Policies for the Promotion of Shokuiku
(White Paper on Shokuiku)
The Fiscal Year 2020 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 the 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 2020.
Table of Contents

Introduction Basic Framework of the Policies for the Promotion of Shokuiku 1

Part I: Progress of Shokuiku Promotion Efforts

Shokuiku and the Spread of the Novel Coronavirus (COVID-19) 2

Featured Article 1: The Promotion of Shokuiku Aimed to Pass Down the Japanese Food Culture

1. Positioning of Shokuiku Aimed to Pass Down the Japanese Food Culture in the Third Basic Plan for the Promotion of Shokuiku 4
2. Viewpoint on the Inheritance of Japanese Food Culture and the Status of Practice 4
3. Traditional Japanese Food Culture that Should be Passed On 6

Featured Article 2: Summary of the Fourth Basic Plan for the Promotion of Shokuiku

1. Background of the Creation of the Fourth Basic Plan for the Promotion of Shokuiku 8
2. Structure and Summary of the Fourth Basic Plan for the Promotion of Shokuiku 8

Part II: Efforts for the Policies for the Promotion of Shokuiku

Chapter 1 Promotion of Shokuiku in Households 10
Chapter 2 Promotion of Shokuiku in Schools and Day care centers, Etc. 11
Chapter 3 Promotion of Shokuiku in Local Communities 13
Chapter 4 Expansion of Campaign Promoting Shokuiku 18
Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries 19
Chapter 6 Activities to Pass Down Food Culture 22
Chapter 7 Promotion of Information Provision on Food Safety, Nutrition, and Other Dietary Habits 24
Chapter 8 Promotion of Research, Studies, and Other Efforts 25

Part III Goals and Evaluating Progress of Shokuiku Promotion Efforts

Goals and Evaluating Progress of Shokuiku Promotion Efforts 26

○ In principle, the numbers given in figures and tables are rounded off, and therefore they 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 contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society at present and in 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 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 achievements and challenges of shokuiku. The Third Basic Plan, covering five years from fiscal 2016 to 2020, sets the basic policies including targets 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 a sustainable food cycle and the environment,
  5. the promotion of shokuiku aimed to pass down the Japanese food culture.
- “The Fourth Basic Plan for the Promotion of Shokuiku” was created in March 2021.

3. System to Advance Measures for Shokuiku

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the creation 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.

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

Promotion of Shokuiku as a National Campaign

Various Organizations

Food-Related Businesses

Health Authorities

Medical Institution

Citizens

Volunteers

Persons Engaged in Agriculture, Forestry and Fisheries

Schools, Day care centers, etc.

Local Governments

The National Government

Close coordination and collaboration

The Council for the Promotion of Shokuiku (Creation of the Basic Plans for Promotion of Shokuiku)

Implementation of Measures by Relevant Ministries and Agencies, Including MAFF, FSCJ, CAA, MEXT and MHLW

Prefectures

Municipalities

Prefectural Council for the Promotion of Shokuiku

Creation of Prefectural Plan for the Promotion of Shokuiku

<Planning and Implementing Shokuiku Measures Comprehensively and Systematically>

Creation of Municipal Plan for the Promotion of Shokuiku

<Planning and Implementing Measures Reflecting Regional Characteristics>
According to “The Second Survey on Lifestyle-related Awareness/Behavior Changes within COVID-19 Epidemic” conducted by the Cabinet Office in December 2020, there was a major difference between the percentage of teleworking employed persons of the 23 wards of Tokyo and regional areas. Per city size, while approximately 50% of people living in the Tokyo ward areas said that the frequency of eating meals at home “increased”, about 30% of people in small cities, towns and villages answered the same and more than 60% answered there was “no change” in the frequency of eating meals at home. Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19, when asked if one wants to participate in gatherings to eat in their region or community, approximately 30% answered “Yes”, and approximately 50% answered “No”. By age group, more over 60 years old, both men and women, answered “No”.

In the “Public Opinion Survey on Dietary Habits” that the Cabinet Office conducted in fiscal 2020, approximately 50% of people answered “Kyōshoku outdoors” as contents of kyōshoku the government should promote, followed by “kyōshoku at home by promoting work style reform such as teleworking” (approximately 40%).
Efforts of Relevant Ministries and Agencies for Shokuiku under the Spread of COVID-19

- MEXT has provided subsidies to cover costs borne by the establishers of schools for refunds of school lunch fees to parents, food ingredient cancellation, etc. due to the suspension of school lunches due to temporary school closings. Furthermore, case studies such as diet and nutrition teachers introducing lunch recipes and using the internet to grasp the dietary habits of students were also given.

