

Policies for the Promotion of *Shokuiku*
(White Paper on *Shokuiku*)
The Fiscal Year 2024 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 the measures taken for the promotion of *shokuiku* to the Diet each year.
- This report summarizes and describes the measures taken for the promotion of *shokuiku* by relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Children and Families Agency (CFA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Ministry of the Environment (MOE).

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○ In principle, the numbers given in figures and tables are rounded off, and therefore they may differ slightly in summation from the totals indicated.

1. Basic Framework of the Policies to Promote *Shokuiku*

○ Basic Act on *Shokuiku* (Food and Nutrition Education) (Act No. 63 of 2005)

- 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 in the present and in the future.
- The Act states *shokuiku* “be promoted for the purpose of educating people to become a person who is able to acquire knowledge about ‘food and nutrition’ and ability to choose appropriate ‘food and nutrition’ for the person’s own sake through their various experiences, which enables them to adopt healthy dietary habits.”
- The Act points out that *shokuiku* should be promoted as a national campaign for the general public, specifically in places such as households, schools, day-care centers, and local communities to help each citizen maintain a sound diet that improves mental and physical health by raising awareness of food and learning skills to make the right judgment based on reliable food information.

○ Basic Plan for the Promotion of *Shokuiku*

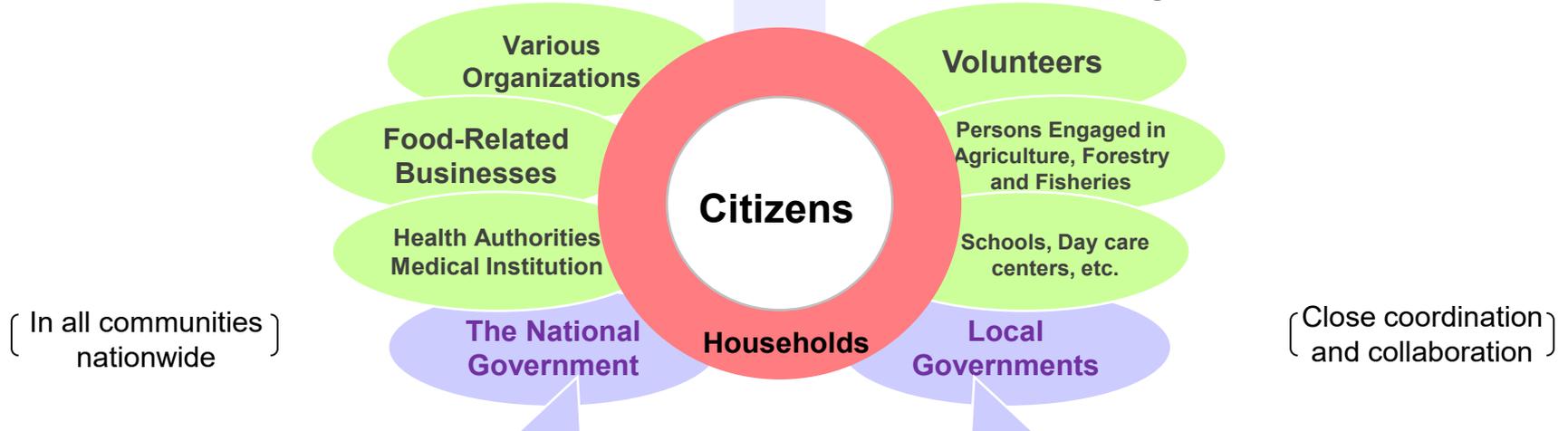
- In March 2021, the Fourth Basic Plan for the Promotion of *Shokuiku* was decided by the Council for the Promotion of *Shokuiku*. The plan, covering approximately five years from fiscal year 2021 to fiscal year 2025, provides specific priority issues to be tackled during this period.
- In particular, the following three priority issues are specified taking into account the situation surrounding *shokuiku*, which includes changes in the environment with regard to the people’s health and food and the digitalization of society:
 - (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

2. Schemes for the Promotion of *Shokuiku*

- In order to roll out *shokuiku* as a national campaign, Japan promotes close coordination and collaboration among various community-level stakeholders, including schools, day care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses and volunteers in addition to the national and local governments' efforts.

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

Promotion of *Shokuiku* as a National Campaign



The Council for the Promotion of *Shokuiku*
(Creation of the Basic Plan for the Promotion of *Shokuiku*)



Implementation of measures by MAFF, FSCJ, CAA,
CFA, MEXT, MHLW, and other relevant ministries and
agencies



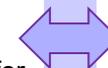
**<Planning and Implementing *Shokuiku* Measures
Comprehensively and Systematically>**

Prefectures

Prefectural Council for the
Promotion of *Shokuiku*
|
Creation of Prefectural Plan for
the Promotion of *Shokuiku*

Municipalities

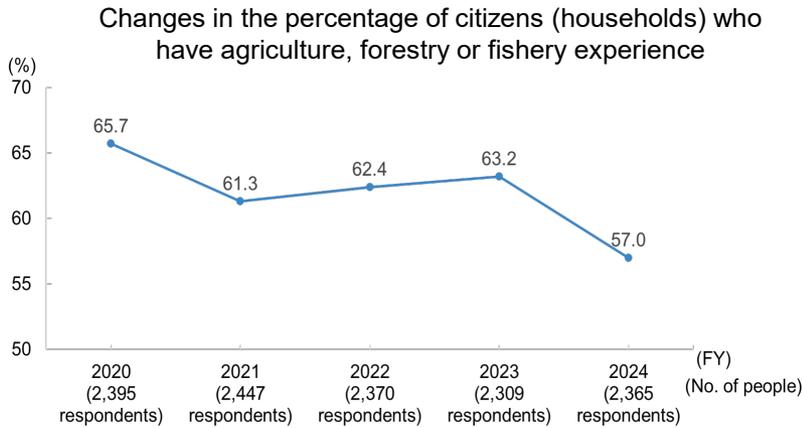
Municipal Council for the
Promotion of *Shokuiku*
|
Creation of Municipal Plan for
the Promotion of *Shokuiku*



**<Planning and Implementing Measures Reflecting
Regional Characteristics>**

1. Current state of public understanding of the agricultural production site, and their agriculture, forestry or fishery experience

- Due to changes in the living environment, citizens are becoming less and less aware of the agriculture, forestry, and fisheries industry through their dietary habits.
- Therefore, it is necessary to build a relationship of trust through the interaction between producers and consumers, to deepen understanding of food security and rational price formation, and to realize a sustainable food system.
- Particularly, it is crucial to provide citizens with opportunities for hands-on activities related to the production of agriculture, forestry, and fishery products and to deepen their awareness and understanding of the agriculture, forestry, and fishery industry.
- Based on the “Survey on Attitudes towards *Shokuiku*” results, we will introduce the status of participation in agriculture, forestry or fishery experience, the results of such participation, and ideas to encourage such participation.



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

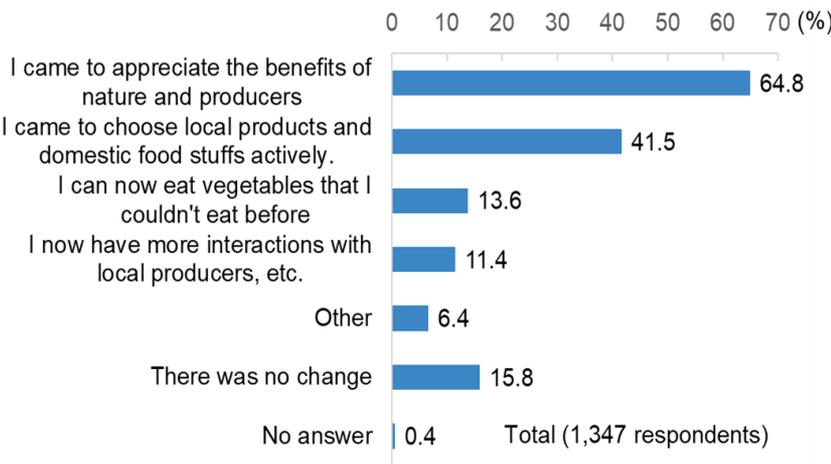
○ Participation in agriculture, forestry or fishery experience

The percentage of people who answered "Yes" to the question that if there is a family member who has participated in agriculture, forestry or fishery experience in FY2024 is 57.0%; and this figure has been declining in recent years.

○ Changes through participating in the agriculture, forestry or fishery experience

As for what changed since participating in the agriculture, forestry or fishery experience, more than 60% of respondents answered they "came to appreciate the benefits of nature and producers." More than 40% answered they "came to choose local products and domestic food stuffs actively." The number of people who gave positive responses far exceeded the number who gave negative responses.

