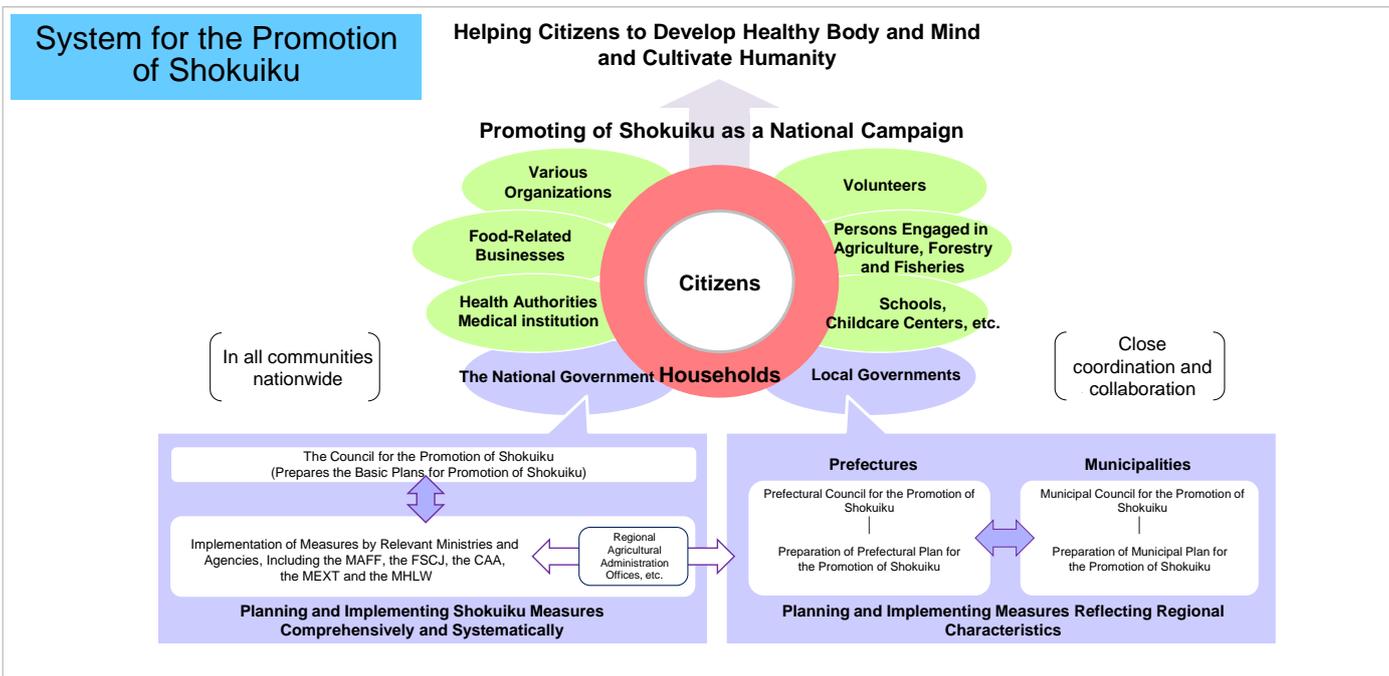
- The Basic Act on Shokuiku (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote *shokuiku* policies, thereby contribute to healthy and cultured living of the Japanese citizens and a thriving and prosperous society at present 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 fishery industries, food-related businesses and volunteers.



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.

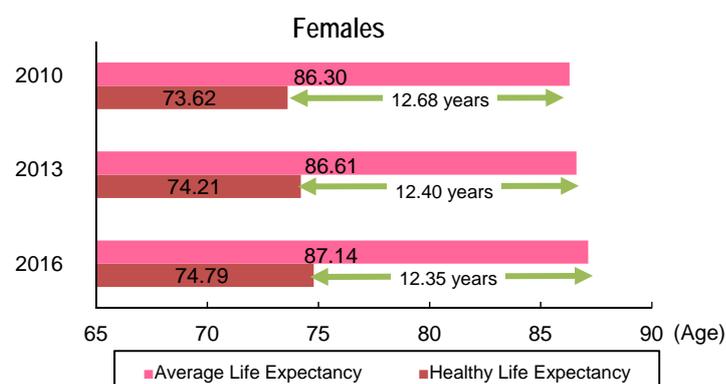
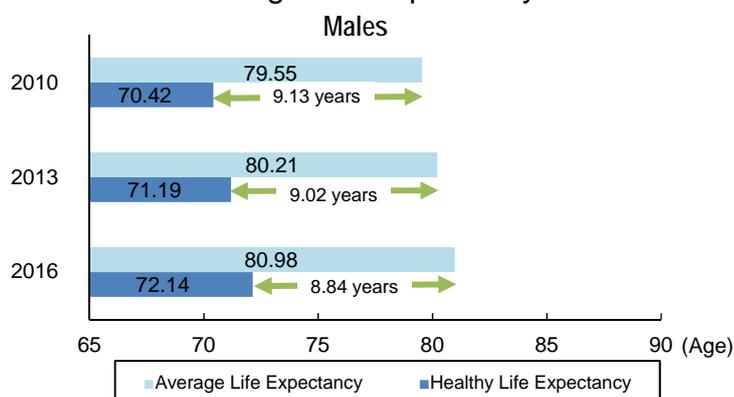
Source: “Basic Directions for Comprehensive Implementation of National Health Promotion (Ministerial Notification No.430 of the Ministry of Health, Labour and Welfare)”

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.

Changes in Healthy Life Expectancy and Average Life Expectancy



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.

Article

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.

