

Shokuiku Promotion Policies: FY2015 (White Paper on Shokuiku)

[Summary]

Ministry of Agriculture, Forestry and Fisheries

This is a report on “The Shokuiku Promotion Policies” that were adopted based on Article 15 of the Basic Law on Shokuiku (Act No. 63 of 2005), and the government requires that this report be submitted to the Diet every year.

In this report, we describe the Shokuiku promotion measures that were taken in FY2015.

Table of Contents

PART I: Current Situation and Future Agenda of Shokuiku Promotion Policies

Chapter 1:	Current Situation of Shokuiku Promotion Policies.....	3
Chapter 2:	Challenges and Efforts on Promotion Policies Special Topic: Summary of the Third Basic Program for Shokuiku Promotion.....	15

PART II: Efforts for Shokuiku Promotion Policies

Chapter 1:	Trends in Shokuiku Promotion Policies	19
Chapter 2:	Shokuiku Promotion at Home	20
Chapter 3:	Shokuiku Promotion in Schools, Nursery Schools, etc.	23
Chapter 4:	Shokuiku Promotion in the Community	26
Chapter 5:	Exchange between Producers and Consumers, and a Revitalization of Agriculture, Forestry and Fishery in Harmony with the Environment	31
Chapter 6:	Activities for the Inheritance of a Food Culture	35
Chapter 7:	Provision of Information on Food Safety and other matters	38
Chapter 8:	Research and Study, and the Promotion of Other Policies	39

PART I

Current Situation and Future Agenda of Shokuiku Promotion Policies

Chapter 1: Current Situation of Shokui

1 Basic Framework of Shokuiku Promotion Policies

1 The Basic Law on Shokuiku

- This prescribes the basic principles of Shokuiku and clarifies the obligations of national and local governments, etc., as well as basic matters relating to Shokuiku. It entered into force in July 2005.
- Shokuiku shall be considered essential for people's living, become a basis of intellectual, moral and physical education, and nurture people, so they can acquire a knowledge of “diet” and an ability to choose an appropriate “diet” through various experiences so as to have a healthy dietary lifestyle.

Basic Law on Shokuiku

1. Purpose

The purpose is to promote Shokuiku for people by taking comprehensive and systematic measures, so that they can maintain a healthy body and mind and cultivate a rich humanity.

2. Obligations of People Concerned

- (1) Shokuiku shall be promoted by the country, municipalities, educators, operators of agriculture, forestry and fishery, food-related businesses, and others who are concerned.
- (2) The government shall submit to the Diet an annual report on the measures having been taken for Shokuiku promotion.

3. The Basic Program for Shokuiku Promotion

- (1) The Shokuiku Promotion Meeting shall prepare the Basic Program for Shokuiku Promotion including the following:

- ① Basic policies on Shokuiku promotion measures,
- ② Shokuiku promotion targets,
- ③ Measures to support citizens, who are engaged in voluntary Shokuiku promotion activities,
- ④ Measures to promote Shokuiku comprehensively and systematically.

- (2) Prefectures and municipalities shall prepare programs for Shokuiku promotion.

4. Basic Measures

- ① Shokuiku promotion at home
- ② Shokuiku promotion in schools and nursery schools
- ③ Regional efforts for dietary life improvement
- ④ Expansion of Shokuiku promotion movement
- ⑤ Exchange between producers and consumers, and a revitalization of agriculture, forestry and fishery in harmony with the environment
- ⑥ Support for activities to inherit traditional food culture
- ⑦ Study, research, information services and an international exchange regarding food safety, nutrients, and dietary life

5. Shokuiku Promotion Meeting

- (1) The Ministry of Agriculture, Forestry and Fisheries (MAFF) shall establish a Shokuiku Promotion Meeting which consists of 25 persons or less, including a chairman (Minister of Agriculture, Forestry and Fisheries) and committee members (other relevant ministers and experts).
- (2) Prefectures and municipalities can establish their own Shokuiku promotion meetings.

2 The Basic Program for Shokuiku Promotion

- The Basic Law on Shokuiku (Article 26) stipulates that the Basic Program for Shokuiku Promotion shall be prepared by the Shokuiku Promotion Meeting in MAFF (under the auspices of the Cabinet Office until FY2015).
- In March 2011, “The Second Basic Program for Shokuiku Promotion” was prepared in light of the past five years’ achievements and challenges on Shokuiku.
- The Second Basic Program, covering five years from FY2011 to 2015, sets forth the basic policies with target values for Shokuiku promotion, and proposes measures to be taken for the comprehensive promotion of Shokuiku.

The Second Basic Program for Shokuiku Promotion (for a five year period from FY2011-2015)

Part 1 Basic policy concerning measures for Shokuiku promotion

1. Priority issues
 - (1) Continuous promotion of Shokuiku throughout the entire life in accordance with life stages
 - (2) Promotion of Shokuiku that helps to prevent or improve the condition of life-style related diseases
 - (3) Promotion of Shokuiku for children through having meals with family members
2. Basic course of work
 - (1) Improvement of healthy minds and bodies of citizens and cultivation of rich personality
 - (2) Sense of gratitude and understanding towards food
 - (3) Expansion of Shokuiku promotion movement
 - (4) The role of guardians, educators, etc. in promotion of Shokuiku for children
 - (5) Learning activities concerning food and realization of Shokuiku promotion movement
 - (6) Awareness towards traditional food culture of Japan, food production with less harm to the environment as well as development of fishing and rural communities and contribution improvement of self-sufficient food supply
 - (7) The role of Shokuiku in ensuring the safety of foodstuffs

Part 2 Aspects concerning the objectives of Shokuiku promotion

1. Percentage of people who are aware of Shokuiku
2. Number of mutual meals such as breakfast or dinner taken together with family members
3. Percentage of people skipping breakfast
4. Percentage of using locally produced food in school lunches
Percentage of domestic ingredients used in school lunches (*)
5. Percentage of people who have a well-balanced dietary life
6. Percentage of people taking proper meals and doing exercises that help to prevent or improve the condition of metabolic syndrome