What has changed since participating in the agriculture, forestry or fishery experience

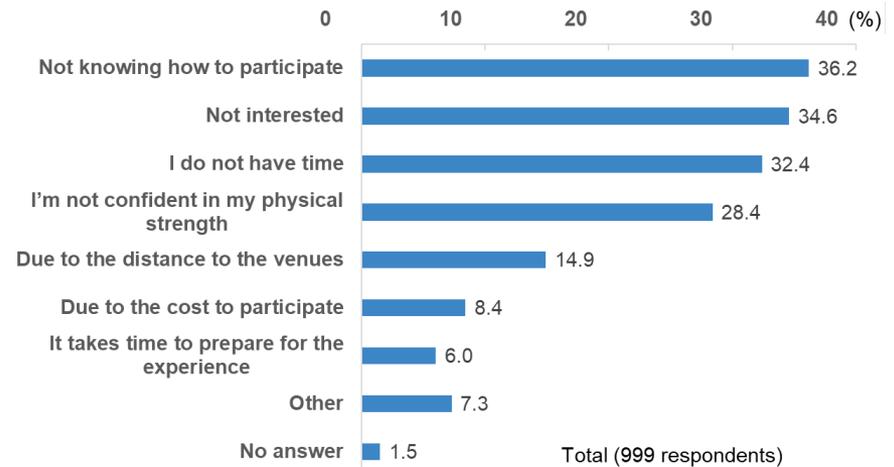


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

○ Reasons for not participating in agriculture, forestry or fishery experience

The most common reason for not participating in agriculture, forestry or fishery experience was "Not knowing how to participate," followed by "Not interested."

Reasons for not participating in agriculture, forestry or fishery experience

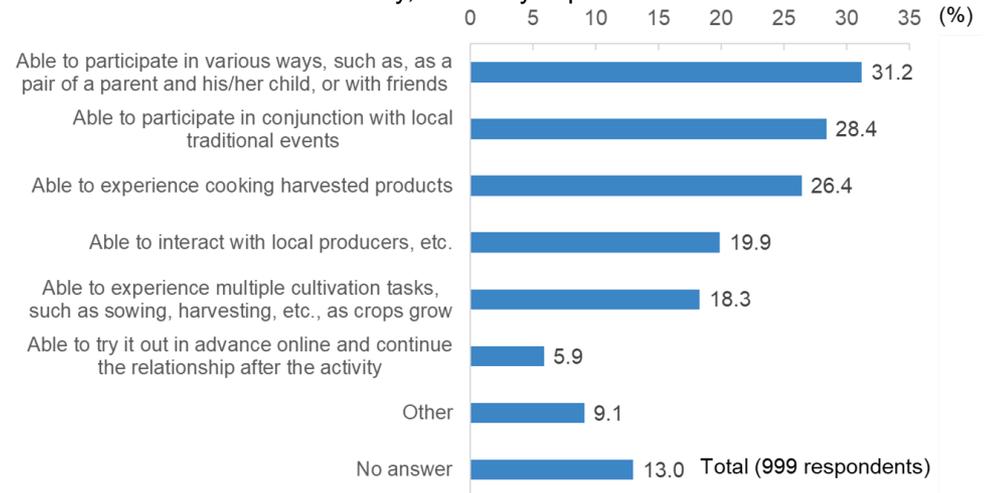


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

○ Ideas for participating in agriculture, forestry or fishery experience

The most frequently cited ideas for participating in agriculture, forestry or fishery experience were, in order, "Able to participate in various ways, such as by parents and children, or by friends," "Able to participate in conjunction with local traditional events," and "Able to experience cooking harvested products."

What kind of ideas would encourage you to participate in agricultural, forestry, or fishery experiences?

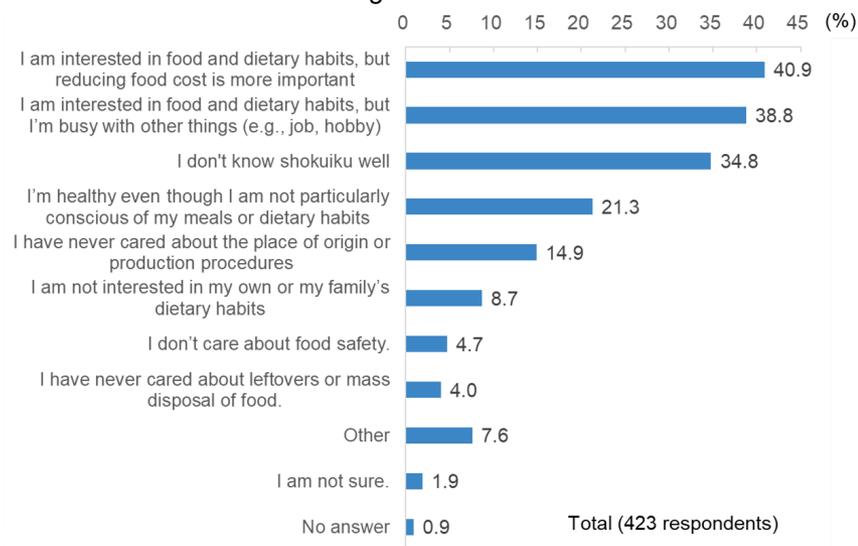


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

2. Future initiatives to Reduce the distance between the food consumption and agricultural production sites

- The “Survey on Attitudes towards *Shokuiku*” asked approximately 20% of respondents who said they were “not interested” in *shokuiku* the reason why. According to the results of the 2024 survey, 40.9% of respondents chose “I am interested in food and dietary habits, but reducing food cost is more important,” indicating a strong economic orientation for food consumption.
- To change such food consumption orientation toward the realization of a sustainable food system, it is necessary to strengthen efforts to increase the number of participants in agriculture, forestry or fishery experience that are expected to lead to behavioral change (from the survey results described in 1.), including enhancement of education on agriculture, forestry, and fishery at schools, etc.
- Also, “Not knowing how to participate” is a significant barrier to increasing the number of participants in agriculture, forestry or fishery experience. Efforts are needed to provide opportunities for citizens to experience agriculture, forestry or fishery experience in various aspects of their daily lives.
- It is also essential to provide consumers with a wide range of opportunities to experience agriculture, forestry, and fisheries in various regions of Japan, including overnight stays in rural areas, to meet their diverse needs, such as “various ways to participate, such as by parents and children, or by friends,” “participation in conjunction with local traditional events,” “the opportunity to experience the cooking of harvested products.”
- Therefore, it is considered necessary to deepen the citizens' understanding of price formation that considers the reasonable cost required for sustainable supply of food, not only through agriculture, forestry, or fishery experience but also by promoting direct links between producers and consumers through direct marketing activities and various public relations activities.
- The White Paper on *Shokuiku* Fiscal Year 2024 introduces various initiatives to promote interaction between producers, consumers, and students, focusing on characteristic initiatives that provide opportunities for agriculture, forestry or fishery experience.

Reasons for being not interested in *shokuiku*



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

Case Study **Food producers and chefs team up to nurture children's future through hands-on activities from production to consumption (The "8th Shokuiku Activity Awards" --- Award of the Minister of Agriculture, Forestry and Fisheries)**

- Farmers and fishermen, professionals in food production, and chefs who use food items team up to conduct integrated food, agriculture, and nutrition education activities from production to cooking.
- This program includes agricultural experiences for large groups of children and adults, and cooking practice for children and chefs using harvested foodstuffs. Participants practice the entire process from production to cooking and cleanup by eating together and cleaning up together.
- Through hands-on experience, participants deepen their understanding of their region's food culture and ingredients, providing a valuable opportunity to change their attitudes towards food.

Sustaina Tsuruoka
(Yamagata Prefecture)



Rice planting in an agricultural experience

Case Study **Practicing community-based food and agriculture education that connects schools and agricultural sites**

JA Tokyo Chuoukai (Tokyo)

- In cooperation with producers and elementary and junior high schools in Tokyo, farm trips and visiting lectures are conducted to deepen understanding of local food and agriculture.
- Farm trips are programs for elementary and junior high school diet and nutrition teachers and school nutrition staff to tour JA's direct sales of agricultural products, taste locally grown vegetables, and experience harvesting.
- A "Visiting lecture" is designed for elementary and junior high school students in the urban areas who have little contact with agriculture. Young producers from the JA Tokyo Group serve as lecturers, using vegetables grown in Tokyo and devising ideas to enhance the students' interest in food and agriculture.



Visiting Lecture

Case Study **Work with the community and provide opportunities to experience food and agriculture with the players**
(The "8th Shokuiku Activity Awards" —Award of the Minister of Agriculture, Forestry and Fisheries)

CHIBAJETS FUNABASHI (Chiba Prefecture)

- This company engaged in various activities to solve local issues, such as holding agricultural experiences and cooking classes in cooperation with the government, JA, and regional producers, and organizing Kodomo Shokudo and food drives.
- Players led activities, such as cooking classes using local ingredients and agricultural experiences, such as rice planting and harvesting, with children.
- The players learned about local issues by experiencing food production sites, while participants shared awe-inspiring nutrition education opportunities by participating with players.