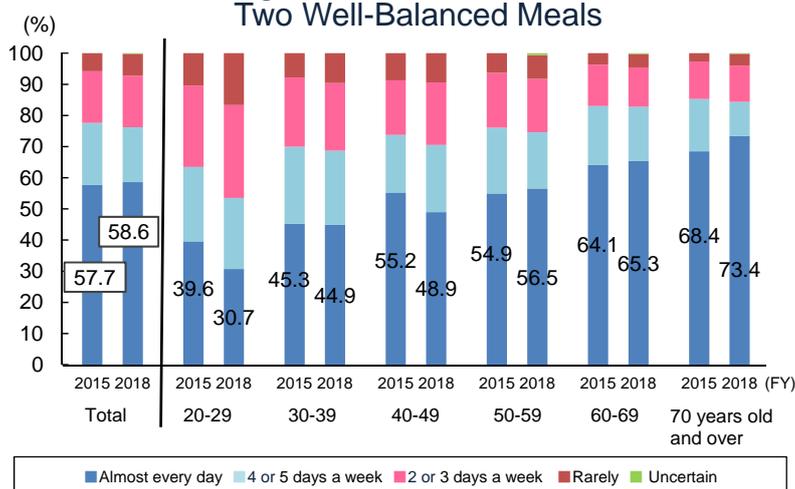
Evaluation of Indicators

When comparing baseline values at establishment and recent actual values, it	Number of indicators (Excluding aforementioned)
a. Improved	32 (60.4%)
b. Unchanged	19 (35.8%)
c. Worsened	1 (1.9%)
d. Is difficult to evaluate	1 (1.9%)
Total number of indicators	53 (100%)

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).

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.

Article

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

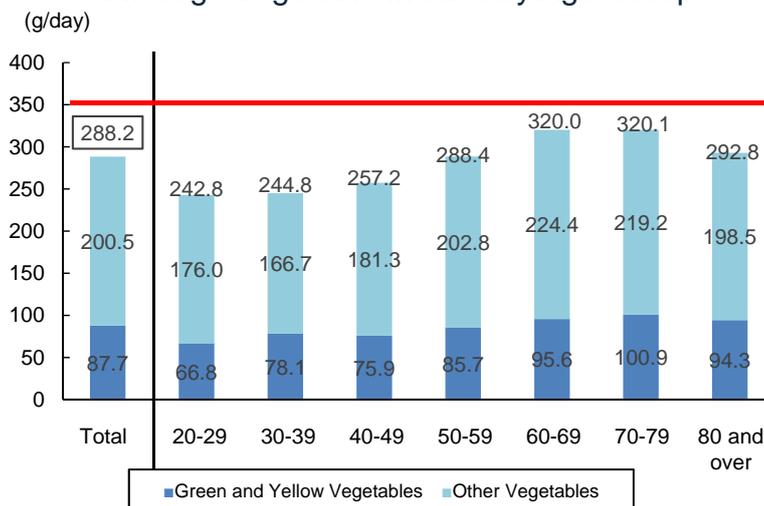
- In cooperation with *shokuiku* researchers, MAFF has created a brochure offering organized evidence-based information on the advantages of adopting healthy eating habits such as “eating breakfast every day,” and “practicing nutritionally balanced diet,” etc.
- The published research notebook offers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



Brochure “The Benefits of ‘Shokuiku’ Volume 2”

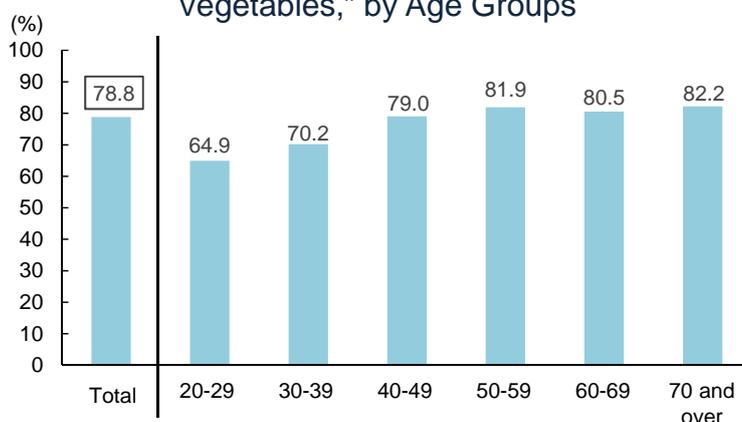
- Of staple food, main dish, and side dishes (dishes mainly consisting of vegetables, seaweed, and mushrooms), the percentage of citizens that they have difficult times incorporating side dishes in their meals is the largest.
- The average daily vegetable intake is 288.2 g, which is lower than the recommended 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.

Average Vegetable Intakes by Age Groups



Data Source: MHLW. National Health and Nutrition Survey. 2017.
 Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables

Percentage of Citizens Who Practice “Eating Plenty of Vegetables,” by Age Groups

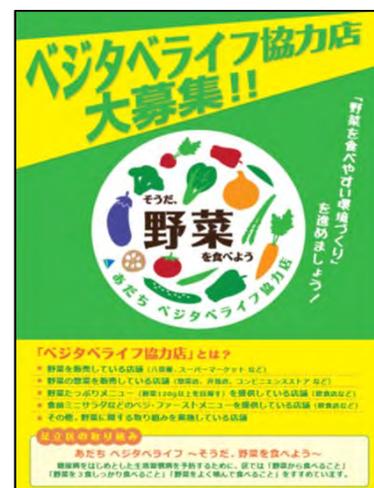


Data Source: MAFF. Survey of Attitude Towards Shokuiku (Annual). Conducted in 2018, October.
 Note: The sum of “Always Practice” and “Usually Practice”

Case Study

SHOKUIKU FOR RESIDENTS WHO ARE NOT INTERESTED IN HEALTH: “ADACHI VEGETABLE 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.