- MHLW created tools, etc. to promote and raise awareness of the importance of improving dietary habits at home. Furthermore, “Balanced Diet Lessons” was published on the website, to promote balanced meals at home.

- MAFF has launched the “#GENKI ITADAKIMASU Project” to promote sales of domestic agricultural, forestry and fishery products which have inactive inventory due to factors such as the decrease of inbound visitors and more people staying home. The project supports to efforts such as provision of domestic foodstuffs to school lunches and Kodomo Shokudo.

- Support was offered to initiatives for donating unused food that would have been used for school lunches and events to food banks.

- The Kanto Regional Agricultural Administration Office launched the website “Ouchi de Shokuiku (Shokuiku at Home)” and published shokuiku content, such as movies, that can be practiced at home.

- The Japan Dietetic Association and other nutrition-related societies disseminated information on the importance of preventing infection from a dietary perspective along with the importance of cooking at home.

- In accordance with the August 31 “Vegetable Day”, JA-ZENCHU held events such as “harvest experiences at home” in which families from all over Japan were connected online to harvest cherry tomatoes with the explanation of farmers.

Shokuiku Efforts using Online Technology, etc. under the Spread of COVID-19

- Introduction of shokuiku efforts in response to the “new lifestyles” under the spread of COVID-19.

- Cookpad Inc. held an online marché with their app “cookpad mart”. Their efforts included online cooking classes, and programs in which consumers are able to purchase food ingredients while communicating with vendors.

- The Japan Dietetic Association and other nutrition-related societies disseminated information on the importance of preventing infection from a dietary perspective along with the importance of cooking at home.

- In accordance with the August 31 “Vegetable Day”, JA-ZENCHU held events such as “harvest experiences at home” in which families from all over Japan were connected online to harvest cherry tomatoes with the explanation of farmers.
1. Positioning of *Shokuiku* Aimed to Pass Down the Japanese Food Culture

- The Third Basic Plan sets “The Promotion of *Shokuiku* Aimed to Pass Down the Japanese Food Culture” as one of its priority issues, as “Washoku, traditional dietary cultures of the Japanese”, was registered as a UNESCO Intangible Cultural Heritage in 2013, and the excellent traditional food culture has not been passed down sufficiently and has led to a gradual loss of its distinctive characteristics.

- In this featured article, the attitudes and practices of citizens toward inheritance of food culture are analyzed along with introduction of case studies for inheritance of food culture.

2. Viewpoint on the Inheritance of Japanese Food Culture and the Status of Practice

- Approximately 90% answered that receiving food culture is important. Approximately 70% answered that they have “received” food culture.

- When asked what is necessary to receive food cultures, “Learning at home from parents, etc.” was the most popular answer, followed by “Learning at school during childhood” and “Increasing opportunities to recognize local and traditional cuisine within daily meals”.

- Of those who answered “Have received” food culture, approximately 80% answered that they “Have passed it on” to the members of the local community and next generation (including their children and grandchildren).

- Of those who answered “Have passed on” food culture, more than half answered that they eat breakfast with their family “Almost every day”, whereas of those who answered “Have not passed it on” or “Have not received”, approximately 40% answered so.
Development of the *Shokuiku* Curriculum “Takakura Standard” which cultivate life skills along with Communities

- Kyoto Municipal Takakura Elementary School developed a “Takakura Standard” which is a systematized *shokuiku* curriculum for six years in elementary school, incorporating local educational materials and human resources.
- The program is rich in education related to *shokuiku*. First grade students experience “Smile School Lunches” in which they eat their school lunches with local senior citizens. Fourth grade students use a roof farm of a local enterprise for a farming experience, and fifth/sixth grade students learn at a “soup stock class” taught by a Japanese cuisine chef, along with arranging Japanese cuisine for serving.
- Visualizing how *shokuiku* is positioned within the education curriculum promotes information sharing among stakeholders and a deep understanding of *shokuiku*.