Rice planting experience by players and children
(Photo courtesy of CHIBAJETS FUNABASHI)

Case Study **Student-cultivated brand rice “Higashiyama Rice (Phantom Sun-dried Koshihikari)” bridges to sustainable agriculture**

Bukkyo Educational Institution Higashiyama Junior High School and High School (Kyoto Prefecture)

- In March 2023, “Higashiyama Junior High/High School Brand Rice Project” was launched, where students proactively implement a series of supply chain processes from rice planting to harvesting, threshing, and selling the rice.
- The production of this rice incorporates the traditional method of “sun drying,” which is becoming increasingly complex to continue due to the advancement of mechanization and the decline in the number of people who can pass on the tradition. In addition, the fact that students produced it added value to the brand, and it was named “Phantom Sun-dried Koshihikari” and put on sale.
- It has become a valuable opportunity for the students to learn about agricultural issues and economic trends.



Harvested sun-dried rice

Case Study **Eating is a Fun!: Expand practices by *shokuiku* promoting schools to local communities**

Kochi City Board of Education (Kochi Prefecture)

- For school lunches, in addition to the standardized menu, a free menu day is set once a school term; each school prepares its special menu as a “Local production for local consumption day.”
- Since 2003, the project for “Promoting *Shokuiku* and the Use of Local Products” has been implemented to promote the use of local products and effective *shokuiku*. Each year, some schools are designated as “*shokuiku* promotion schools,” and each school implements unique *shokuiku* programs in conjunction with their subjects, etc., and provides an opportunity to present the results of their year's efforts.
- For example, at Takasu Elementary School, under the theme of “Takasu-kko (Takasu children) nurtured through food,” various *shokuiku* activities are implemented in connection with the curriculum for some subjects. At Showa Elementary School, the “Shimoji Negi Project” is implemented to protect Shimoji Negi leeks, a traditional local vegetable.



Clean chives for school lunch
Child agricultural volunteers (Takasu Elementary School)

Case Study **Interact with producers and learn about the other side of food through a week-long stay**

Ame Kaze Taiyo, Inc. (Iwate Prefecture)

- This company operates a direct marketing Apps and handles agricultural, forestry, and marine products and their processed products.
- The program, “Pokemaru's Nature Study Programs,” allows parents and children to stay for about a week in a region where producers live throughout Japan and learn about the other side of food through interacting with producers and participating in agriculture, forestry or fishery experience.
- Participants maintain connections with producers after returning home by purchasing products of producers involved during the stay via a produce app.



Hands-on experience

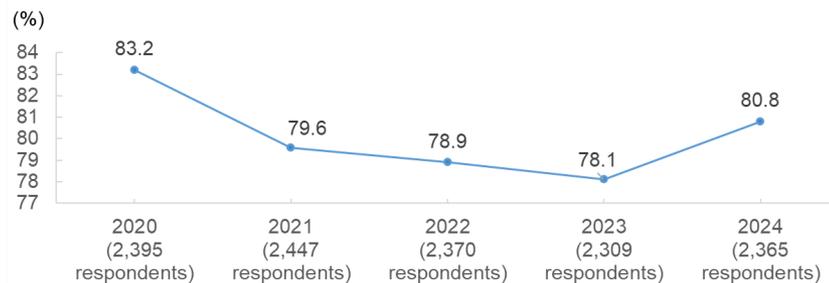
1. Current status of people’s interests in *shokuiku* and dietary habits

- During childhood and school-age, children have opportunities to acquire basic knowledge about food, such as the knowledge necessary for healthy dietary habits and table manners, through food education at school, utilizing home education, and school lunches.
- On the other hand, it has been pointed out that the younger generation (those in their 20s and 30s) who are about to graduate from school or enter the workforce and begin to prepare meals themselves are facing many food-related issues.
- In addition, the younger generation and each generation, including the elderly, have issues with realizing healthy dietary habits. It is necessary to promote “*Shokuiku* for Adults,” which precisely addresses these issues from the perspective of improving the well-being of each generation.
- The following is an overview of each generation's level of interest in *shokuiku*, the practice of healthy dietary habits, and the preparation of regular meals, based on the results of the “Survey on Attitudes towards *Shokuiku*.”

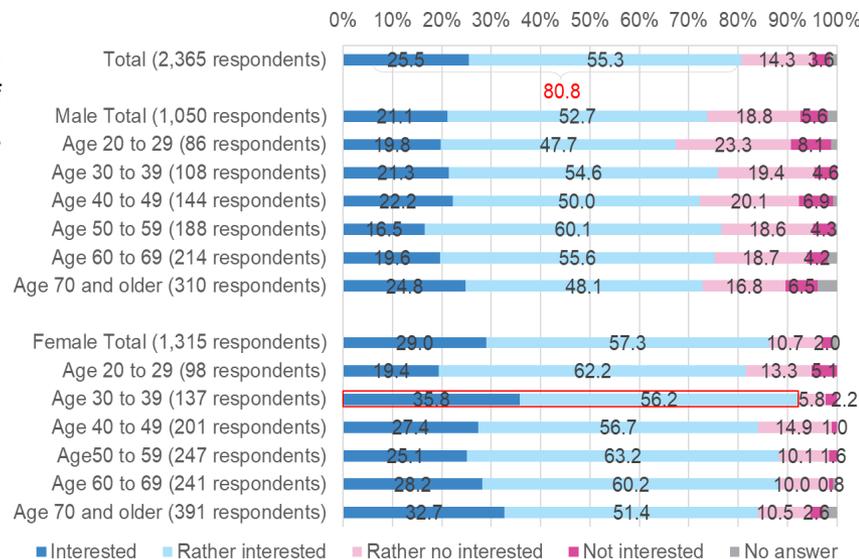
○ Interest in *shokuiku*

The percentage of respondents who answered "interested" or "rather interested" in *shokuiku* in the “Survey on Attitudes towards *Shokuiku*” in FY2024 was 80.8%, showing a slight recovery after a downward trend in the previous year. The awareness differs by gender and age groups. For example, the percentage of respondents who answered “interested” or “rather interested” was over 90% for females in their 30s, who are also the child-rearing generation. In comparison, the percentage for male in their 20s was less than 70%.

Changes in the percentage of citizens interested in *shokuiku*



Interest in *shokuiku* (by gender and age group)



○ Frequency of people eating a meal consisting of staple food, main dishes, and side dishes

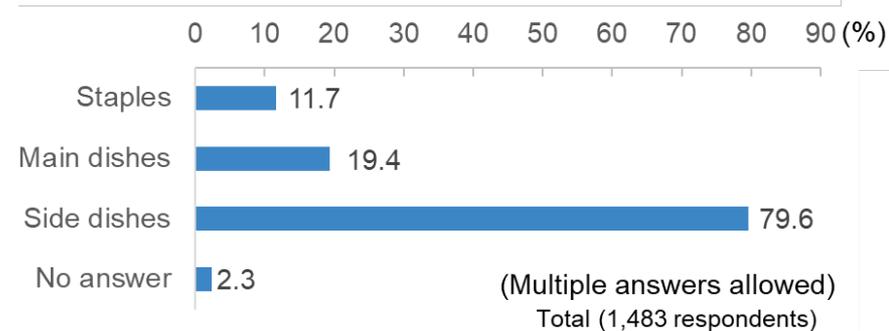
The percentage of respondents who answered "rarely" eat a meal consisting of staple food, main dishes, and side dishes twice or more a day during the week was 12.3%, while the percentage was higher among the younger generation at 23.1%.

As for what is not eaten among staple food, main dishes, and side dishes, "side dishes" had the highest percentage regardless of gender or age group. When asked about what is needed to increase the frequency of meals consisting of staple food, main dishes, and side dishes, the percentage of respondents who answered “not time-consuming” was particularly high at 61.4%; the younger generation frequently cited “having time” and “having sufficient money for food.”

○ Status of preparation of usual meals

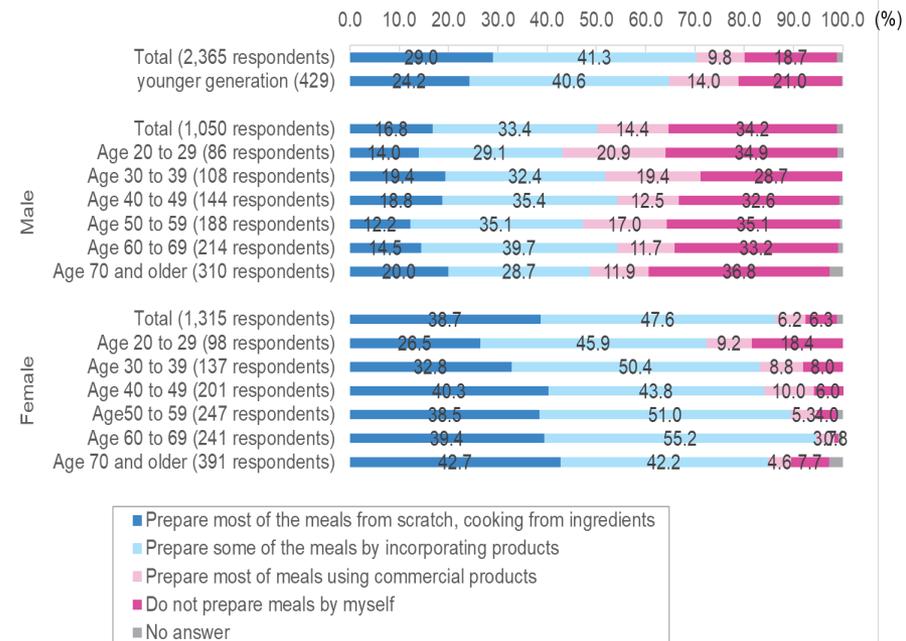
The percentage of respondents who answered that they "do not prepare meals by myself" was much higher among males than among females, regardless of age. Among males, the percentage was highest among those aged 70 and older, while among females, the younger the age group, the higher the rate; females in their 20s accounted for 18.4%, almost the same as the overall average of 18.7%.