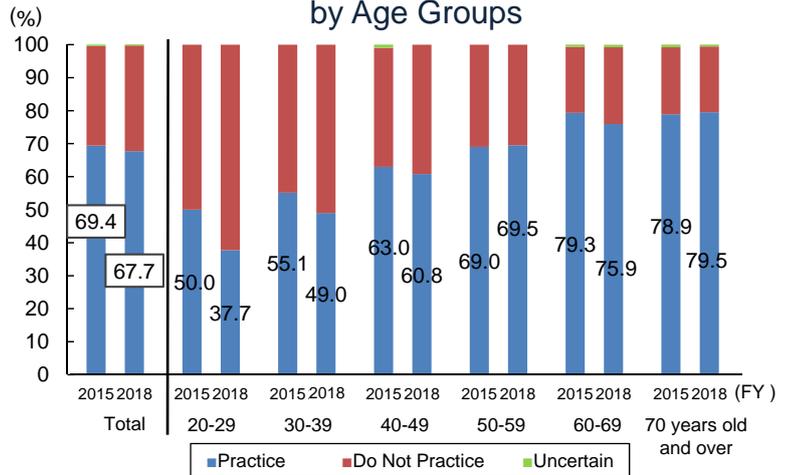


A flyer calling for businesses to cooperate with the “Vege-Tabe Life” campaign

Status of Shokuiku Practices to Prevent or Treat Noncommunicable Diseases

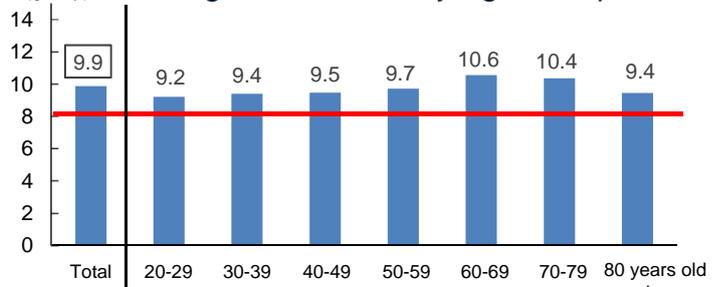
- The percentage of the citizens who routinely practice healthy diet in which they take care to maintain their proper weight and reduced salt intake, among other efforts, to prevent or treat noncommunicable diseases, was 67.7% in fiscal 2018 (The target in the Third Basic Plan: 75% or more by fiscal 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).

Percentage of Citizens Who Practice Healthy Diet (Weight Maintenance, Reducing Salt Intake, Etc.), by Age Groups



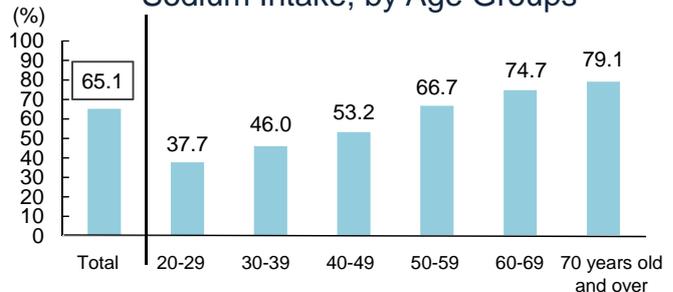
Data Source: MAFF. Survey of Attitude Towards Shokuiku(Annual).
 Note: “Practice” is the sum of “Always practice” and “Usually practice.”
 “Do Not Practice” is the sum of “Rarely practice” and “Never practice.”

Average Salt Intake, by Age Groups



Data Source: MHLW. National Health and Nutrition Survey (Annual). 2017.

Percentage of Citizens Who Practice Reduced Sodium Intake, by Age Groups



Data Source: MAFF. Survey of Attitudes Towards Shokuiku. Conducted in October 2018.
 Note: The sum of “Always practice” and “Usually practice”

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.



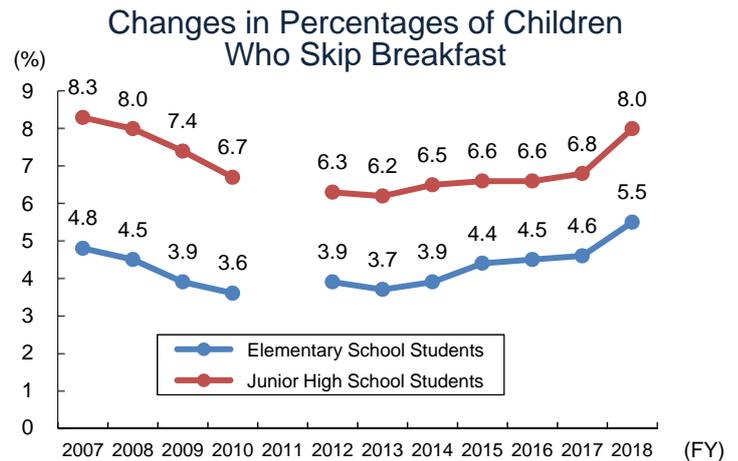
Sales corner for “Low-Salt Day” at UNY supermarket.

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.



Data Source: MEXT. National Assessment of Academic Ability (Annual).

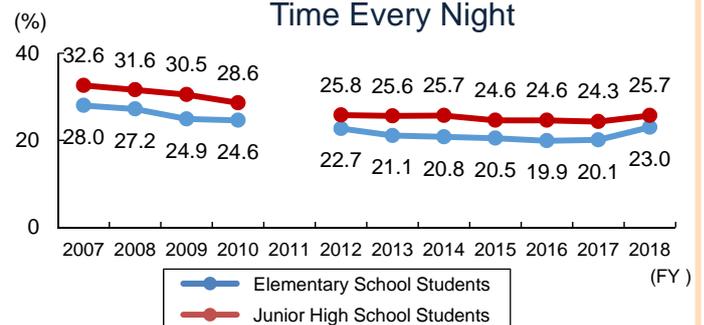
Note:

- 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.

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



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.



