

Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries

Promotion of Interaction between Producers and Consumers

- As presented in Part I “Japan’s Food Security and *Shokuiku* Promotion,” in order to ensure the stable supply of food by fostering public understanding of farm land, farmers, and other components of food self-sufficiency, it is important that as many citizens as possible have opportunities to learn about the roles of food, agriculture, forestry and fisheries and Japan’s rural areas whose economy is based on these industries, and the significance of improving the food self-sufficiency ratio, and take independent action to support each other from their respective positions. Promoting *shokuiku* by persons engaged in agriculture, forestry and fisheries and cooperation/interaction between urban and rural districts.
- MAFF has implemented support for activities providing hands-on agriculture, forestry and fishery activities, such as activities at education farms.
- “*Nohaku* [Countryside Stay],” in which participants stay in rural areas, enjoy dining and have experiences that utilize regional resources during their stay, are being promoted.
- Urban and rural interactions that contribute to factors such as *shokuiku* are promoted through “the exchange project for children to experience farming and rural lives” providing children with agriculture, forestry, and fishery experiences in rural areas.

Case Study Original Outdoor Play and Dairy Farming Experience Communicated the Importance of Food and Life. The “6th *Shokuiku* Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau

Sudo Farm, Inc. (Chiba Prefecture)

- For dairy farming education, the farm promoted *shokuiku* through opportunities to experience dairy farming and performances on an outdoor stage in its ranch.
- Performers played roles based on real agriculture, forestry and fishery workers, in a way that spectators could think about “life and food.”



Performers (volunteers)
experiencing dairy farming

Promotion of Local Production for Local Consumption

- Initiative of local production for local consumption is an important initiative for vitalization of rural areas.
- MAFF selected good practices for vitalization and income increase of rural areas whose economy is based on agriculture, forestry or fisheries and disseminated the information of the activities nationwide. The ministry also supported school lunches and activities and facility development in increasing the sales of farmers' markets, which include the development of new products using local resources.
- "Food mileage" is an indicator calculated by multiplying the transportation distance by the volume of food shipped. In this respect, expansion of domestic production and consumption and promotion of Local Production for Local Consumption are expected to contribute to the reduction of environmental burdens as well.
- "Nippon Food Shift: We think about Japan from the viewpoint of food" is carried on as a national movement in public-private collaboration focusing on young people (generation Z). The aim of the movement is to attract people's sympathy and support for agriculture, forestry, fisheries and rural areas mainly engaged in these industries, which is expected to encourage specific behaviors, including active use of domestic agricultural products.

Promotion of *Shokuiku* Considering Sustainable Food Production and Consumption in Harmony with the Environment

- In July 2022, "Act Concerning Promotion of Low Environmental Impact Business Activities to Establish a Food System in Harmony with the Environment" (Act No. 37 of 2022) was enforced toward realization of the "Strategy for Sustainable Food Systems, MIDORI." The act provides that consumers should make efforts to cultivate better understanding of a food system in harmony with the environment and to choose agricultural, forestry, fishery and other products that contribute to reducing environmental burden. It also positions the promotion of *shokuiku* as activities to encourage the consumption of such products.
- While working to strengthen cooperation by holding seminars to share practical examples of communities' support for organic agriculture, which include the use of organic food in school lunches, the ministry provided prefectural departments in charge of *shokuiku* with information of support measures and examples for use of organic agricultural products in school lunches in January 2023.

Article "Visualization" of Efforts to Reduce Greenhouse Gas (GHG) Emissions from Agriculture

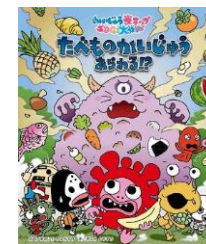
- Based on the "Strategy for Sustainable Food Systems, MIDORI," a calculation tool was developed for quantitative evaluation of GHG emissions at the agricultural production stage in order to visualize the farmers' efforts to reduce GHG emissions. The pilot project was launched to sell agricultural products (rice, tomatoes and cucumbers) with a label showing the GHG reduction rate calculated by the tool as a number of stars.
- For the future, the ministry will consider the expansion of items subject to evaluation, effective design of labels, and addition of biodiversity conservation indicators to advance the visualization of farmers' efforts to reduce environmental burden.