7. Percentage of people who are aware of manners of eating, such as chewing properly and enjoying meals
8. Number of volunteers engaged in Shokuiku promotion
9. Percentage of people who have experienced the work of agriculture, forestry and fishery
10. Percentage of people who possess the basic knowledge about the safety of food
11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion
(*) Added in partial revision in December 2013

Part 3 Aspects concerning comprehensive promotion of Shokuiku

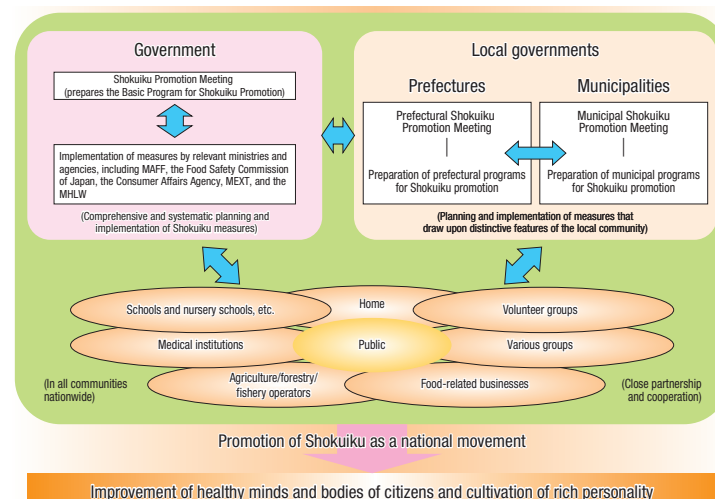
1. Shokuiku promotion at home
2. Shokuiku promotion in schools, nursery schools, etc.
3. Shokuiku promotion in the community
4. Expansion of Shokuiku promotion movement
5. Exchange between producers and consumers, and a revitalization of agriculture, forestry and fishery in harmony with the environment
6. Support for activities to inherit traditional food culture
7. Study, research, information services and an international exchange regarding food safety, nutrients, and dietary life.

Part 4 Necessary items concerning measures for comprehensive and systematic promotion of Shokuiku

1. Enhancement of collaboration and cooperation between various entities
2. Making of Shokuiku promotion program by local authorities and promotion of work based on it
3. Realization of work for people of all ages, active provision of information, monitoring of opinions, etc.
4. Monitoring of Shokuiku promotion situation and evaluation of its results as well as efficient and prior financial measures
5. Reconsideration of the Basic Program

3 Shokuiku policy promotion system

- For 10 years from 2005, the Cabinet Office promoted Shokuiku as a government-wide initiative, working in partnership with relevant ministries and agencies, including the Food Safety Commission of Japan, the Consumer Affairs Agency, the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), and MAFF.
- Promoting Shokuiku as a national movement not only requires the efforts of national and local governments, but also collaboration among schools, nursery schools, the operators of agriculture, forestry and fishery, food-related businesses, and volunteers, which is very important.
- On April 1, 2016, responsibility for planning basic measures to promote Shokuiku and all other administrative work that had hitherto been carried out by the Cabinet Office was transferred to MAFF.



2 Attitude and Practice in Diet

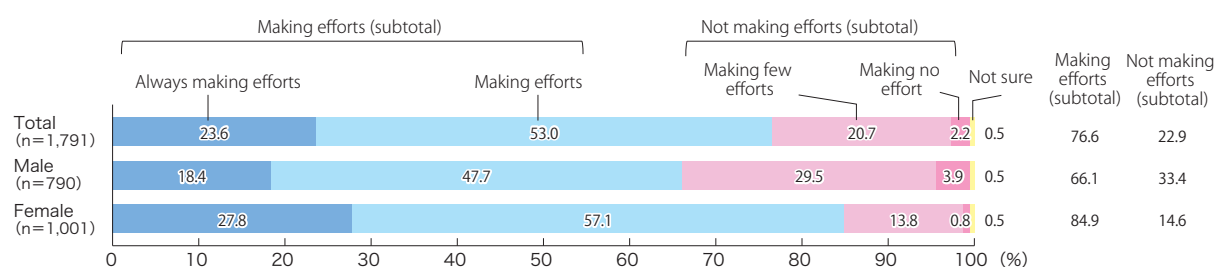
In October 2015, the Cabinet Office conducted “The Survey of Attitude toward Shokuiku,” a nationwide survey of attitudes among those aged 20 or over.

1 People's interest in Shokuiku

(1) Attitude toward dietary life and current practice in dietary life

○ Efforts to have a sound dietary life

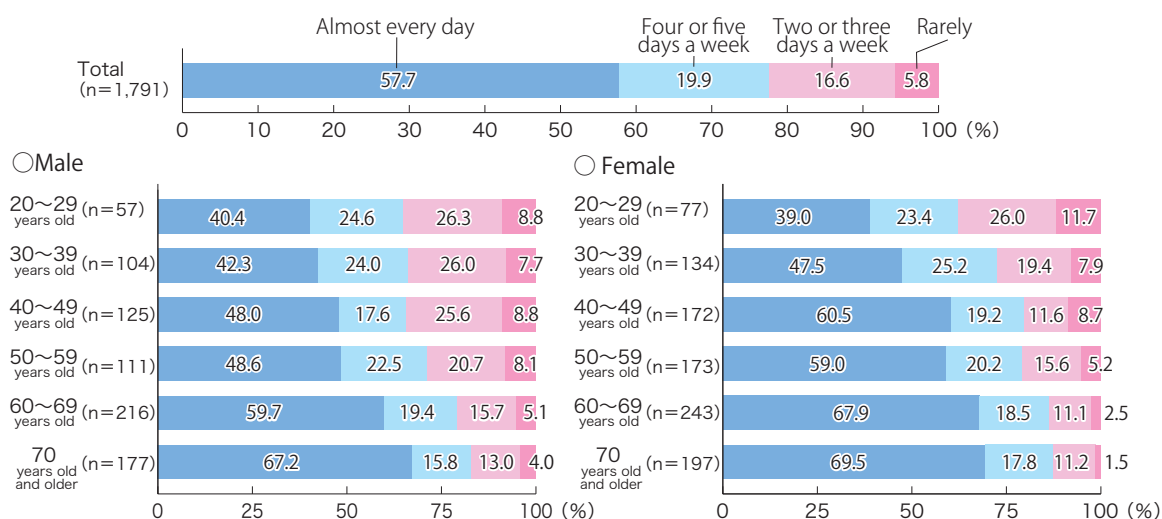
Three quarters of the respondents are making efforts to practice sound dietary habits in their daily life.