What is not eaten among staple food, main dishes, and side dishes



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

Preparation of usual meals



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2024.

2. Necessity of Promotion of “*Shokuiku* for Adults” by Diverse Entities

- The “Survey on Attitudes towards *Shokuiku*” also asked whether they are conscious of adopting healthy dietary habits. According to the results of the 2024 survey, the percentage of respondents who answered “not very much” or “not at all” was about 20% or less for females in their 30s and older, while it was as high as 41.8% for females in their 20s. Combined with the results of the “1. Preparation of usual meals,” it is clear that further efforts are needed to improve the dietary habits of young females and males, which have been an issue up to now.
- In this regard, it is important not only to enhance and strengthen *shokuiku* at schools so that children can practice what they have learned through *shokuiku* when they grow up, but also to encourage university students and new employees who have started eating on their own to practice healthy dietary habits through *shokuiku* classes at universities or through the expansion of *shokuiku* initiatives for employees.
- In *shokuiku* initiatives undertaken by food businesses and other entities that can influence consumer behavior through the provision of food products and food-related services, it is essential to promote further development through collaboration and cooperation between industry, government, and academia, and to promote the dissemination of information on ingredients and cooking methods that enable consumers to practice healthy dietary habits without spending a lot of time or effort, as well as initiatives that lead to improvement in dietary habits of elderly single-person households and others.
- The White Paper on *Shokuiku* Fiscal Year 2024 introduces various examples of the “*Shokuiku* for Adults” initiatives that address the needs of child-rearing generations and the issues each generation faces, including distinctive *shokuiku* initiatives by food businesses and their employees.

Case Study

Spreading the allure of Japanese tea and contributing to rich, healthy dietary habits (The “8th *Shokuiku* Activity Awards” —Award of Director-General, Food Safety and Consumer Affairs Bureau)

ITO EN, LTD. (Tokyo)

- This company launched the “Tea Taster System,” an in-house qualification system to ensure that employees have a high level of knowledge about Japanese tea and can conduct educational activities inside and outside the company.
- In the *shokuiku* activities by certified tea tasters, they provide seminars, hands-on activities, and outreach activities of Japanese tea culture to enable as many people as possible to experience the enjoyment of tea.



Seminars for the general public

Case Study

Being attracted to and loving vegetables!: Creating an environment to increase vegetable intake.

Fukaya vegetable communication Corporation (Saitama Prefecture)

- This company makes various efforts to increase vegetable intake.
- It provides various programs designed to appeal to people's interests, such as a farm where visitors can easily experience harvesting, a market where fresh vegetables and fruits sourced from nearby farmers are sold along with information on how to eat them, and a restaurant supervised by a famous chef who has been promoting local production for local consumption for many years.
- In addition to general consumers, it also making efforts to provide *shokuiku* to diverse entities, such as hands-on training for young people who have no experience in cooking vegetables to deepen their knowledge and skills in training programs for new employees of food companies.



Harvesting experience

Case Study

Now you can be a vegetable master!?: *Shokuiku* at companies by food masters

VACAVO Inc. (Tokyo)

- This company develops and manages *shokuiku* programs for corporate clients to promote KENKO investment for health and welfare, and conducts “*Shokuiku* Marche.” This program allows corporate employees to learn about vegetables and enjoy food.
- At the “*Shokuiku* Marche,” the knowledge about the nutrition of monthly theme vegetables and how to store them, as well as how to identify delicious vegetables and cooking tips are introduced in a quiz format. In addition, seasonal vegetables purchased from contract farmers are displayed at the event site and later delivered to employees' homes as a “vegetable box.”
- It also conducts seminars and agricultural experiences for companies to promote *shokuiku* for adults.



Shokuiku Marche for employees

Case Study **Initiatives to promote employee health with cafeterias and health nurses**

- This company provides nutritionally balanced meals in its cafeteria prepared by registered dietitians, with two daily menus of around 500 to 600 kcal and at least 150 to 200 g of vegetables per meal.
- Health nurses are stationed at the factory and build relationships with employees by talking to them, so that they “know the faces and names of all employees.” They work with the cafeteria to increase vegetable intake and implement health promotion initiatives.

JTEKT Gear Systems Corporation (Aichi Prefecture)



An example of a nutritionally balanced meal

Case Study **“Akachan Shokudo” Project to eliminate postpartum isolation and connect life and hope to tomorrow**

- This organization operates “Akachan Shokudo Mamana,” which serves baby food free of charge, to help infants up to the weaning stage and their families as a last-minute solution for the “food and child-rearing.”
- The food is prepared in the simplest possible way and easily practiced procedures at home, according to the child’s age and developmental stage. It also serves parents with inexpensive meals using locally grown vegetables and other ingredients.
- By eating the same meals and talking with midwives and other parents who share the same concerns during the weaning period, natural, in-depth conversations arise, allowing parents to deepen their relationships.

NPO Akachan Shokudo Project Mamana (Kanagawa Prefecture)



Weaning food for infants according to their age

Case Study ***Shokuiku* initiatives using Kakamigahara carrots for a wide range of generations**

- Using a local specialty, “Kakamigahara carrots,” this University conducts various *shokuiku* activities by people’s life stage, under the cooperation of Kakamigahara City, JA Gifu, Kakamigahara Chamber of Commerce and Industry, and other organizations in industry, academia, and government
- Using non-standard Kakamigahara carrots, they conduct *shokuiku* programs tailored to the issues of each generation; for example, baby food classes, *shokuiku* classes for elementary school students to college students, and frailty prevention cooking classes for the elderly.
- According to a survey of event participants, the percentage of people working to reduce Food Loss and Waste (FLW) and become more conscious of the origin and producers of agricultural, forestry, and fishery products is increasing yearly.
- Through these activities, students learn about the importance of food and the challenges faced by each generation and gain insight into their eating habits by sharing their experiences.

Tokai Gakuin University (Gifu Prefecture)

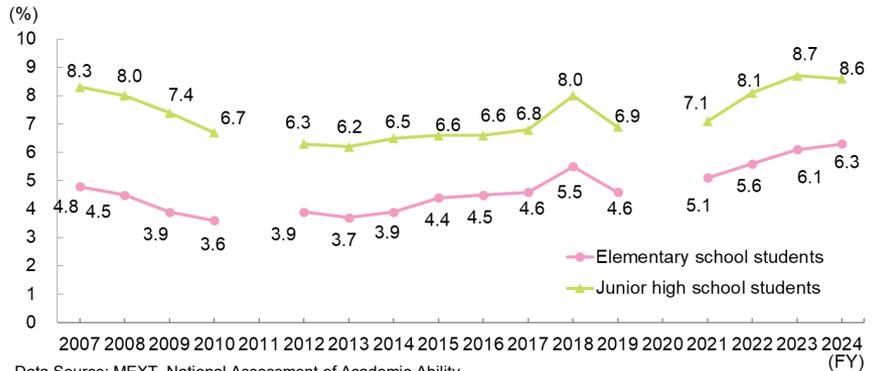


A Frailty prevention cooking class

Formation of Basic Lifestyle Habits in Children

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

Changes in the Percentages of Elementary and Junior High School Students Who Skip Breakfast



Data Source: MEXT. National Assessment of Academic Ability.
 Note: 1) The survey was not conducted in fiscal year 2011, due to the impact of the Great East Japan Earthquake.
 2) The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.
 3) For the question “Do you eat breakfast every day,” the total percentage of answers “Rarely” and “Never.”
 4) Target groups are elementary school students in the 6th Grade and junior high school students in the 3rd Grade.

Case Study

Chuo Junior High School Asagohan Project (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” Promotion Schools Program)

- This Junior High School conducted a survey in FY2021 and revealed that approximately 10% of the students were skipping breakfast. Then, the school implemented the “Asagohan Project” by emphasizing targeting all the students in the school and sharing awareness of the issues with the whole community .
- Under the plan devised by school social workers, ingredients were provided by local supermarkets and farmers, and children gathered with community members at a meeting place in the school district to enjoy breakfast together.
- This project has expanded the circle of support, including implementing Kodomo Shokudo at local restaurants.