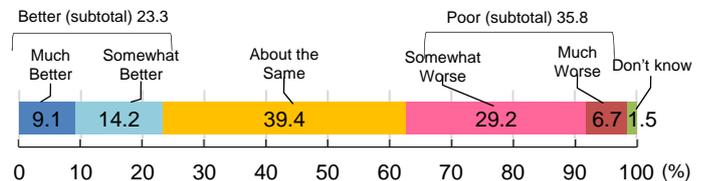
Local Residents Preparing Breakfast at Nishiawaji Elementary School

(2) Younger Generations (In 20s and 30s)

Younger Generations Have Issues in the Practice of Healthy Eating Habits

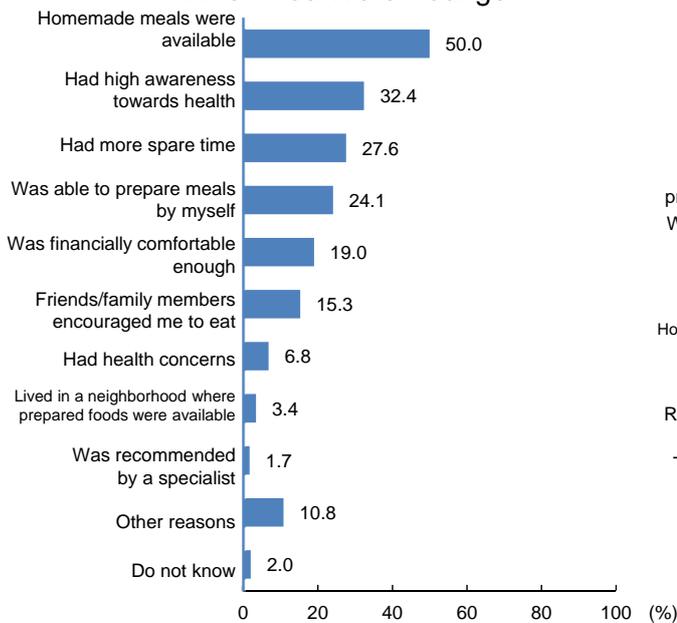
- Issues relating to knowledge, awareness, and actual practices concerning food and nutrition are more prevalent among young citizens in their 20s and 30s. Furthermore, as this generation will be parents in the future, *shokuiku* is being promoted so this generation will be able to pass down knowledge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

How Were Your Eating Habits During Your 20s to 30s When Compared to the Present? (Eating Breakfast, Nutritionally-Balanced Meals, Etc.)



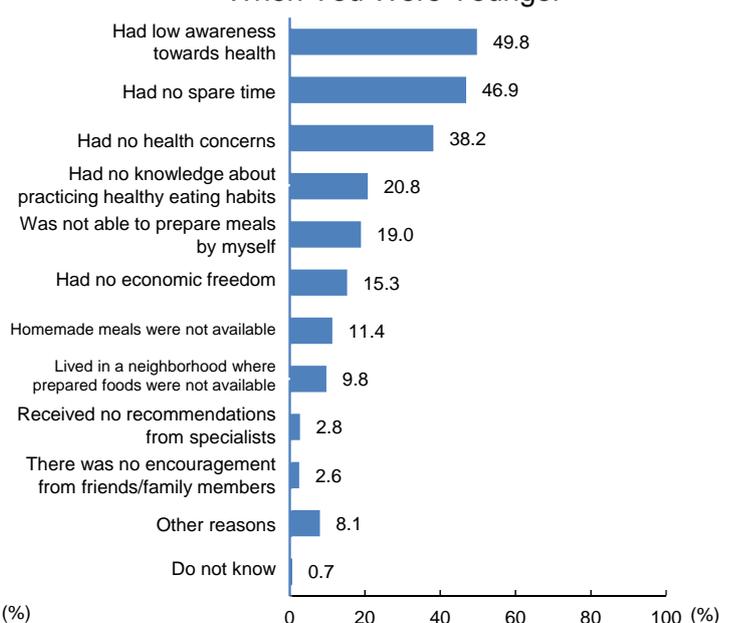
Data Source: MAFF. The Survey of Attitude Towards Shokuiku (Annual). Conducted in October, 2018.
 Note: The target of the survey was citizens 40 years old and over (as of September 30, 2018)

Reasons for Better Eating Habits When You Were Younger



Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2018.
 Note:
 1) The target of the survey was citizens aged 40 years old and over who had answered they had “Very good” or “Fairly good” eating habits, such as eating breakfast and nutritionally balanced meals when compared to the present
 2) Multiple answers allowed.

Reasons for Having Poorer Eating Habits When You Were Younger

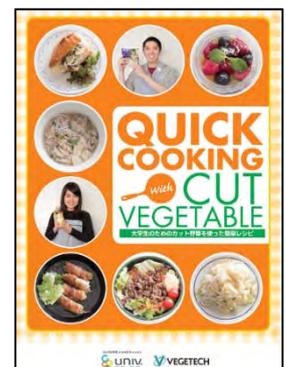


Data Source: MAFF. The Survey of Attitudes Towards Shokuiku (Annual). Conducted October 2018.
 Note:
 1) The target of the survey was citizens aged 40 years old and over who answered they had “fairly poor” or “very poor” eating habits, such as eating breakfast and nutritionally balanced meals when compared to the present
 2) 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 dietitians 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.



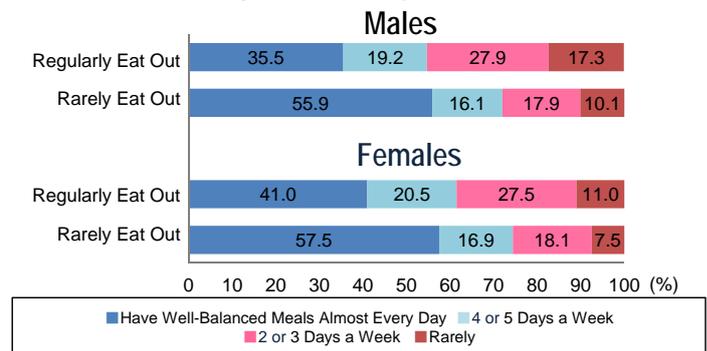
A collection of recipes

(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.