Food Culture Inheritance Efforts Based on the “Gunma *Shokuiku Kokoro Plan*”

- In Gunma Prefecture, “Protection/inheritance of traditional food culture” was positioned as a priority issue within “Gunma Prefectural Plan for the Promotion of *Shokuiku* “Gunma *Shokuiku Kokoro Plan””.
- Gunma Prefecture established October 24 as “Gunma School Lunch Day”, on which school lunches feature local cuisine and agricultural products.
- Gunma Prefecture made the leaflet “Gunma Local Cuisine” on the origins of the local cuisine, along with the “Textbook for Inheritance of Gunma’s Food Culture” summarizing the efforts for the food culture preservation, and uses them at schools, etc.

Toyama’s “Saiku Kamaboko”-Inheritance of Food Culture Reflecting Regional Characteristics

- Toyama Prefecture is active in the production of *kamaboko* (fish cakes), and famous “Saiku Kamaboko”, often used for gifts such as wedding banquet souvenirs that feature items that bring good fortune.
- People who receive these souvenirs share them with their relatives, neighbors and friends. This lasting food culture is rooted in the linkage between the local products and local nature which respect ceremonial occasions.
- The Toyama Prefecture Kamaboko Fishery Processing Industry Cooperative offers programs such as “Parent and Child Saiku Kamaboko Classes” and the hands-on event “Toyama Kamaboko School” in their efforts to pass down Saiku Kamaboko.
When asked about local or traditional cuisine of their hometown, approximately 50% answered “I’m very familiar with, and have eaten those in the past”.

As for a question on the frequency of eating local or traditional cuisine of Japan, about half answered “About once a month** or more.

* “Almost every day”, “About 3 ~ 5 days a week”, “About 1 ~ 2 days a week”, “About 2 ~ 3 days a month”, “About once a month”


3. Traditional Japanese Food Culture that Should be Passed On

In this article, the characteristics of traditional Japanese food culture, from the perspective of the basic Washoku form of “one soup three dishes”, are introduced, along with shokuiku case studies of efforts being made to pass down food culture.

**Rice**, the Traditional Staple of the Japanese Diet

People who eat “rice”, the traditional staple food in Japan, more frequently, are likely to have more than two well-balanced meals with a staple food, a main dish, and side dishes almost every day.

From February to March 2020, MAFF conducted a survey on trends of rice consumption. The survey shows that 14% of the respondents think that they eat a larger amount of rice than 5 years ago, while 28%, twice as many, think that they have decreased their rice consumption in the last 5 years.

People who answered “Increasing” had reasons such as “I prefer rice now/Rice tastes better now”, and people who answered “Decreasing” had “The quantity of side dishes increased, so the quantity of staple food decreased” as the most popular reason.

Approximately 40% of women 50 and over, and men 60 and over answered that their rice consumption has decreased. Annual trends of rice and rice processed foods consumption show a major decrease in the middle-aged and older groups.

In 2018, MAFF launched the “Yappari Gohan Desho! (Rice is Awesome!)” campaign to boost rice consumption. The project features a website with information on rice recipes and effect of rice-centered meals on improvement of nutritional balance, to promote benefits of eating rice. The project has actively incorporated social media to communicate information in coordination with enterprises and other organizations.
**Case Study 1: Promotion of Shokuiku and Inheritance of Food Culture through “Miso”**

- Noda Miso Co. offers tours of their miso brewery along with miso-making experiences for the purpose of passing down food cultures to the younger generation.

- With coordination with local restaurants, Noda Miso Co. makes efforts toward inheritance of local food cultures, such as that for “Goheimochi (skewered rice cakes with miso)”, which is a local cuisine using miso.

- With the spread of COVID-19, online miso brewery tours and miso-making experiences using miso preparation kits at home were also conducted.

**Case Study 2: Efforts to Pass on the Significance of “Hashioki (chopstick rests)” in Japanese Food Culture**

- The Saga Prefecture Ceramics Commercial Cooperative launched a “Hizen/Arita Ware Hashioki Project” in 2019, with the aim of promoting interest in meals and the dinner table overall through hashioki that can be easily purchased.

- The project introduces hashioki on their official Instagram account and also holds events such as special classes at school lunches using hashioki, “Let’s use hashioki at school lunches.”

**Case Study 3: The Association Between the “Japanese Dietary Pattern” and Mortality Risks**

- National Cancer Center Japan conducted research, bringing to light the association between various lifestyle habits and illnesses, to help prevent non-communicable diseases and extend the healthy life expectancies of Japanese people.