Hikone City Chuo Junior High School (Shiga Prefecture)



Asagohan Project at a local meeting place

Families and Local Communities Collaborate to Promote *Shokuiku*

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

Promoting *Shokuiku* for Expectant and Nursing Mothers and Infants

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

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

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



Breastfeeding Start Guide



Weaning Start Guide



Breastfeeding QA Guide

Enhancement of Food-related Guidance in Schools

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

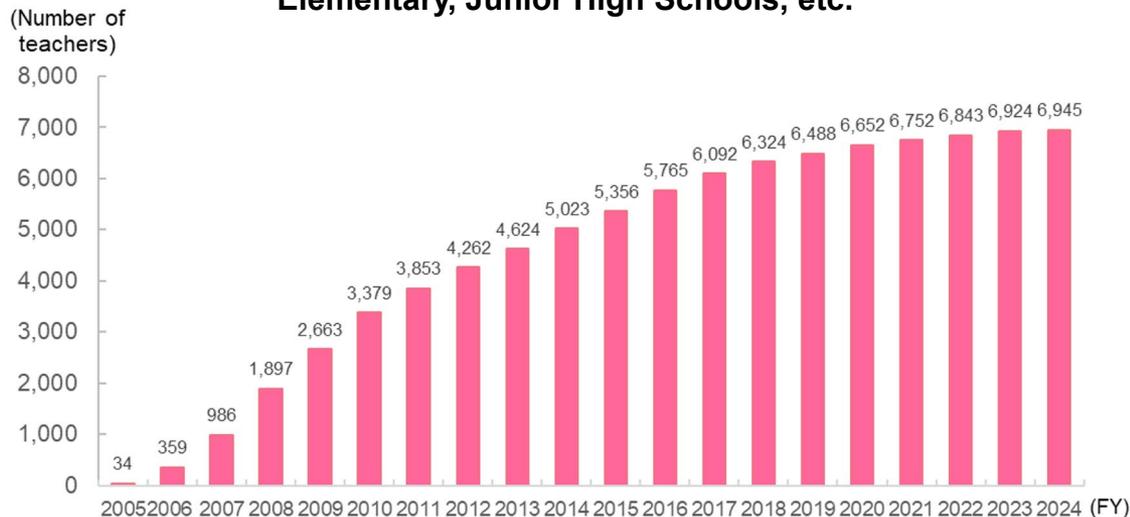
➤ Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management.

➤ The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. reached 6,945 nationwide (as of May 1 2024).

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

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

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

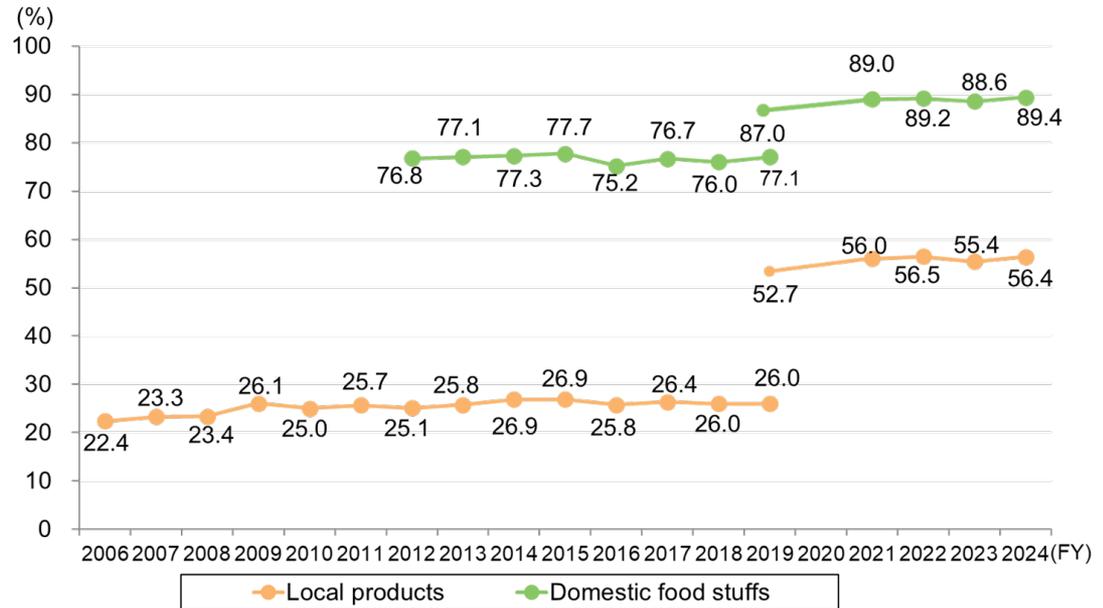


Data Source: Issued on April 1, each fiscal year until fiscal year 2015: Health Education and *Shokuiku* Division, Elementary and Secondary Education Bureau, MEXT Issued on May 1, each fiscal year 2016 to present: MEXT. School Basic Survey.
 Note: “Elementary, Junior high schools, etc.” are elementary schools, Junior high schools, compulsory education, secondary schools, and schools for special needs education.

Enriching School Lunches

- School lunches are provided at 99.1% of all elementary schools and 91.5% of all junior high schools (as of May 2023, values are for national, public, and private schools).
- Based on the Fourth Basic Plan for the Promotion of *Shokuiku*, MEXT is promoting *shokuiku* guidance involving local products by diet and nutrition teachers, and use of local products in school lunches with cooperation of relevant ministries and agencies.
- In fiscal year 2024 school lunches, the use rate of local products was 56.4%, and the usage rate of domestic food stuffs was 89.4% (National average, based on monetary amount).
- Since fiscal year 2021, MEXT has been implementing the “project to promote use of local products in school lunches” and provides subsidies for costs to solve problems faced when using local products in school lunches. Since fiscal year 2024, organic agricultural products have also been included in the project, and the “project to promote the use of local products and organic agricultural products in school lunches” has been conducted.
- In response to rising prices, efforts to reduce the financial burden on guardians continued, as they did in fiscal year 2022, utilizing local creation emergency grants provided to regional public organizations.
- When selecting service providers for outsourcing school lunch services, it is important that appropriate measures are taken to ensure stable operations by service providers, such as allowing contract modifications that account for price increases, including those due to fluctuations in energy, food, labor costs, and minimum wage adjustments during the contract period. Additionally, factors beyond price, such as business stability, should be considered. It is also necessary to notify that local creation emergency grants can be utilized and to promote its use.

Changes in Percentage of Using Local Products and Domestic Food Stuffs in School Lunches



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

* The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.

Promotion of *Shokuiku* for Preschool Children

- In day-care centers, kindergartens and Integrated center for early childhood education and care, systematic *Shokuiku* activities are in progress based on “The National Curriculum Standards for Day-Care Center,” “The National Curriculum Standard for Kindergartens” and “The National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” .

Case Study

Shokuiku by the Sun - A rich lifestyle centered on food

Ryou-un Ohisamanomori (Hokkaido Prefecture)

- It provides various food-related activities to arouse children's interest in eating, valuing children's process of cooking, thinking, and devising ideas.
- Children increase their interest in food ingredients through experiences that engage human senses (sight, smell, taste, touch, and hearing) and tasting seasonal ingredients. They deepen their understanding of eating and gratitude for food.



Let's peel broad beans!

Case Study

Why do you dislike something you've never eaten?: What that ‘dislike’ means

Tondabayashi City Tsuzuyamadai Kindergarten (Osaka Prefecture)

- The young children in this kindergarten were initially reluctant to try new foods. However, by harvesting and cooking the snap peas they had grown and eating them together, they developed a positive image of eating and realized the importance of food.
- We want to continue to nurture their desire to eat on their own initiative by devising the process of encountering food, cooking methods, and the timing of eating, according to each child's current situation.



Children removing the string from the snap peas.

Case Study

Connecting people through “food”: Nurturing “living bodies and minds” in local communities

Kuroda Gakuen Nichinan Kindergarten (Miyazaki Prefecture)

- “Food”-related activities are not one-off events, but are considered part of the kindergarten's overall activities aimed at nurturing the children's life skills. Children aged 0 to 5 years participate in various food-related activities appropriate for their age.
- To increase the children's interest in food, we emphasize the importance of feeling the shape, color, and texture of the ingredients they eat as much as possible.
- As part of efforts to cooperate with parents and people of local communities, we provide agricultural experiences through interaction with local high school students in the agriculture department.