Launching National Campaign to Reduce Food Loss and Waste

- It is estimated in the fiscal year 2020 that 5.22 million tons of food was lost and wasted in Japan.
- In the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs), there is an international target of halving per capita food waste at the retail and consumer level and reducing food loss and waste along production and supply chains. Based on the “2030 Agenda” and other policies, Japan set a goal to reduce household and business food loss and waste by half compared with fiscal 2000 by fiscal 2030.
- To promote reduction of food loss and waste (FLW) as a national campaign, the “Act on Promotion of Food Loss and Waste Reduction” (Act No.19 of 2019) went into effect in October, 2019.
- The prolonged impact of COVID-19 demands efforts to facilitate the flow of food to *Kodomo Shokudo*, needy persons and others. For food banks, support is provided for costs necessary to expand their activities to receive and provide food, and specialists are dispatched to help with problem-solving, including securing of food donors.
- CAA held “FY2022 Senryu Verse Competition toward Zero Food Loss and Waste!” The judges selected “Spread *Mottainai* from Japan to the World” as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- The agency created picture books about food loss and waste reduction for parents and children to learn about the food loss and waste issue together by reading the books to children. Reading events were held in 10 kindergartens attached to national universities in the Chugoku and Shikoku regions.
- MOE established a portal site that aggregates information on food loss and waste. Environments were developed in which each entity will be able to obtain accurate and easy-to-understand information on food loss and waste.
- In addition to the enlightenment activities using a character named “*Sugutabekun*,” the ministry worked to make it natural for consumers to take home leftover food on their own responsibility when eating out (“mottECO”).
- The CAA, MAFF, and MOE, along with the National Deliciously ‘*Tabekiri* (no leftovers)’ Movement Committee, implemented the “Deliciously ‘*Tabekiri*’ National Joint Campaign” from December 2022 to January 2023.



Posters, etc. targeting consumers are displayed in retail stores and restaurants.



Picture book to learn about food loss and waste reduction
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“mottECO” awareness raising material

Chapter 6 Support for Activities to Pass Down Food Culture

Efforts in Utilization of Licensed Expert Cooks in Volunteer and other Activities / *Shokuiku* that Contributes to Passing Down of Diverse Food Culture of Communities

- Diet Improvement Promoters provided learning opportunities, such as “*Oyakono Shokuiku* Class,” to pass down local cuisine and food culture. The All Japan Chefs Association and the Nihon Chourishikai (Japanese Licensed Cooks Association) worked to promote *shokuiku* for the passing down of food culture through cooking classes and other activities.
- The Agency for Cultural Affairs promotes registration of cultural properties based on the Act on Protection of Cultural Properties (Act No.214 of 1950) and supports local governments that are promoting or working on the succession and promotion of unique food culture in creating model cases to develop and disseminate the “Food Culture Story” that conveys the cultural background in an easy-to-understand manner.
- MAFF served as the secretariat to disseminate information through the “Network of Local *Washoku* Culture” of individual persons and groups involved in preservation/succession of local food culture, *Washoku* Culture Inheritance Leaders, etc.

Article Efforts for Preservation/Succession of *Washoku* Culture

- MAFF implemented initiatives for preservation/succession of diverse food culture unique to each region.
- In fiscal 2022, MAFF launched a website “Traditional Foods in Japan” to develop a data base of history and culture of traditional processed foods of 47 prefectures, related events, production methods and preservation/succession initiatives.
- Regional exploratory committees were held in Fukui, Nara and Kumamoto Prefectures. The items selected by the committees were researched, compiled, and disseminated through the website.