○ Practice of nutrition balanced dietary life

Around 60% responded “almost every day” to the question on the frequency that they had at least two meals consisting of staple food, main dish and side dish a day.

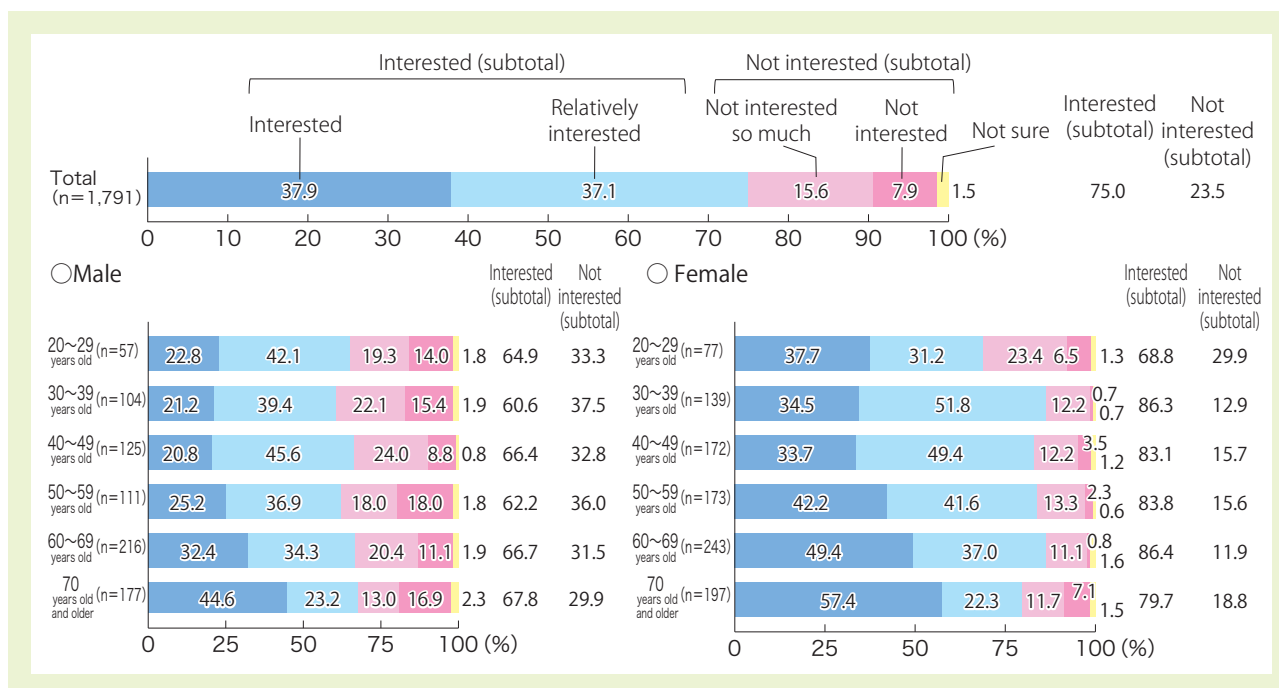
On the other hand, this figure was around 40% among young people, demonstrating a lower tendency toward the practice of a nutrition balanced dietary life than the trend among all age groups.



(2) Public attitudes toward dietary life in respect of targets in the Third Basic Program for Shokuiku Promotion

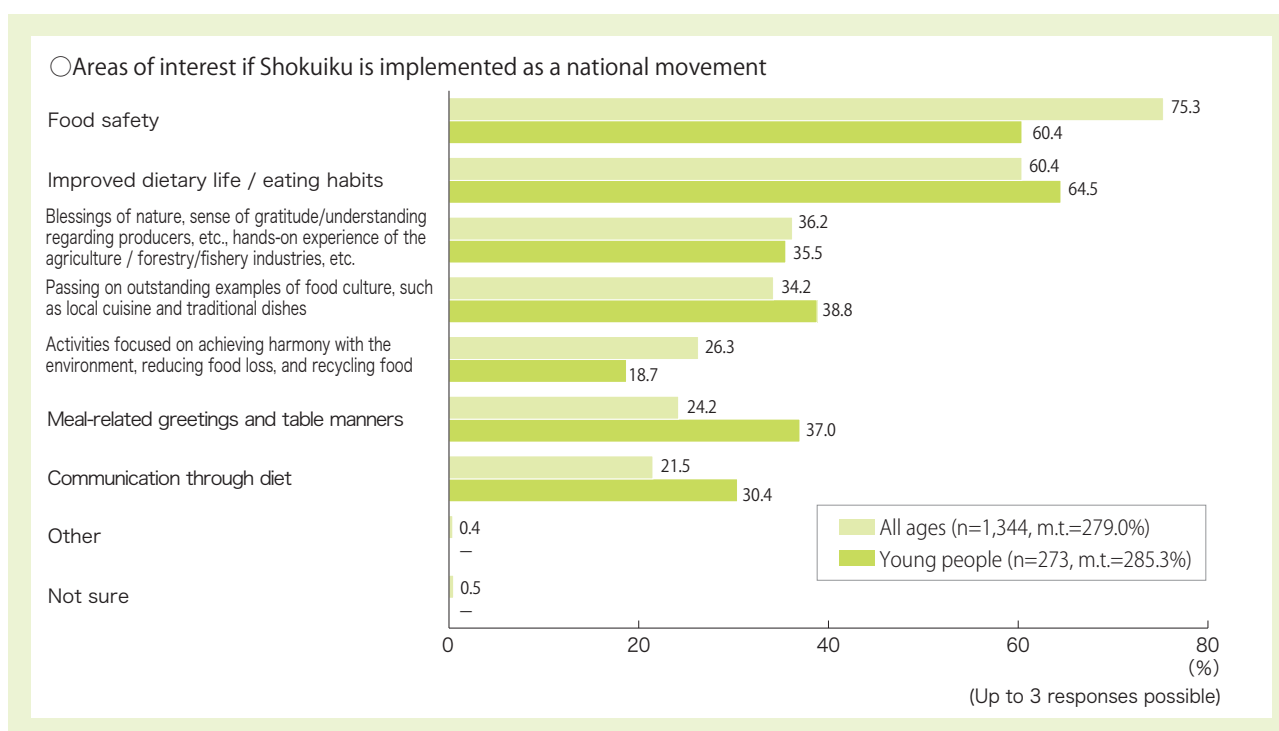
○ Interest in Shokuiku ①

Three quarters of the respondents stated that they were “interested” in Shokuiku.