Children checking the texture of watermelons by tapping or rolling 17

Promotion of *Shokuiku* to Encourage Practice of Healthy Dietary Habits

- Disseminating and promoting the following guidelines to promote healthy dietary habits: the “Dietary Guidelines for Japanese,” which serves as a framework for improving individual health of citizens, quality of life (QOL), and ensuring a stable food supply and the “Japanese Food Guide Spinning Top,” which links these guidelines to specific actions by clearly illustrating recommended meal combinations and approximate quantities.
- MAFF is promoting the practice of the nutritionally well-balanced “Japanese-style dietary habits” and highlighting the central role of rice (a staple food) by showcasing how the carbohydrates and proteins in rice serve as important sources of energy and protein on dedicated websites. Using social media platforms, the “Yappari Gohan Desho! (Rice is Awesome!)” campaign is also being conducted to boost rice consumption.
- By posting videos on BUZZ MAFF, where MAFF officials disseminate information as a YouTuber, the ministry is encouraging the consumption of rice and rice flour.
- Additionally, as part of information dissemination utilizing networks of school nutrition staff and registered dietitians, a seminar focusing on “rice and health” was held in December 2024, where experts presented the latest findings on “rice and health” and shared examples of ongoing efforts.



A seminar focusing on “rice and health”

Promotion of *Shokuiku* Contributing to Extension of Healthy Life Expectancy

- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 3rd term)” to extend healthy life expectancy. The ministry promotes the “Smart Life Project” in partnership with companies, relevant entities and local governments with the aim of further spreading and developing initiatives to achieve the goals.
- In addition, MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment, while supporting participating businesses in setting action goals and taking actions to address nutritional issues, including excess salt intake, thinness in young women, and nutritional disparities associated with socioeconomic status, which is also expected to improve public evaluation of their environmental, social and governance (ESG) status.
- In June 2024, MHLW launched “The Central and Local Government Alliance for a Healthy and Sustainable Food Environment” to support promoting a better food environment in each prefecture.

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

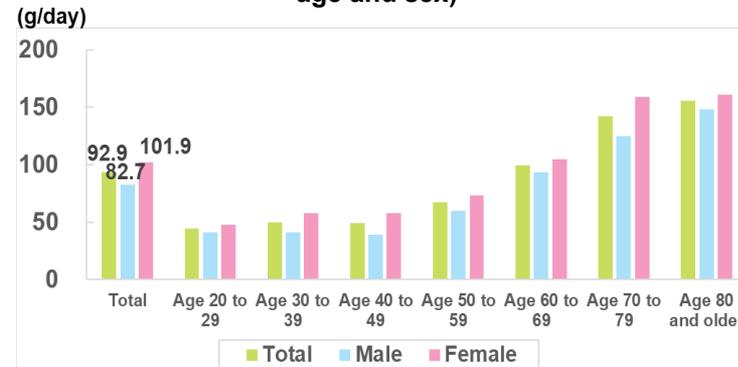
Mean vegetable intake (aged 20 years and over, based on age and sex)



Data Source: MHLW. National Health and Nutrition Survey, 2023

Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.

Mean fruit intake (aged 20 years and over, based on age and sex)



Data Source: MHLW. National Health and Nutrition Survey, 2023

Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.



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

Case Study

Visualizing salt intake with a map of salt concentration in miso soup by municipality, aiming to raise awareness of salt reduction. (The “8th *Shokuiku* Activity Awards” —Award of Director-General, Food Safety and Consumer Affairs Bureau)

- This council is working to improve people’s salt awareness and health by measuring the salt concentration of miso soup prepared in each household and continuously creating a salt map.
- By targeting daily miso soup in each household, those involved can see the amount of salt they usually take through miso soup, nudging them to review and reflect on their dietary habits.

Yamanashi Prefecture Diet Improvement Promoters Liaison Council



Measuring salt concentration at a home visit

Promotion of *Shokuiku* for Children in Poverty

- According to a survey, 12.1% of households with a child (children) have experienced being unable to buy food at least once. To address this situation, Japanese government support Kodomo Shokudo, Kodomo Takushoku and similar activities that are spreading as independent initiatives of local community residents.
- The government leads the public-private collaborative project “Children’s Future Support National Movement.” The project includes support for activities, such as Kodomo Shokudo, that promote *shokuiku* for children in poverty and work to stop the perpetual cycle of poverty.
- In the supplementary budget for FY2023, CFA decided to start a new project, named the “Project to Enhance the Living Support of Local Children,” to strengthen the support system in local communities, such as providing safe, secure, and easy places to drop in for meals for children facing diverse and complex difficulties. It also decided to support local governments implementing projects involving meals, such as the Kodomo Shokudo, Kodomo Takushoku (food delivery to children), and Food Pantry.
- MAFF promotes local *Shokuiku* activities by introducing relevant information on its website and providing *kyoshoku* spaces for children to practice healthy dietary habits. In addition, the Ministry also supports building a system in which stakeholders in local communities work together to provide diverse food to the Kodomo Shokudo from the viewpoint of ensuring smooth food access.

Promotion of *Shokuiku* Pertaining to the Younger Generation and the Elderly

- MAFF promotes *shokuiku* efforts led by younger generation, such as supporting online workshops, in which students and businesses consider practical *shokuiku* issues and countermeasures as a part of the 2024 National *Shokuiku* Promotion Network.
- For the elderly, it is necessary to promote *shokuiku* aimed at improving quality of life (QOL) in accordance with individual characteristics toward extension of the healthy life expectancy.
- MHLW is working on preparing an appropriate food environment for elderly individuals living at home in local communities by preparing informational pamphlets for both meal delivery providers and users, and compiling examples of good case studies.
- MHLW has produced public awareness and educational materials on dietary practices for frailty prevention and has also featured them on the senior-focused website, “Communities Thriving Together: Kayoinoba.”

Case Study

Supple Human Resource Development for Early-Childhood Education: A Cross-Subjects Approach to Food (The “8th *Shokuiku* Activity Awards” —Special Jury Award)

Department of Childhood Studies,
Health and Welfare Science,
Okayama Prefectural University



Shokuiku Program for parents and children

- Students who aspire to be childcare workers work to solve problems by developing and implementing *Shokuiku* programs through vegetable cultivation experiences.
- In addition to these cultivation experiences, students are working hard to create *Shokuiku* programs for young children, incorporating Okayama's local food culture. In cooperation with local day-care centers, social welfare organizations, and businesses, they run programs that cover a wide range of subjects from learning about plants to cooking, mainly for 5 year-olds who are about to start school, as well as programs for parents and kids to try growing and harvesting foodstuff.

Promotion of *Shokuiku* with Consideration to Employees' Health in Workplace

- Healthy employees vitalize the organization, which in turn is anticipated to lead to improved business performance.
- As part of the “Smart Life Project,” which collaborates with businesses, private organizations, and local governments to extend healthy life expectancy, the MHLW has published “Smart Meal Exploration” on the project's website. This resource organizes and showcases best practices, such as revisions to employee cafeteria menus.
- The Ministry of Economy, Trade and Industry (METI) promotes strategic KENKO investment for health that considers health management from an organizational management perspective, based on the belief that efforts to maintain and promote employee health are investments that will increase profitability in the future.
- Companies engaged in KENKO investment for health have held nutrition seminars on nutrition and improvement in dietary habits for employees, and provided health-conscious meals in employee cafeterias.

Promotion of *Kyoshoku* in Local Communities

- In recent years, there has been an increase in single-parent households, households in poverty, and elderly individuals living alone, leading it hard to practice a healthy diet through *kyoshoku* with family.
- MAFF supports *shokuiku* activities in local communities by promoting the acquisition of table manners through *kyoshoku* at Kodomo Shokudo and intergenerational exchange venues, as well as by holding local cuisine workshops using these *kyoshoku* spaces.

Promotion of *Shokuiku* in Preparation for Disaster

- In preparation for large-scale natural disasters, it is important that each household stockpiles food as well as local governments and private enterprises stockpile.
- MAFF has published some Guidebooks about food stocking; “Food Stocking Guide for Disaster Preparedness” which outlines how to prepare for a disaster and how to make it easier to practice stocking food at home on a daily basis, “Food Stocking Guide for Persons in Need of Special Consideration” which summarizes the points of stocking food at home where there are people who need special attention during a disaster such as infants, the elderly, and people with food allergies, and “Guide for Food Stockpile in Preparation for Disaster,” which educates people about stocking food at home.
- For this fiscal year, efforts continued to encourage the use of these guidebooks in schools, local governments, and neighborhood associations, while also giving presentations at disaster prevention-related exhibitions hosted by private companies to promote and raise awareness about household food stockpiling.



“Guide for Food Stockpile in Preparation for Disaster”

Case Study ***Shokuiku* Activities for Disaster Preparedness while Reducing FLW with Rescue Kitchen Car® (The “8th *Shokuiku* Activity Awards” - Award of Director-General, Food Safety and Consumer Affairs Bureau)**

(General Incorporated Association)
Japan Foodeducation HED college
(Tokyo)

- Some members of this association found that food issues at evacuation centers were put on the back burner during volunteer activities following the 2016 Kumamoto Earthquake. Then, they launched Japan’s first Rescue Kitchen Car® project to provide hot meals on the spot without waiting for relief supplies in a disaster.
- Regularly, they purchase emergency food supplies with short expiration dates that are difficult to sell, cook them in the kitchen cars, and sell them. They also purchase non-standard vegetables at the same price as regular vegetables and return the profits to the producers. These sustainable activities contribute to reducing FLW and supporting producers.
- In the wake of the Noto Peninsula earthquake in January 2024, they delivered relief supplies to the disaster area by kitchen cars. In addition, they provided cooked meals using vegetables that are often in short supply during disasters.