Frequency of Eating Out and Well-Balanced Meals, by Sex Groups



Data Source: MHLW. National Health and Nutrition Survey. 2015.

Note:

- 1) The frequency in which meals consisting of a staple food, main dish, and side dishes are eaten twice a day.
- 2) Targets who "Regularly Eat Out" are targets who use restaurants, ready-made meals, or takeout box lunches twice or more a week.
- 3) Targets who "Rarely Eat Out" are targets who use restaurants, ready-made meals, or takeout box lunches once or less in a week.

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.

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.



"Smart Meal" logo



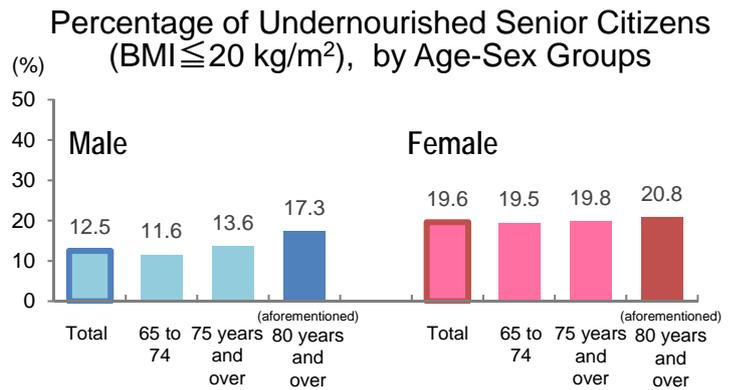
An example of "Smart Meal" menu
Hand-made hamburger steak with bite-sized vegetables and tomato sauce meal.
723 kcal, salt equivalent of 3.4 g
vegetable quantity 289 g,
price: 1,100 yen (including tax)

* 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).

(4) Seniors

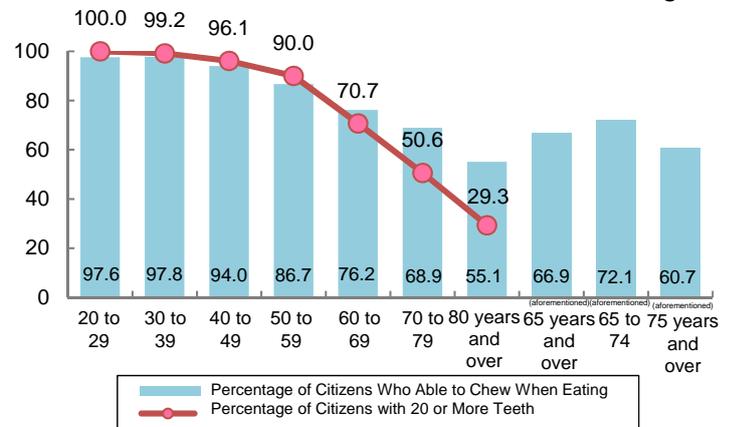
About 20% of Senior Citizens Have Malnutrition Tendency

- Regarding senior citizens, it is necessary to enhance their quality of life (QOL) by encouraging *shokuiku* 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.



Data Source: MHLW. National Health and Nutrition Survey. 2017.

Percentages of Citizens with 20 or More Teeth and Citizens Who Are Comfortable to Chew When Eating



Data Source: MHLW. National Health and Nutrition Survey. 2017

Case Study

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

- 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.



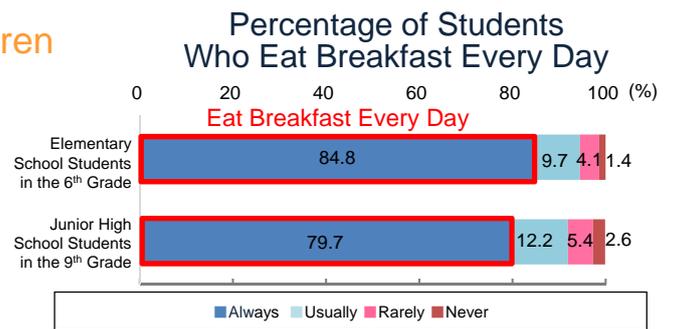
The “List of Information on Food Delivery Services, Etc. in Nagaoka Region”

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.



Data Source: MEXT. (2018). National Assessment of Academic Ability.
Note:

Question: “Do you practice the following? Choose one answer that applies.” and “Do you eat breakfast every day?” Answers: “Always,” “Usually,” “Rarely,” and “Never”

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.



Students taking “Lifestyle Habit Checks”

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 housework and childcare duties.

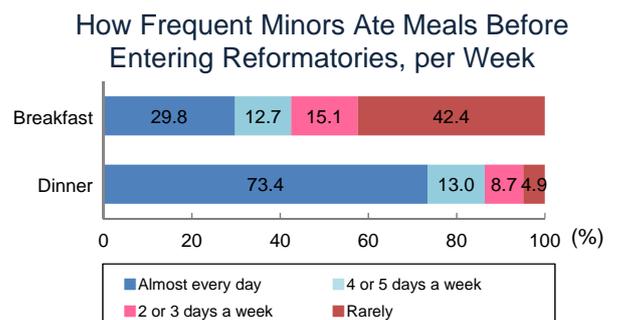


Poster for “Shokuiku for Pregnant and Parturient Women”

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.