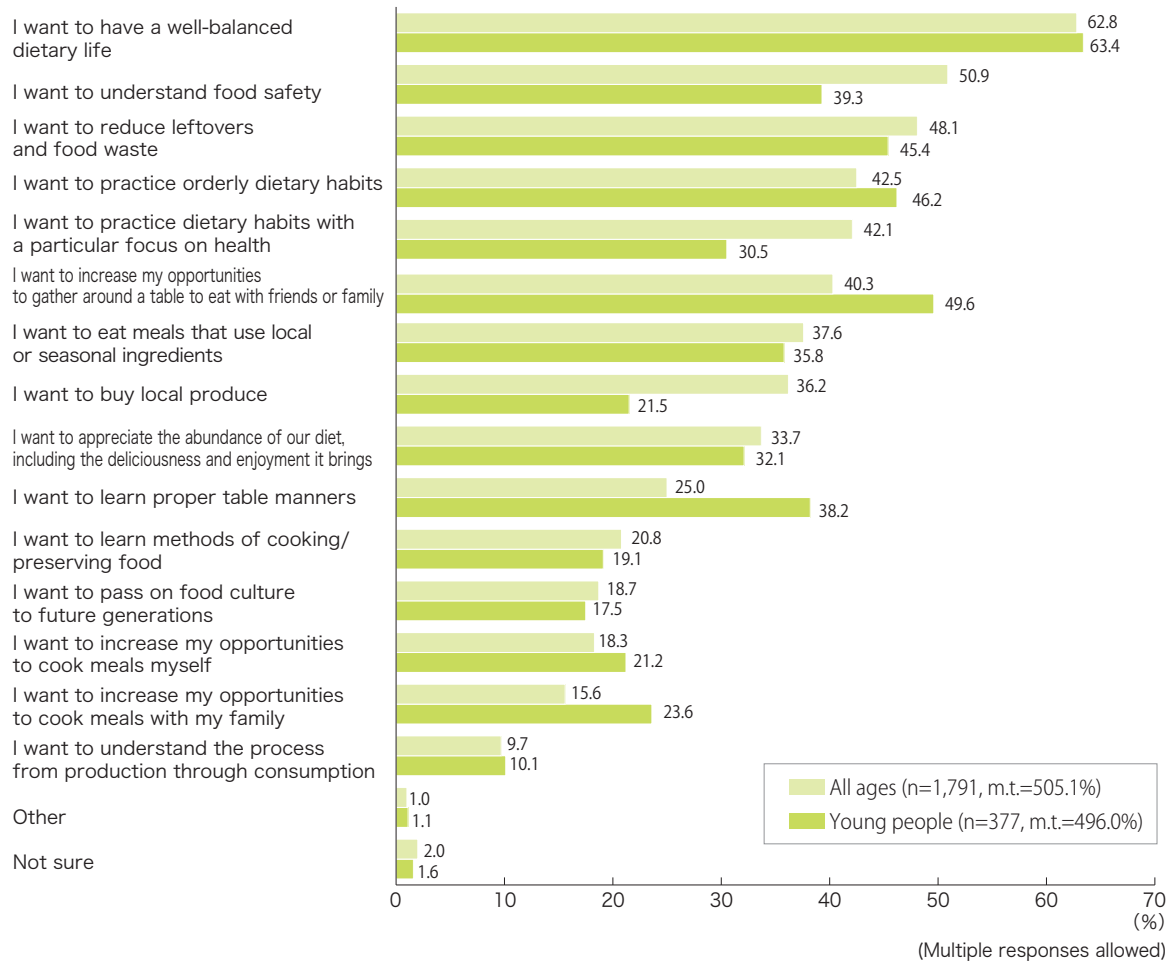


○ Interest in Shokuiku ② (areas of interest)

Young people are more interested than those in other age groups in learning proper table manners and in increasing their opportunities to cook and to gather with others to eat meals as a family, etc.



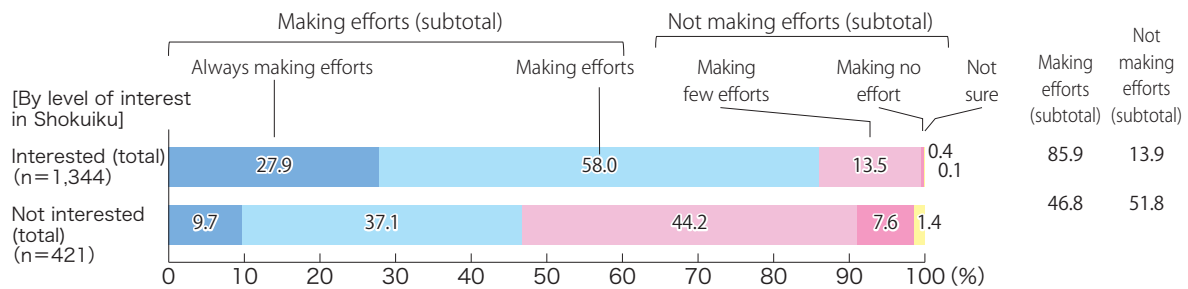
○Aspects of Shokuiku that respondents particularly want to focus on in their future dietary habits



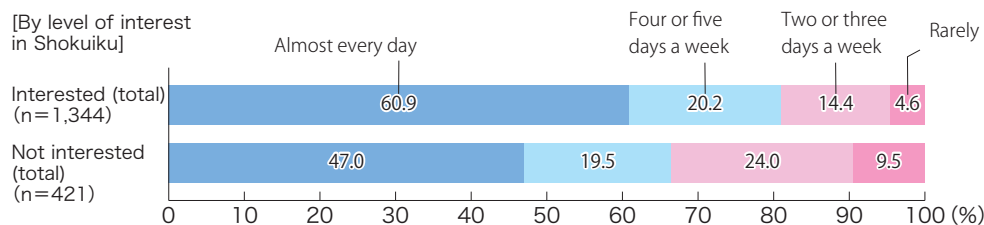
- Interest in Shokuiku ③ (relationship between interest in Shokuiku and (a) efforts to have a sound dietary life; (b) frequency of eating meals that include a staple food, main dish and side dish; and (c) food culture heritage)

Respondents with a greater interest in Shokuiku made greater efforts to have a sound dietary life and demonstrated better dietary habits.