Trying out Alpha rice onigiri balls

Promoting *Shokuiku* in Dental and Oral Health

- In order to extend healthy life expectancy through food, it is important to maintain dental and oral health for chewing and swallowing from infancy through old age. To this end, *shokuiku* in dental and oral health is promoted, including activities to encourage regular dental examination.
- In November 2024, MHLW, Kumamoto Prefecture, Kumamoto City, Japan Dental Association, and Kumamoto Dental Association are collaborating to hold the “45th National Dental Health Conference” in Kumamoto Prefecture, with the theme of “From the Land of Fire and Water, Kumamoto: Eating Well and Living a Rich Life in the Era of the 100 Years Life.”

Promotion of *Shokuiku* by Food-Related Businesses

- *Shokuiku* by food-related businesses and others is undertaken as part of CSR (Corporate Social Responsibility) activities, and initiatives through CSV (Creating Shared Value) are also expanded. Companies tackling *shokuiku* from the SDGs perspective are also increasing.
- MAFF supports food-related businesses, etc., in their efforts toward local production for local consumption and *shokuiku* activities, such as events for exchange with local producers and consumers.

Case Study **Deepen food knowledge through *shokuiku* hands-on learning through games (The “8th *Shokuiku* Activity Awards” —Award of Director-General, Food Safety and Consumer Affairs Bureau)**

- This company conducted *shokuiku* hands-on learning to communicate the importance of eating to elementary and kindergarten students near the store.
- As an event for parents and children in the store, participants played a game to choose the right vegetables from vegetable section according to an instruction. In this game, participants became familiar with vegetables and gain knowledge about them by getting explanations and going to the sales floor.

LIFE CORPORATION (Tokyo)



A game to find vegetables

***Shokuiku* Promotion through Volunteer Activity**

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

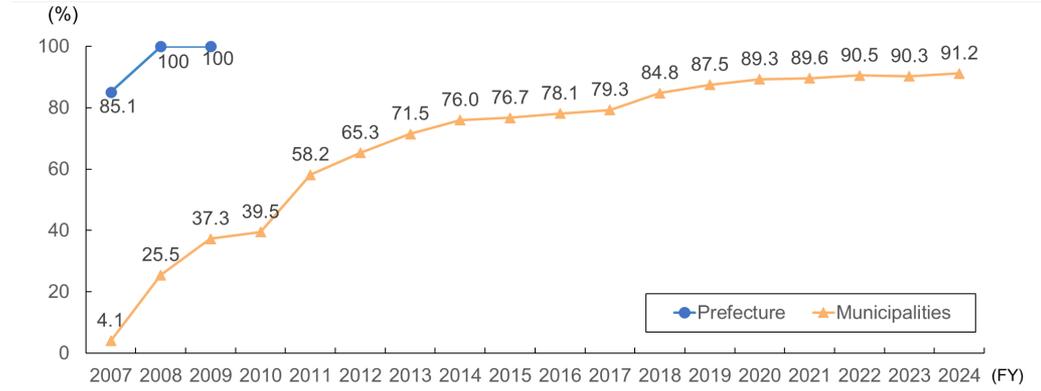
Development and Utilization of Human Resources with Expertise

- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing *shokuiku* activities taking advantage of their expertise.
- In addition to its activities in schools and communities, The Japan Dietetic Association provides lectures related to “*Shokuiku* for Adults” as part of the efforts to transform people’s everyday consumption behavior into a healthier one. It also holds events at 15 supermarkets in Tokyo on August 4 to coincide with Nutrition Day. It promotes *shokuiku* through various activities, such as *Shokuiku* Bingo for parents and children, giving advice on shopping by registered dietitians, providing nutritional support for meals, etc.

“*Shokuiku* Month” Activities

- The Waku-waku EXPO with the 19th National Convention on Promotion of *Shokuiku* was held in June 2024.
- Various awards related to *shokuiku* are given out at this event. Introduction videos about activities of the organizations that won the “8th *Shokuiku* Activity Awards” were released.
- Publicizing the National Network for *Shokuiku* Promotion launched in fiscal 2020 and working to vitalize activities among its members.
- All prefectures have created their own Prefectural Plans for the Promotion of *Shokuiku*. The percentage of local municipalities that have created Municipal Plans for the Promotion of *Shokuiku* is 91.2%.

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



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

Article Raising Awareness of *Shokuiku* through the “*Shokuiku* Month” activities, including “Waku-waku EXPO with the 19th National Convention on Promotion of *Shokuiku*” and “*Shokuiku* Month Seminars”

- On June 1 and 2, 2024, the “Waku-waku EXPO with the 19th National Convention on Promotion of *Shokuiku*” was held under the theme of “*Mirai shokuiku* for shining life.”
- Opportunities to think about *shokuiku* are provided through various events, such as the ceremony for the *Shokuiku* Activity Award, a contest for healthy menus solicited from students in Osaka, deployment of 188 booths and workshops related to *shokuiku*, etc.
- On June 1, 2024, the “*Shokuiku* Month Seminars” were held at the “Waku-waku EXPO with the 19th National Convention on Promotion of *Shokuiku*.” Five organizations that received the Award of Minister of Agriculture, Forestry and Fisheries at the “8th *Shokuiku* Activity Awards” were invited to introduce their initiatives. Then, a panel discussion with participants was implemented.



The “8th *Shokuiku* Activity Awards” ceremony

Promotion of Interaction between Producers and Consumers

- In order to ensure the stable supply of food for the future, it is important to raise public awareness about the necessity of securing farm land, farmers, and other agricultural resources. Additionally, it is crucial 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, as well as the significance of choosing domestic food stuffs. This will encourage people to consider these issues as their own, to think about the future, and to take independent action to support each other from their respective positions.
- MAFF has implemented support for *shokuiku* activities in local communities by focusing on efforts to provide opportunities for agriculture, forestry and fishery experiences.
- In addition, to promote “Nohaku [Countryside Stay],” in which participants stay in rural areas, enjoy dining and have experiences that utilize regional resources during their stay, in conjunction with the development of implementation systems, strengthening of management, and other related aspects, MAFF has supported the development of accommodations utilizing old folk houses in an integrated manner.
- Furthermore, under the collaboration of the Cabinet Secretariat, CAO, MIC, MEXT, MAFF, and MOE, 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

A practice of *agriturismo*

- This company offers “Nohaku [countryside stays]” in four municipalities around Ohtawara City, planning and providing experiential activities such as agriculture, forestry, cooking, and historical and cultural activities.
- That *agritourismo* (farmer's hotel) initiative began in 2023, which involves farmers renovating warehouses or old houses on their properties and operating them as accommodations, mainly for individual travelers.
- Facilities in this initiative allow participants to fully enjoy the ingredients and rich nature unique to farmers while interacting with local people, and a rich experience program using agriculture and food.
- By staying with family or friends, relationships between guests and farmers last longer than those through traditional farm stays. Not only is it a memorable experience for participants, but it also serves as an opportunity to increase their interest and curiosity about food.

Ohtawara Tourism (Tochigi Prefecture)



The exterior of a farm hotel with renovated warehouses

Promotion of Local Production for Local Consumption

- Efforts of local production for local consumption in local communities are essential for revitalizing rural areas by providing consumers with opportunities to purchase local products in a relationship that allows consumers “to see and talk” to producers.
- “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 burden as well.
- MAFF selected good practices for vitalization including local production for local consumption and income increase of rural areas whose economy is based on agriculture, forestry, and fisheries and disseminated the information of the activities nationwide. Additionally, the ministry supported *shokuiku* initiatives utilizing local products in school lunches, maintenance of direct sales shops, and the development of new products leveraging regional resources as part of sixth industrialization efforts.
- “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 to support for agriculture, forestry, fisheries and rural areas mainly engaged in these industries, which is expected to encourage concrete actions, including active use of domestic agricultural products.

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

- Based on the Fourth Basic Plan for the Promotion of *Shokuiku*, measures are developing to increase public understanding and interest in initiatives such as sustainable agricultural production, including organic farming, and sustainable fisheries management, as well as maintaining biodiversity and natural material cycles and managing or increasing natural capital.
- *Shokuiku* that considers environmentally friendly food production and consumption is being promoted based on the “MIDORI Strategy for Sustainable Food Systems” and the “Act on Promotion of Environmental Burden Reduction Business Activities for Establishing Environmentally Harmonized Food Systems”, which is called “MIDORI Act” (Act No. 37 of 2022).
- Promote initiatives to make producers' efforts to reduce their environmental burden visible to consumers by clearly labeling them with stars (label nickname: "ChoiSTAR"). Full-scale operation began in March 2024.
- To foster consumer understanding of organic agricultural products and stimulate demand, a special period centered on Organic Day (December 8) was established, and examples of the use of organic agricultural products in school lunches were introduced on a special website set up by the Ministry of Agriculture, Forestry and Fisheries.