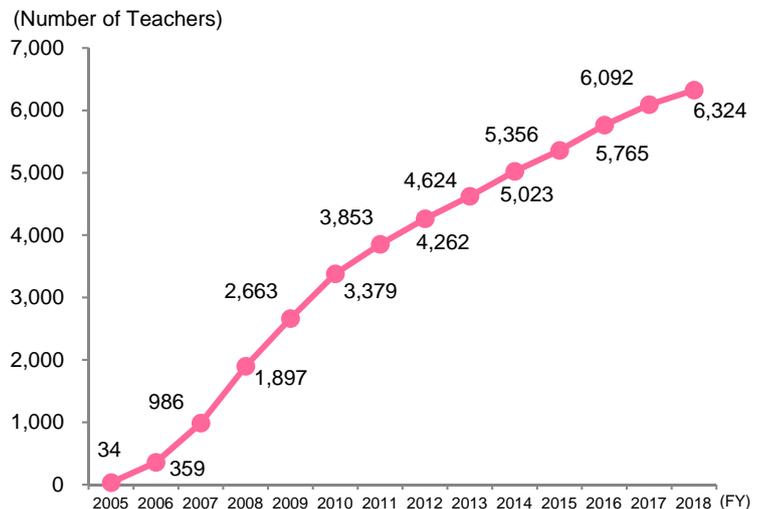
Data Source: Ministry of Justice (2013). Survey on Diet.

Chapter 2: Shokuiku in Schools, Childcare Centers, Etc.

Enhancing Shokuiku in Schools

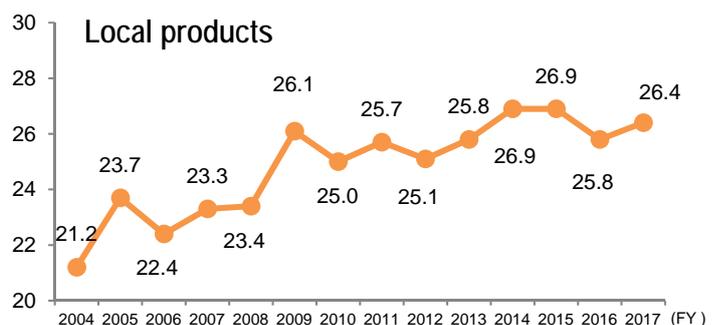
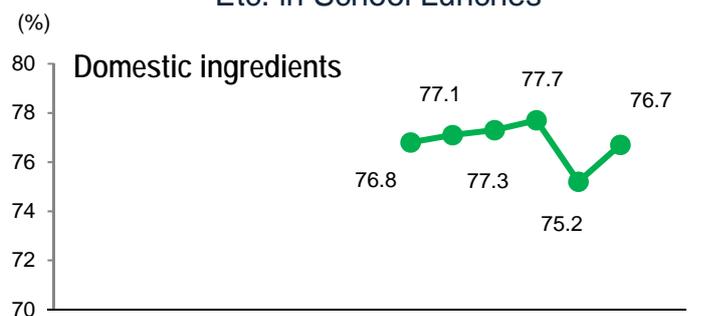
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,324 teachers nationwide (as of May 1, 2018). There is a need to promote further allocation of diet and nutrition teachers.
- the “Guidance on Food and Nutrition” instruction book 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.

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



Data Source:
 Until fiscal 2015: Health Education and Shokuiku Division, Elementary and Secondary Education Bureau, MEXT.
 2016 to present: MEXT. School Basic Survey.
 Note: “Public elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Percentage of Using Locally Produced Food, Etc. in School Lunches



Data Source: MEXT. “Report on School Lunch Nutrition.”

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.



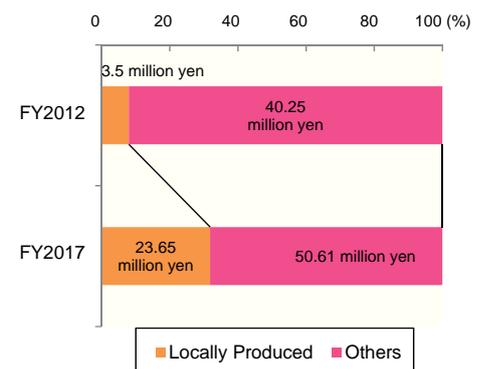
Family cooking classes for traditional dishes

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.

Amount of Local Produce Used



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.



Toddlers making pancakes in kindergarten

Chapter 3: Shokuiku in Communities

- 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.



“Genki Jaken Hiroshima 21” sticker for certified stores and organizations

(別紙1)

衛生管理のチェックリスト

項目	
調理前に行うこと	
1	調理施設は清掃や整理整頓を行いましたか？
2	トイレは清潔、消毒を行いましたか？
3	調理担当者、下痢・嘔吐の症状があるなど体調不良ではありませんか？また、手洗いの回数と時間はありますか？
4	エプロンや手拭巾、前髪に巻いてマスクなど、清潔な作業着を着用しましたか？
5	手洗い、消毒を行いましたか？また、子どもが調理に参加する場合は、手洗い、消毒を徹底させましたか？
6	原材料は、仕入れ時に清潔、賞味期限等を確認し、1目で怪しいものを仕入れましたか？
7	傷みや変色の仕入れ肉・仕入れ卵類の記録（レシートなど）は保管しましたか？
8	仕入れに食品は冷蔵庫や冷凍庫で保管していますか？（冷凍していないものの凍結はありませぬ。7日に、生肉や新鮮な肉などの食品は持ち帰る必要はないよう、冷蔵庫の温度に到達して確認しましたか？
9	近年の、感染、経路などの情報に注意し、メニューに生肉の仕入れっていませんか？
調理中に行うこと	
10	食介類、容器・食器は洗って使いましたか？
11	肉の原材料を調理する際には、手洗い、消毒を行いましたか？また、手拭巾の裏、調理器具について、消毒等でも洗って確認しましたか？
12	食品（特に肉類）は、中心部までよく加熱（中心温度75℃で1分間以上）しましたか？
13	生の食材を使う調理器具は加熱済みの食品に使用する調理器具とは異なるものを使用していますか？専用の布のがない場合は、よく煮沸消毒してから、使いましたか？
調理が終わった後に注意すること	
14	調理後は、調理室を必ず掃除しましたか？

日々のつとめによって、健康しましょう！！

Checklist for hygiene control at Children’s Cafeterias, attached to MHLW notifications

Case Study

PREFECTURE SUPPORTS CHILDREN’S CAFETERIA

- 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.