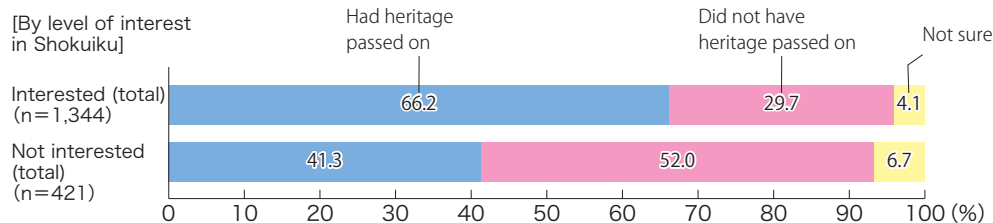
○Efforts to have a sound dietary life



○Frequency of having meal consisting of staple food, main dish and side dish

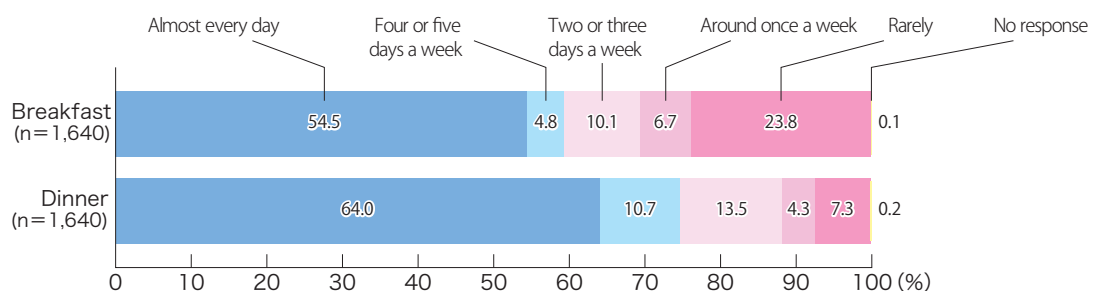


○Food culture heritage



- Eating with family members

Of the respondents who were living with family members, half reported that they ate breakfast “almost every day” with their family, while two-thirds reported that they ate dinner this frequently with their family.



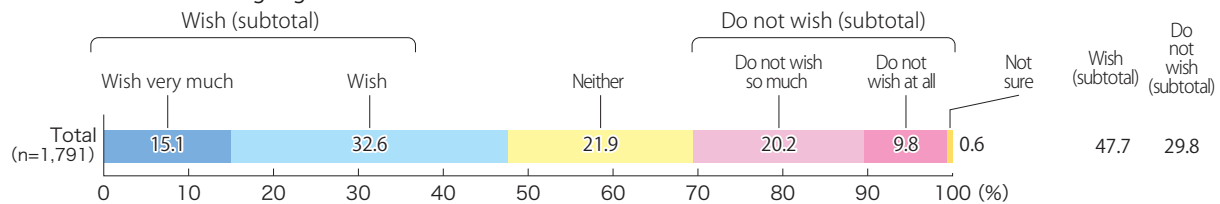
○ “Eating together” in communities

Half of all respondents stated that they would like to eat meals with others in their community (geographic or other) if they had the opportunity.

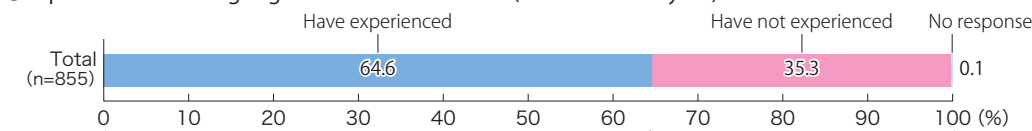
The positive aspects most commonly reported by those who had participated in community meals were “I communicated with others” and “I enjoyed eating.”

On the other hand, when those who stated that they had not participated in such community meals were asked about their prerequisites for participating in such a meal, about half of the respondents in this group responded “Being invited by a friend or acquaintance,” “The meal taking place in a convenient location,” or “The meal taking place at a convenient time.”

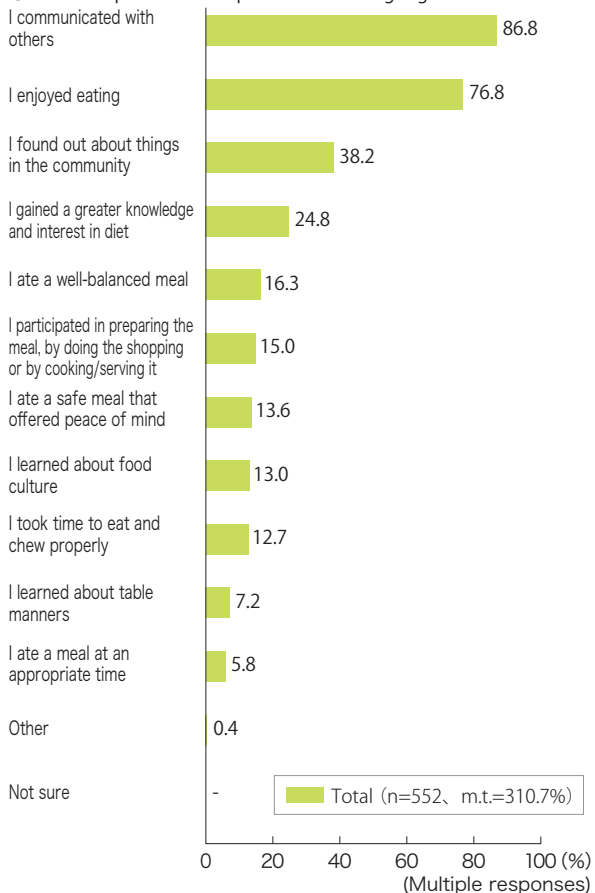
○Attitude toward “eating together” in communities