Case Study Handing Down the Wisdom and Skills of Predecessors to Children through Hands-on Activities and Local Cuisine Cooking

The “6th *Shokuiku* Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau Ehime Rural Life Research Council (Ehime Prefecture)

- Ehime Rural Life Research Council implements *shokuiku* activities with focus on handing down of local cuisine.
- “Ehime Food Culture Course” held at local elementary schools, etc. provided courses according to the characteristics of the region, including a class on hometown, cultivating and harvesting crops, slivering fish, rye miso, and jam cooking.
- Recipe book “Ehime’s hometown dishes” has been used by many families. In fiscal 2020, the council started to distribute local cuisine cooking videos to convey the appeal of Ehime’s food and food culture to the world.



Council members explaining local cuisine to children

Chapter 7 Promotion of Research, Study, Provision of Information and International Exchange on Food Safety and Nutrition

Enhancement of Risk Communications

- As one of many approaches for risk communications on food safety, CAA, FSCJ, MHLW and MAFF worked together to organize meetings to exchange opinions among governments, consumers and other stakeholders. In particular, initiatives concerning “radionuclides in food” were strengthened.
- Regarding the producers’ efforts to reduce radionuclides, actual inspection results of radionuclides in food and other related topics, in fiscal 2022 opinion exchange meetings were held for general consumers in Tokyo and Osaka Prefectures, and for university students in Fukuoka, Shiga, Tokyo and Fukushima Prefectures.



An opinion exchange meeting

Providing Information on Food Safety

- It is important to provide consumers with accurate information so that they can make rational decisions on their food choices based on scientific knowledge. For this purpose, CAA provides easy-to-understand information for consumers.
- In fiscal 2022, MAFF created videos titled “let’s cook a safe and tasty summer vegetable curry” and “how to cook safe and tasty box lunches” to call attention to the prevention of food poisoning. The videos are designed for a broad range of generations, including children, by having children appear in the videos, for example.

Implementing Basic Survey and Studies and Providing Information on the Results

- In December 2020, MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition).” Since the publication, its contents have been enhanced with newly listed foods and other items in accordance with the actual state of people’s diet.
- MAFF provided the public with basic statistical data on the state of agriculture, forestry and fisheries, food production, distribution and consumption, which are necessary for the promotion of *shokuiku*.

Promoting Understanding of Food Labeling

- In recent years, there has been an increase of consumers' awareness of food safety and health, and consequently, the need for plain food labeling.
- CAA has been making efforts to promote understanding food labeling among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In the "Food Guidance Companion–Second Revised Edition," created by MEXT for teachers and school employees, there is a passage which is utilized at schools that says to "cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labeling."

Article

Dissemination and Awareness Raising of Nutrition Information Label by Using a Video Program

- Under "the Fiscal 2021 advanced model project concerning local consumer administration," CAA created and posted a video program on its website and YouTube. The program is designed to increase opportunities for consumers to know about nutrition information label and to use them. A leaflet was created for its dissemination.
- The program is also used at workshops of dietitians who are active in local communities. CAA will continue dissemination and awareness raising to provide an opportunity for consumers to make healthier food choices.



















Video program

State of *Shokuiku* Abroad, Promotion of International Exchange, etc.

- MAFF's English website "Promotion of *Shokuiku* (Food and Nutrition Education)" provides "Dietary guidelines for Japanese," "Japanese Food Guide Spinning Top," "Interpretation of 'Japanese Food Guide Spinning Top,'" "Recommendation of Japanese dietary pattern," and other documents. It also contains brochures to introduce *shokuiku* of Japan to the world.
- Ministry of Foreign Affairs of Japan promotes and raises awareness of *shokuiku-related* topics in its overseas public relations and cultural activities, including the distribution of "niponica" through diplomatic missions overseas.