Launching National Campaign to Reduce Food Loss and Waste (FLW)

- In Japan, the volume of FLW was estimated 4.72 million tons in fiscal year 2022.
- The targets set in the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs) include halving per capita food waste at the retail and consumer level and reducing FLW along production and supply chains. Based on the “2030 Agenda,” Japan set a goal to reduce household FLW by half compared with fiscal 2000 by fiscal 2030. For business-based FLW, a target of halving (compared to FY2000) have achieved, then a new target of 60% reduction (compared to FY2000) by FY2030 have set.
- To promote reduction of FLW as a national campaign, the “Act on Promotion of Food Loss and Waste Reduction” (Act No.19 of 2019) came into effect in October 2019.
- MAFF is implementing support measures such as dispatching experts to strengthen food bank activities to reduce food waste by encouraging food businesses to donate unused food to food banks and other organizations. It also provides financial support for necessary expenses such as transportation and rental fees for warehouses and vehicles to large-scale, advanced food banks.
- The CAA, MAFF, and MOE, along with the National Deliciously ‘Tabekiri (no leftovers)’ Movement Committee, implemented the “Deliciously ‘Tabekiri’ National Joint Campaign” from December 2024 to January 2025.
- To develop individuals who promote FLW reduction rooted in local communities, the CAA held eight online courses in fiscal 2024 to train “Supporters for FLW reduction promotion” to establish individuals who promote FLW reduction in each region.
- MOE established a portal site that aggregates information on FLW. This established an environment where “consumers,” “local governments,” and “businesses” can obtain accurate and easy-to-understand information on FLW.
- 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 when eating out (“mottECO”).



“mottECO” awareness raising material

Article “SHOKUNO-WA (FOOD CIRCLE)” Project

- CAA has agreed with relevant government ministries and agencies in June 2024 to call the concept that encompasses these three measures—reducing FLW, promoting food donations, and ensuring food access—the “SHOKUNO-WA (FOOD CIRCLE),” so that relevant ministries and local governments can work together in an integrated manner without becoming stuck in a silo mentality. A Logomark has also been created.
- CAO, CFA, MOJ, MEXT, MHLW, MAFF, METI, and MOE participated in the agreement.



“SHOKUNO-WA (FOOD CIRCLE)” Project Logomark

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

- Diet Improvement Promoters conducted programs, such as “Local and Traditional Cooking Classes,” to pass down local cuisine and food culture, and offered hands-on learning experiences in making local cuisine and traditional cuisine in different areas. 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 “Law for the Protection of Cultural Properties” (Act No.214 of 1950) and supports local governments that are promoting or working on the passing down and promotion of unique food culture in creating model cases to develop and disseminate the “Food Culture Story,” which conveys the cultural background in an easy-to-understand manner.
- “Traditional knowledge and skills of sake-making with koji mold in Japan” was added to UNESCO’s Intangible Cultural Heritage list in December 2024, and an initiative to disseminate the appeal of traditional sake brewing was implemented.

Article Efforts to protect and pass on Washoku Culture

- Since 2015, in collaboration with The Washoku Association of Japan and MAFF, a special visiting lecture for “Japanese Cuisine Enjoyed with Dashi (Japanese broth) Day” have been held as part of the “Washoku Day” event on November 24 to pass on Washoku Culture.
- In this class, participants learned the importance of “dashi (Japanese broth)” for washoku and deepened their understanding through various experiences such as looking, touching, licking, and drinking.



Visiting lecture for Washoku Culture

Case Study

“Educational methods to nurture a rich heart” through cooking (The “8th Shokuiku Activity Awards” —Award of the Minister of Agriculture, Forestry and Fisheries)

- This group planned and implemented cooking classes for young children called “Kids Kitchen” and those for upper elementary school students called “Junior Kitchen.”
- Kids Kitchen is an opportunity for children to take the lead in cooking and to learn important lessons for living in society.
- Another activity called “Junior Kitchen” was implemented for sixth-grade pupils from all elementary schools in the City to learn about the history of Obama City related to food and how to cook and taste local cuisine.

Kids☆Supporter (Obama City, Fukuji Prefecture)



Children are cooking with friends

Enhancement of Risk Communication

- As an approach for risk communication 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.
- In fiscal year 2024, opinion exchange meetings regarding the producers’ efforts to reduce radionuclides, actual inspection results of radionuclides in food, and other related topics were conducted in-person and online, in Tokyo and Osaka. Additionally, the opinion exchange meetings with university students were held in person at five locations across the country, while also connecting online with other universities.

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, relevant ministries and agencies collaborated to deliver clear and easy-to-understand information to consumers.
- In FY2024, MAFF focused on disseminating information on food poisoning prevention to children in cooperation with related organizations. In addition, MAFF created a pre-learning video for cooking practice in junior high schools and informed it in cooperation with MEXT.



Kids Project: Let's become hand washing masters!

Article Providing information on food allergies for eating out and eating in (HMR)

- Aiming to promote the provision of information on food allergies in eating out and eating in (HMR), CAA created and published a pamphlet in March 2023 and videos as educational material in March 2024, targeting consumers and business operators.
- Regarding educational videos, CAA created videos that teach key points for businesses to consider from the perspectives of managers and employees, as well as videos that teach allergy sufferers, their families, and friends about precautions to take when eating out or eating in (HMR).



Introduction of each educational video

Implementing Basic Survey and Studies and Providing Information on the Results

- MHLW published the results of “The National Health and Nutrition Survey, 2023” in November, 2024. The survey results are used to monitor and evaluate the targets of “Health Japan 21 (the 3rd term),” a national health promotion movement launched in fiscal year 2024.
- CFA announced the results of the “2023 Infant Physical Development Survey” in December 2024. Based on the results of this survey, the CFA created physical growth charts of preschool children, which are printed in the Maternal and Child Health Handbook since April 2025.
- 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

- CAA has been making efforts to promote understanding of food labeling among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- “Food Guidance Companion–Second Revised Edition” compiled by MEXT for teachers and school employees is utilized at schools; it includes a passage, “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labeling.”

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-style dietary habits,” and other documents. It also contains brochures to introduce *shokuiku* of Japan to the world.
- The Ministry of Foreign Affairs of Japan (MOFA) promotes and raises awareness of *shokuiku*-related topics in its overseas public relations and cultural activities, including the distribution of “niponica,” a magazine for informing international readers about Japanese affairs, 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 (FY2024)	Target Values (FY2025)
1 Increase the number of citizens who are interested in shokuiku 				
(1)	Percentage of citizens who are interested in <i>shokuiku</i>	83.2%	80.8%	90% or more
2 Increase the number of "kyoshoku" occasions for breakfasts or dinners with family members 				
(2)	Number of "kyoshoku" [breakfast or dinner eaten together with family members]	9.6 times/week	8.9 times/week	11 times or more/week
3 Increase the percentage of citizens participating in kyoshoku in communities as they hope to 				
(3)	Percentage of citizens participated in <i>kyoshoku</i> in communities as they hope to	70.7%	64.6%	75% or more
4 Decrease the percentage of citizens skipping breakfast 				
(4)	Percentage of children who skip breakfast	4.6% (FY2019)	6.3%	0%
(5)	Percentage of younger generation who skip breakfast	21.5%	29.6%	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)	13.1 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)	-	70.2%	90% or more
(8)	Percentage of prefectures maintaining or improving the percentage of domestic food stuffs used in school lunches (on a value basis) from the current value (FY2019)	-	83.0%	90% or more
6 Increase the number of citizens who adopt dietary habits that are in consideration of balanced nutrition  				
(9)	Percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dishes, and side dishes almost every day	36.4%	36.8%	50% or more
(10)	Percentage of the younger generation who eat at least two well-balanced meals consisting of staple food, main dishes, and side dishes almost every day	27.4%	23.3%	40% or more
(11)	Mean daily salt intake	10.1 g (FY2019)	9.8 g (FY2023)	8 g or less
(12)	Mean daily vegetable intake	280.5 g (FY2019)	256.0 g (FY2023)	350 g or more
(13)	Percentage of those with a fruit intake of less than 100 g per day	61.6% (FY2019)	63.4% (FY2023)	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%	63.7%	75% or more

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2024)	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%	47.7%	55% or more
9 Increase the number of volunteers engaging in the promotion of shokuiku 				
(16)	Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000 (FY2019)	305,000 (FY2023)	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%	57.0%	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%	67.5%	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%	61.3%	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)	74.9%	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%	44.8%	55% or more
(22)	Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	56.1%	50% or more
15 Increase the percentage of citizens who have basic knowledge of 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%	74.8%	80% or more
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku 				
(24)	Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5% (FY2019)	91.2%	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 2024 are based on "FY2024 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).