“Kochike” logo



Helping meal preparation (Eiyaka)

- 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.



Japanese Food Guide Spinning Top: Wakayama Edition printed on an A4 plastic document sleeve

- 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.



“Smart Life Project” logo



Diet improvement dissemination “Plus 1 Dish” logo

- 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.”



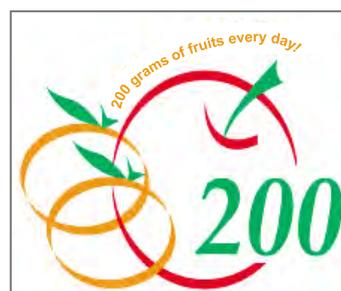
Diet improvement dissemination campaign “Minus 2 grams” logo



Diet improvement dissemination campaign “With Milk” logo

- 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.



“200 grams of Fruits Every Day!” logo

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.

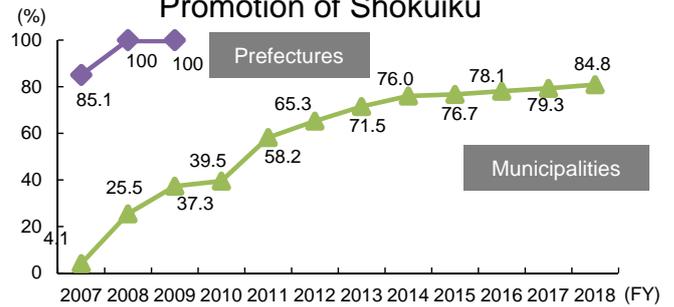


Children experience sardine filleting

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.

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.

Preparation Rate of the Municipal Plans, by Prefectures

Preparation Rate	Number of Prefectures
100%	19
-75%	18
-50%	8
Below 50%	2

Data Source:

MAFF. Survey conducted by the Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau. (March 31, 2019).

Note:

- 1) The “Preparation Rate” indicates the percentage of municipalities that have prepared Municipal Plan for the Promotion of Shokuiku within the total number of municipalities within the prefectures.
- 2) 1,476 municipalities have prepared their Municipal Plans for the Promotion of Shokuiku.

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].

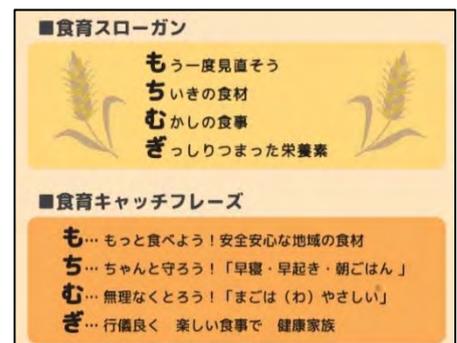


Participants eating together at the “Long Table”

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 .



“Nōhaku Portal” website



“Plum Day” event on June 6th
Best Practice Awards

(Wakayama Prefecture Kashima High School)

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.



Elementary school students planting onions

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.

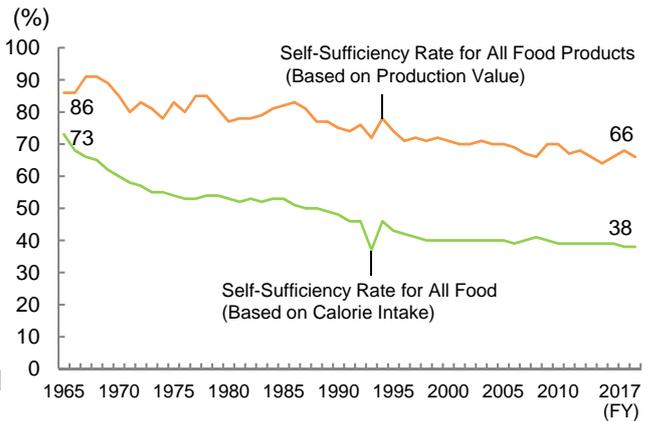


Eating freshly harvested vegetables

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.

Changes in Japan's Self-Sufficiency Rate

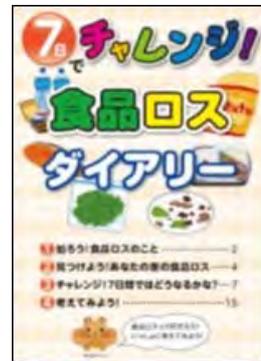


Data Source: MAFF. Food Balance Sheet.

- 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.



"You can also reduce food waste by buying" poster, created by MAFF, is displayed at a grocery store



"Seven Day Challenge! Food Loss Diary"

"Sugutabe-kun" poster

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.



Public service announcement character "Io" for "Yokohama 3R Dream! [reads 'slim']"

Chapter 6: Activities for the Inheritance of Japanese Food Culture

- 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 traditional Japanese cuisine of traditional Japanese cuisine.
- MAFF has extended support so that sustainable efforts to rediscover of 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.



“Overall Gold Award” winning work for the “Washoku Painting Category” in “Third All-Japan Children’s Washoku King Contest”

Case Study

“LET’S! WAGOCHAN PROJECT”: FAMILIAR, EASY, AND HEALTHY WAGOCHAN (JAPANESE MEALS)

- Commemorating the 5th anniversary of the *washoku* culture’s registration to UNESCO’s Intangible Cultural Heritage List, MAFF has launched the “Let’s! Wagochan Project” which promotes governments and *washoku*-related businesses to cooperate in offering opportunities for children and busy parents to take *wagochan* [Japanese meals].
- Under the project, food manufacturers and distributors developed products for easy-to-prepare recipes that they have developed, meal suppliers developed *wagochan* ready-made meals and pre-packaged box lunches, and restaurants developed *wagochan* menus for children, etc.