Part III: Goals and Evaluating Progress of *Shokuiku* Promotion Efforts

Goals				
	Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2022)	Target Values (FY2025)
1 Increase the number of citizens who are interested in <i>shokuiku</i> 				
	(1) Percentage of citizens who are interested in <i>shokuiku</i>	83.2%	78.9%	90% or more
2 Increase the number of “ <i>kyoshoku</i> ” occasions for breakfasts or dinners with family members 				
	(2) Number of <i>kyoshoku</i> [breakfast or dinner eaten together with family members]	9.6 times/week	9.6 times/week	11 times or more/week
3 Increase the percentage of citizens participating in <i>kyoshoku</i> in communities as they hope to 				
	(3) Percentage of citizens participated in <i>kyoshoku</i> in communities as they hope to	70.7%	57.8%	75% or more
4 Decrease the percentage of citizens skipping breakfast 				
	(4) Percentage of children who skip breakfast	4.6% (FY2019)	5.6%	0%
	(5) Percentage of young citizens who skip breakfast	21.5%	26.7%	15% or less
5 Increase efforts to use local products in school lunches, etc. 				
	(6) Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	10.5 times/month	12 times or more/month
	(7) Percentage of prefectures maintaining or improving the percentage of local products used in school lunches (on a value basis) from the current value (FY2019)	—	76.6%	90% or more
	(8) Percentage of prefectures maintaining or improving the percentage of domestic foodstuffs used in school lunches (on a value basis) from the current value (FY2019)	—	78.7%	90% or more
6 Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition 				
	(9) Percentage of citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day	36.4%	40.6%	50% or more
	(10) 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	27.4%	28.4%	40% or more
	(11) Mean daily salt intake	10.1g (FY2019)	10.1g (FY2019)	8g or less
	(12) Mean daily vegetable intake	280.5g (FY2019)	280.5g (FY2019)	350g or more
	(13) Percentage of those with a fruit intake of less than 100 grams per day	61.6% (FY2019)	61.6% (FY2019)	30% or less
7 Increase the 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 lifestyle diseases 				
	(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 lifestyle diseases	64.3%	66.5%	75% or more

Goals				
	Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2022)	Target Values (FY2025)
8 Increase the percentage of citizens who take time to eat and chew well 				
	(15) Percentage of citizens who take time to eat and chew well	47.3%	46.8%	55% or more
9 Increase the number of volunteers engaging in the promotion of <i>shokuiku</i> 				
	(16) Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000 (FY2019)	331,000 (FY2021)	370,000 or more
10 Increase the number of citizens who have agriculture, forestry, or fishery experience 				
	(17) Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	62.4%	70% or more
11 Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer 				
	(18) Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	69.8%	80% or more
12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods 				
	(19) Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	61.7%	75% or more
13 Increase the number of citizens who take action to reduce food loss and waste 				
	(20) Percentage of citizens who take action to reduce food loss and waste	76.5% (FY2019)	76.9%	80% or more
14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families 				
	(21) Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	44.0%	55% or more
	(22) Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	63.1%	50% or more
15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it 				
	(23) Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	77.5%	80% or more
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i> 				
	(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5% (FY2019)	90.5%	100%

Data Sources for (1) to (3), (5), (9), (10), (14), (15), (17) to (19), (21) to (23): Survey on Attitudes Towards *Shokuiku* (Annual). (MAFF)

For (4): National Assessment of Academic Ability. (MEXT)

For (6): Survey on Efforts to Teach about Local Products in Schools. (MEXT)

For (7), (8): Survey on the Use of Local Products and Domestic Food Stuffs in School Lunches. (MEXT)

For (11) to (13): National Health and Nutrition Survey. (MHLW)

For (16), (24): Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, MAFF

For (20): The values of fiscal 2019 are based on the “Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (CAA).” The values of fiscal 2022 are based on “FY2022 Survey on Attitude and Awareness in Consumer Life (Second Survey) (CAA).”

Note: 1) The goals that have been achieved are colored in blue.

2) *Shokuiku* Pictogram “Don’t become overweight or underweight” of “(6) Increase the number of citizens who adopt dietary habits with consideration of balanced nutrition” corresponds to the target values of (11).