- When the association between a Japanese Dietary Pattern and mortality risks was studied, it was discovered that groups with a high Japanese Dietary Pattern score had lower risks of all-cause mortality, cardiovascular disease mortality, and heart disease mortality.
1. Background of the Creation of the Fourth Basic Plan for the Promotion of Shokuiku

<Deliberations made by the expert committee on shokuiku promotion and evaluation>
- March 22, 2019 Follow-ups for the Third Basic Plan (Interim summary) (Draft)
- January 20, 2020 Major points of discussion towards formulating the Fourth Basic Plan (Draft) (March 25 summary)
* Solicitation of opinions for new issues, etc. that should be newly included in the Fourth Basic Plan (June 5 to July 5, 2020)
- August 18, 2020 Priority issues, etc. for the Fourth Basic Plan (Interviews from the committee, etc.)
- October 1, 2020 Priority issues, etc. for the Fourth Basic Plan (Interviews, direction and viewpoints)
- December 11, 2020 Framework of the Fourth Basic Plan (Draft)
- February 9, 2021 Main clause for the Fourth Basic Plan (Draft)
* Solicitation of opinions about the Fourth Basic Plan (Draft) (February 12 to 26, 2021)
- March 19, 2021 Main clause for the Fourth Basic Plan (Draft)

2. Structure and Summary of the Fourth Basic Plan for the Promotion of Shokuiku

- Within the aging of the population, taking balanced nutrition into account is becoming increasingly important. On the other hand, Values and lifestyles of citizens regarding food and nutrition are becoming more and more diverse, and it is becoming more difficult to practice healthy dietary habits in an increasing number of situations. Also, a matter of concern is the loss of traditional food cultures.
- From the perspective of the supply of food, while the population of persons engaged in agriculture, forestry and fisheries along with those living in rural areas whose economy is based on agriculture, forestry or fisheries has been aging and declining, and food self-sufficiency ratio is decreasing, the issue of food loss and waste has emerged. Furthermore, in recent years, effects of global climate change have been becoming prominent, and environmental issues cannot be avoided anymore when considering how food should be.
- In “SDGs (Sustainable Development Goals)”, there are goals closely related to shokuiku such as improving nutrition, education and ensuring sustainable production and consumption patterns, meaning that shokuiku promotion also contributes to the achievement of SDGs.
- It is necessary to use digital tools and the internet, etc. in the “new normal”.
- Based on the above, the following three points have been set as priority issues to promote comprehensively shokuiku through mutual coordination from a SDGs perspective.
  1. Promotion of shokuiku supporting lifetime physical and mental health
  2. Promotion of shokuiku supporting sustainable food and nutrition
  3. Promotion of shokuiku in response to the new normal and digitalization
- The following is the content to be promoted.
  1. Promotion of Shokuiku in Households
  2. Promotion of Shokuiku in Schools and Day care centers, etc.
  3. Promotion of Shokuiku in Local Communities
  4. Expansion of the Campaign Promoting Shokuiku
  5. Promoting Interaction between Producers and Consumers and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries.
  6. Support for Activities to Pass Down Food Culture
  7. Promotion of Research, Study, Provision of Information and International Exchange on Food Safety, Nutrition, and Other Dietary Habits
- The plan has been scheduled for a period of approximately five years starting in fiscal 2021.
New Numerical Goals for Promotion of Shokuiku in the Fourth Basic Plan for the Promotion of Shokuiku