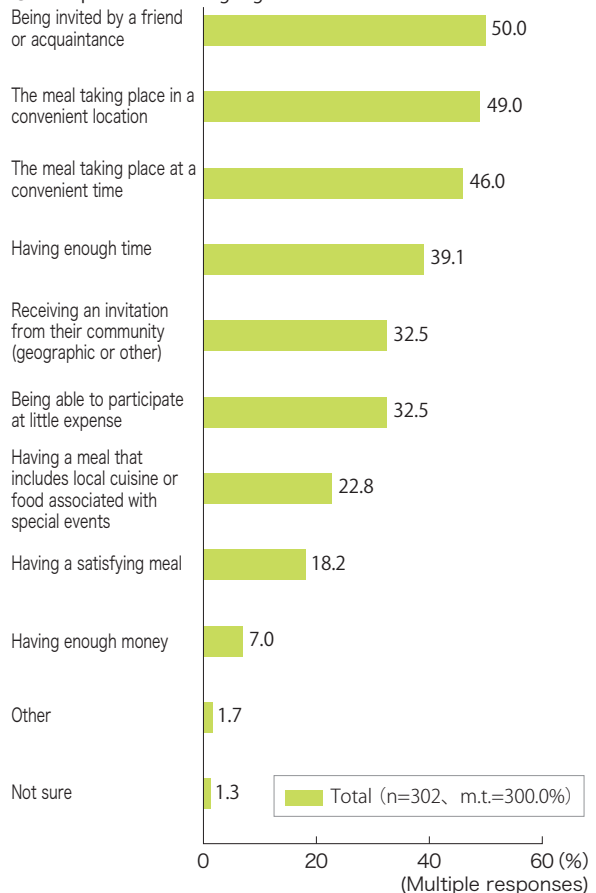
○Experience of “eating together” in communities (within the last year)



○Positive aspects of the experience of “eating together” in communities

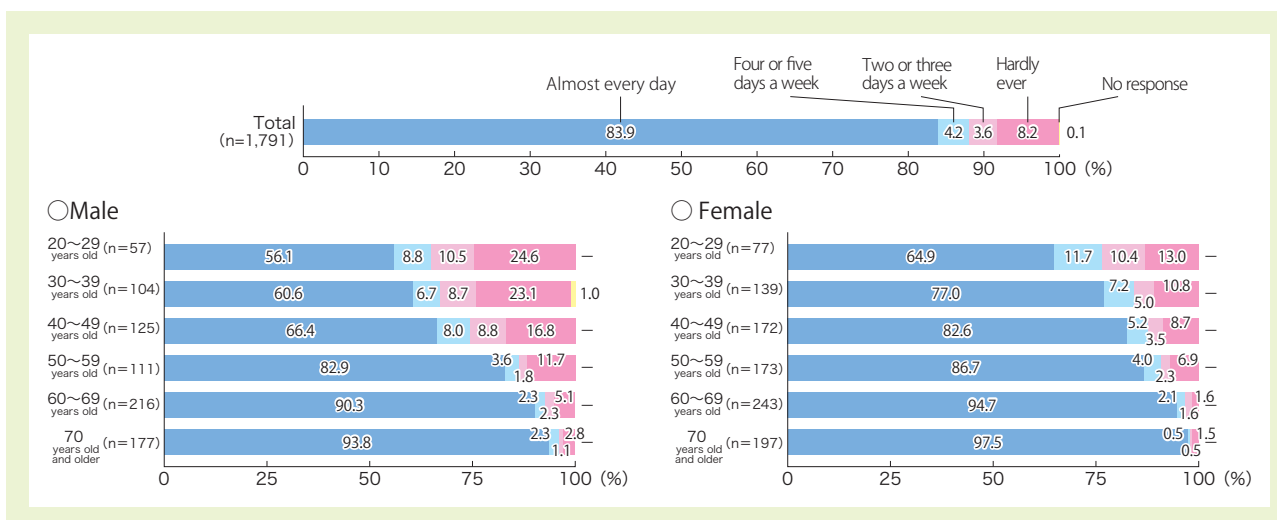


○Prerequisites for “eating together” in communities



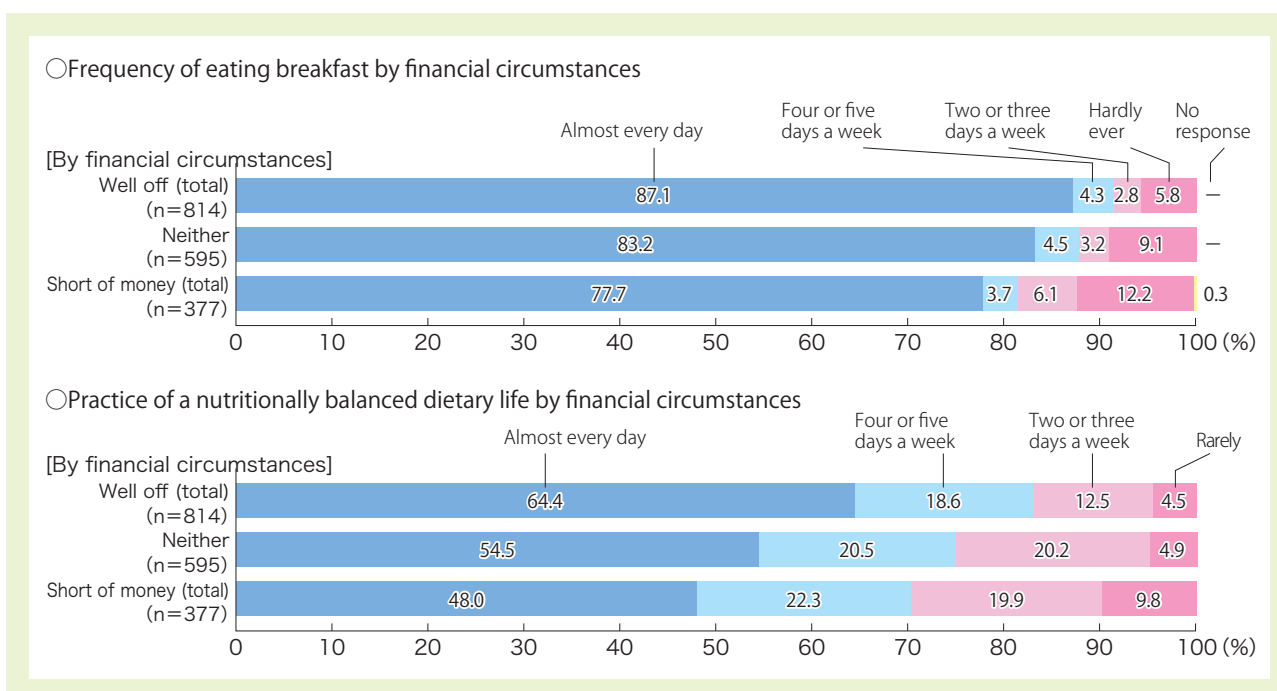
○ Eating breakfast ① (frequency)