“Let’s! Wagochan Project” logo



The “Let’s! Wagochan Project” members displayed *wagochan* products in a supermarket.

- 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.



Symposium “The 150-year History of Meiji Era, at Our Dining Tables” (“13th National Convention on Shokuiku Promotion in Oita”)

Case Study

PASSING DOWN VALUABLE TRADITIONAL FOOD CULTURE THROUGH SHOKUIKU ACTIVITIES IN THE “GOSEKKU 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.



五節供に和食を

“Gosekku Project” logo



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.

Chapter 7: Information Provision on Food Safety, Nutrition, and Other Related Matters

- 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.



“Allergy Portal” website

Article

NUTRITION LABELLING AS AN ESSENTIAL INFORMATION SOURCE FOR HEALTHY LIFESTYLE

- 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.

栄養成分表示を活用しよう① 栄養成分表示ってなに？

栄養成分表示は、健康づくりに役立つ重要な情報源

栄養成分表示を見れば、食品の熱量や栄養素の量が分かります

平成27年4月1日に食品表示法が施行され、容器包装に入れられた加工食品には栄養成分表示として、熱量、たんぱく質、脂質、炭水化物、ナトリウム（食塩相当量で表示）が必ず表示されることになりました。これらの5つの項目は、生命の維持に不可欠であるとともに、日本人の主要な生活習慣病と深く関わっています。どの栄養成分がどのくらい含まれているのかは、食品を見ただけでは分かりませんが、それを分かるようにしたのが栄養成分表示です。栄養成分表示は、健康づくりに役立つ重要な情報源になります。

栄養成分表示を見て、上手に食品を選び、必要な栄養素を過不足なく摂取できれば、健康の維持・増進を図ることに役立ちます。

食品表示法の施行

栄養成分表示を義務化 → 栄養成分の量が分かる → 上手に食品を選ぶ → 必要な栄養素を過不足なく摂取 → 健康の維持・増進

※熱量はエネルギーと表示できます

エネルギー、たんぱく質、脂質及び炭水化物を過不足なく摂取すること、ナトリウム（食塩）をとり過ぎないことで、生活習慣病を防ぐことができます

栄養素摂取と生活習慣病の関連について、特に重要なものを図に示しました。

栄養素摂取と主な生活習慣病の関連

資料：厚生労働省「日本人の食事摂取基準（2015年版）」（厚生科学研究所を参考に作成）

消費者庁
Consumer Affairs Agency, Government of Japan

An example of awareness-raising material
“Using Nutrition Labelling 1”

Chapter 8: Surveys, Studies, and Other Efforts

- 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.”



The “Standard Tables of Food Composition in Japan” poster

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 “Japonismes 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.



“Japonismes 2018” Official logo



Teenagers enjoying preparation of *okonomiyaki* in “Learning” series

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.

	Values in Fiscal 2015, When the Third Plan Was Created	Current Values (FY2018)	Target Values (FY2020)
1. Percentage of citizens who are interested in <i>shokuiku</i>	75.0%	76.0%	90% or more
2. Number of <i>kyōshoku</i> [breakfast or dinner taken together with family members]	9.7 times/ week	10.0 times/ week	11 or more times/ week
3. Percentage of citizens participated in <i>kyōshoku</i> in their communities, etc. at their request	64.6%	77.6%	70% or more
4. Percentage of children who skip breakfast	4.4%	5.5%	0%
5. Percentage of young citizens who skip breakfast	24.7%	26.9%	15% or less
6. Percentage of junior high schools that provide school lunches	87.5% (FY2014)	93.2%	90% or more
7. Percentage of using locally produced food in school lunches	26.9% (FY2014)	26.4% (FY2017)	30% or more
8. Percentage of domestic ingredients used in school lunches	77.3% (FY2014)	76.7% (FY2017)	80% or more
9. Percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dish, and side dishes almost every day	57.7%	58.6%	70% or more
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	43.2%	39.7%	55% or more
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	69.4%	67.7%	75% or more
12. Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	103 companies (FY2016)	100 companies or more
13. Percentage of citizens who take time to eat and chew well.	49.2%	50.2%	55% or more
14. Number of citizens involved in volunteer groups etc. that are engaged in the promotion of <i>shokuiku</i>	344,000 (FY2014)	356,000 (FY2017)	370,000 or more
15. Percentage of citizens (households) who have had agriculture, forestry or fishery experience	36.2%	37.3%	40% or more
16. Percentage of citizens who take action to reduce food loss	67.4% (FY2014)	71.0%	80% or more
17. Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families	41.6%	49.6%	50% or more
18. Percentage of young citizens who have received and traditional cuisine and table manners from their communities or families	49.3%	66.3%	60% or more
19. Percentage of citizens who have the basic knowledge on food safety and are able to make appropriate decisions based on it	72.0%	77.0%	80% or more
20. Percentage of young citizens who have the basic knowledge on food safety and are able to make appropriate decisions based on it	56.8%	67.3%	65% or more
21. Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku	76.7%	84.8%	100%

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, 8: Report on School Lunch Nutrition.

For 12: Number of companies registered for the “Smart Life Project.”

For 14: Shokuiku Promotion Office, Cabinet Office (FY2014).

Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2017).

For 15: Survey on Diet and Agriculture, Forestry, and fisheries Experiences”

For 16: The Basic Survey on Consumer Life (FY2014).

Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Waste Reduction (FY2018).

For 21: Shokuiku Promotion Office, Cabinet Office (FY2015). Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2018).

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