**Goals**

<table>
<thead>
<tr>
<th>Detailed target values</th>
<th>Values in FY2020. Where the Plan Was Created</th>
<th>Target Values (FY2025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Increase the number of citizens who are interested in shokuiku</td>
<td>83.2% 30% or more</td>
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<tr>
<td>(1) Percentage of citizens who are interested in shokuiku</td>
<td>91% 80% or more</td>
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<tr>
<td>(2) Number of kyo-shoku breakfast or dinner eaten together with family members</td>
<td>9.6 times/week 11 times or more/week</td>
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<tr>
<td>2 Increase the percentage of citizens participating in kyo-shoku in communities as they hope to</td>
<td>70.7% 75% or more</td>
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<tr>
<td>(3) Percentage of citizens in kyo-shoku in their communities, etc. at their request</td>
<td></td>
<td></td>
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<td>(4) Percentage of young citizens who skip breakfast</td>
<td></td>
<td></td>
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<tr>
<td>(5) Percentage of young citizens who skip breakfast</td>
<td>21.5% 15% or less</td>
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<td>3 Increase efforts to use local products in school lunches, etc.</td>
<td></td>
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<td>(6) The average number of times diet and nutrition teachers provide guidance on local products</td>
<td>9.1 times/month 12 times or more/month</td>
<td></td>
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<tr>
<td>Percentage of prefectures that maintain or improve the percentage of using domestic foodstuffs in school lunches (value basis) from the current value (FY2019)</td>
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<tr>
<td>Percentage of prefectures that maintain or improve the percentage of using local products in school lunches (value basis) from the current value (FY2019)</td>
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<tr>
<td>(7) Percentage of using domestic foodstuffs in school lunches (value basis) from the current value (FY2019)</td>
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<tr>
<td>4 Increase the number of citizens who adopt dietary habits in consideration of balanced nutrition</td>
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<tr>
<td>(8) Percentage of citizens who adopt dietary habits in consideration of balanced nutrition</td>
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<td>(9) meals consisting of a staple food, a main dish, and side dishes almost every day</td>
<td>36.4% 50% or more</td>
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<tr>
<td>Percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day</td>
<td>27.4% 30% or more</td>
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<tr>
<td>5 Increase the number of citizens who take action to reduce food loss and waste</td>
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<tr>
<td>(10) Percentage of citizens who take action to reduce food loss and waste</td>
<td>76.5% 80% or more</td>
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<tr>
<td>6 Increase the percentage of citizens who have a healthy diet</td>
<td></td>
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<tr>
<td>(11) Mean daily salt intake</td>
<td>10.5g 8g or less</td>
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<tr>
<td>(12) Mean daily vegetable intake</td>
<td>280.5g 280g or more</td>
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<tr>
<td>Percentage of those with a fruit intake of less than 100 grams per day</td>
<td>61.6% 90% or less</td>
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<tr>
<td>7 Increase the percentage of citizens who have basic knowledge on food safety</td>
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<tr>
<td>(13) Percentage of citizens who have basic knowledge on food safety</td>
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<tr>
<td>(14) Percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat noncommunicable diseases</td>
<td>64.3% 75% or more</td>
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<td>(15) Percentage of citizens who take time to eat and chew well</td>
<td>47.3% 55% or more</td>
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<td>(16) Percentage of citizens who have agriculture, forestry or fishery experience</td>
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<tr>
<td>(17) Number of people who choose environmentally friendly agricultural, forestry and fishery products and foods</td>
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<tr>
<td>(18) Number of people who choose agriculture, forestry, and fishery products and foods with an awareness of the production area and the producer</td>
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<td>(19) Percentage of citizens who participate in agriculture, forestry and fishery products and foods</td>
<td>73.5% 80% or more</td>
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<tr>
<td>(20) Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods</td>
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<td></td>
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<tr>
<td>(21) Percentage of citizens who take action to reduce food loss and waste</td>
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<tr>
<td>(22) Percentage of citizens who吃local and traditional table manners from their communities or families</td>
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<tr>
<td>(23) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it</td>
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<tr>
<td>(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku</td>
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</tbody>
</table>

* are values for FY2019

**Article**

**Efforts Toward Creating an Environment supporting Sustainable Food and Nutrition**

MAFF developed the interim summary for the “Strategy for Sustainable Food Systems, MeaDRI” in March 2021, as a new strategy to enhance potential and ensure sustainability of food, agriculture, forestry and fishery industries in a compatible manner through innovation.

In terms of Shokuiku, promotion of efforts are implemented, such as shokuiku regarding Japanese-style dietary habits with their excellent nutritional balance, promotion of local production for local consumption, and incorporating sustainable local products and domestic organic agricultural products in school lunches.

With these activities, “Promotion of Environmentally Friendly and Sustainable Food Production and Shokuiku, Which Considers its Consumption” has been raised as a measure to be taken in the Fourth Basic Plan for the Promotion of Shokuiku.

By 2050, MAFF aims to achieve:

- Zero CO2 emission from the agriculture, forestry and fisheries sectors
- 50% reduction in risk-weighted use of chemical pesticides by dissemination of the Integrated Pest Management and newly-developed alternatives
- 30% reduction in chemical fertilizer use
- Increase in organic farming to 1Mha (equivalent to 25% of farmland)
- At least 30% enhancement in productivity of food manufacturers (by 2030)
- Sustainable sourcing for import materials (by2030)
- 90% and more superior varieties and F1 plus trees in forestry seeding
- 100% of artificial seeding rates in aquaculture of Japanese eel, Pacific bluefin tuna etc

The interim Summary of the Strategy for Sustainable Food Systems, MeaDRI (Summary)