About 80% of respondents stated that they usually “eat breakfast almost every day.”



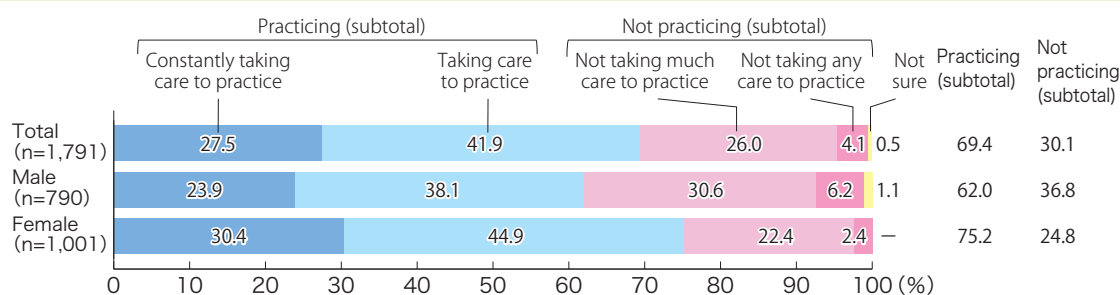
○ Eating breakfast ② (relationship between the respondent’s financial circumstances and (a) frequency of eating breakfast; and (b) the practice of a nutritionally balanced dietary life)

Better-off respondents were more likely to report eating breakfast “almost every day” and practicing a nutritionally balanced dietary life “almost every day.”



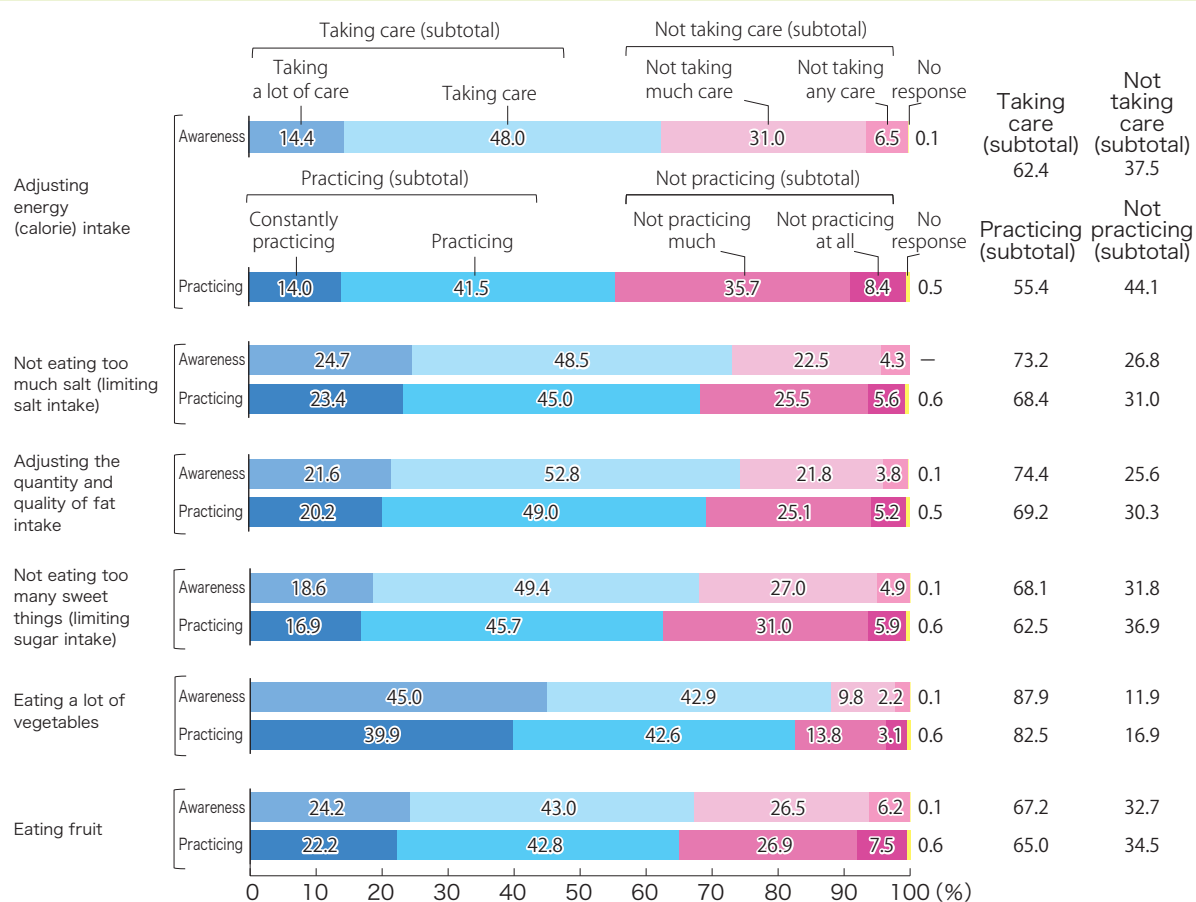
○ Practice of a dietary life for the prevention and treatment of lifestyle-related diseases

Approximately 70% of respondents reported that they were taking care to practice a dietary life focused on the prevention, etc. of lifestyle-related diseases.



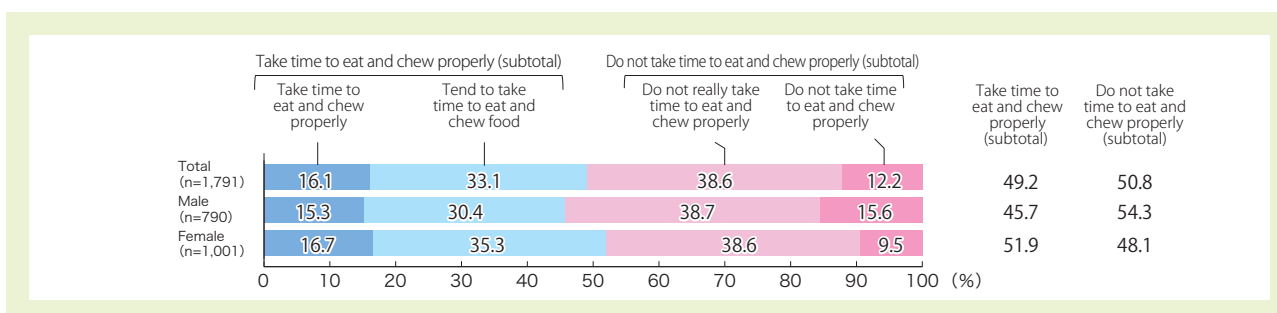
○ Discrepancies between awareness of practicing a dietary life for the prevention and treatment of lifestyle-related diseases and actual practice

In terms of specific dietary habits relating to the prevention and treatment of lifestyle-related diseases, the habit regarding which respondents took most care and were actually practicing was “Eating a lot of vegetables.” A quarter of respondents replied that they were “Not taking care” about reducing their salt intake and adjusting their fat intake, while one-third reported that they were “Not practicing” efforts in these areas.



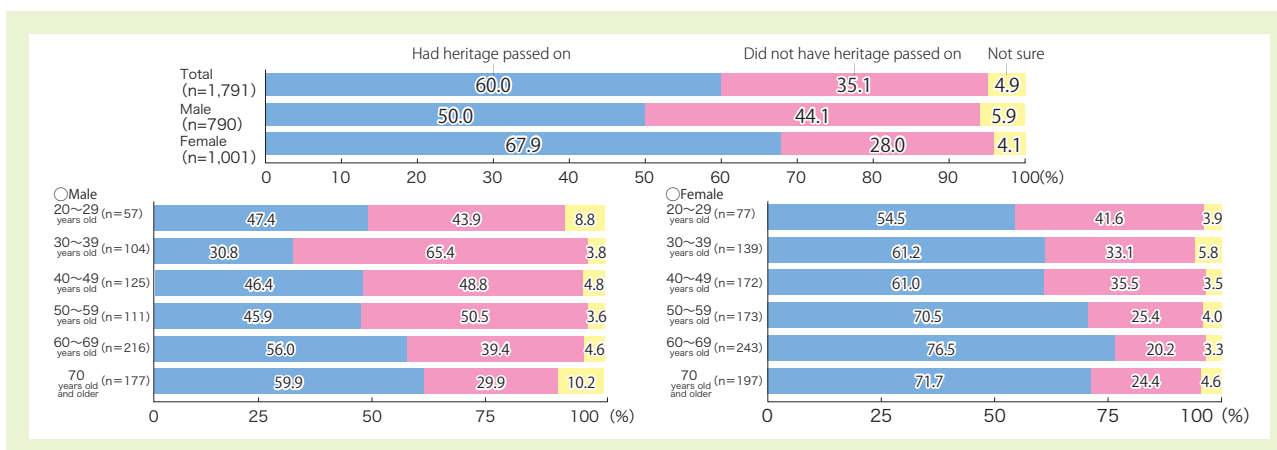
○ Chewing food slowly and thoroughly

Half of respondents reported chewing their food slowly and thoroughly.



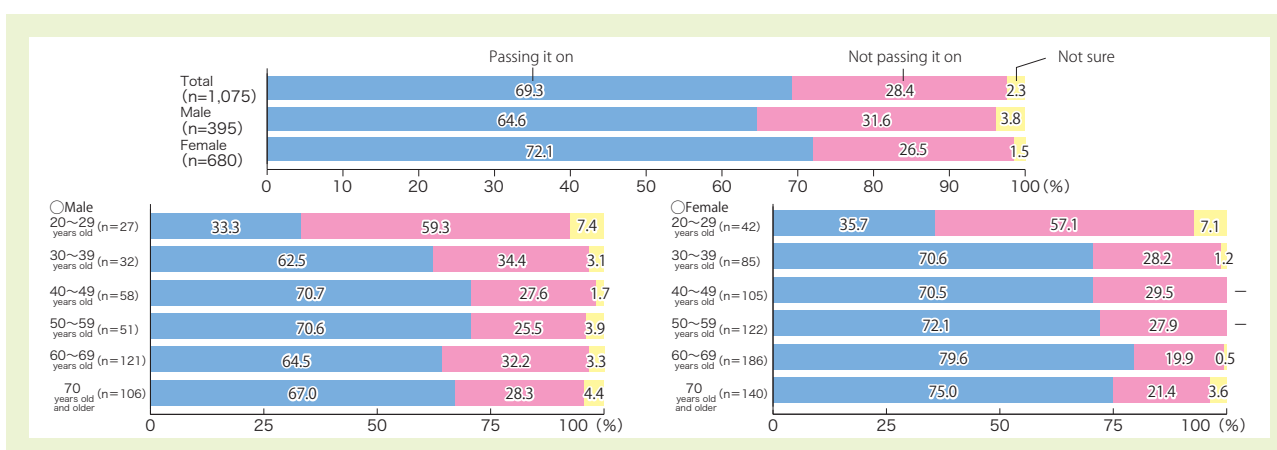
○ Food culture heritage

About 60% of respondents reported that they had had local cuisine, traditional dishes, table manners, or other forms of food culture heritage passed on to them.



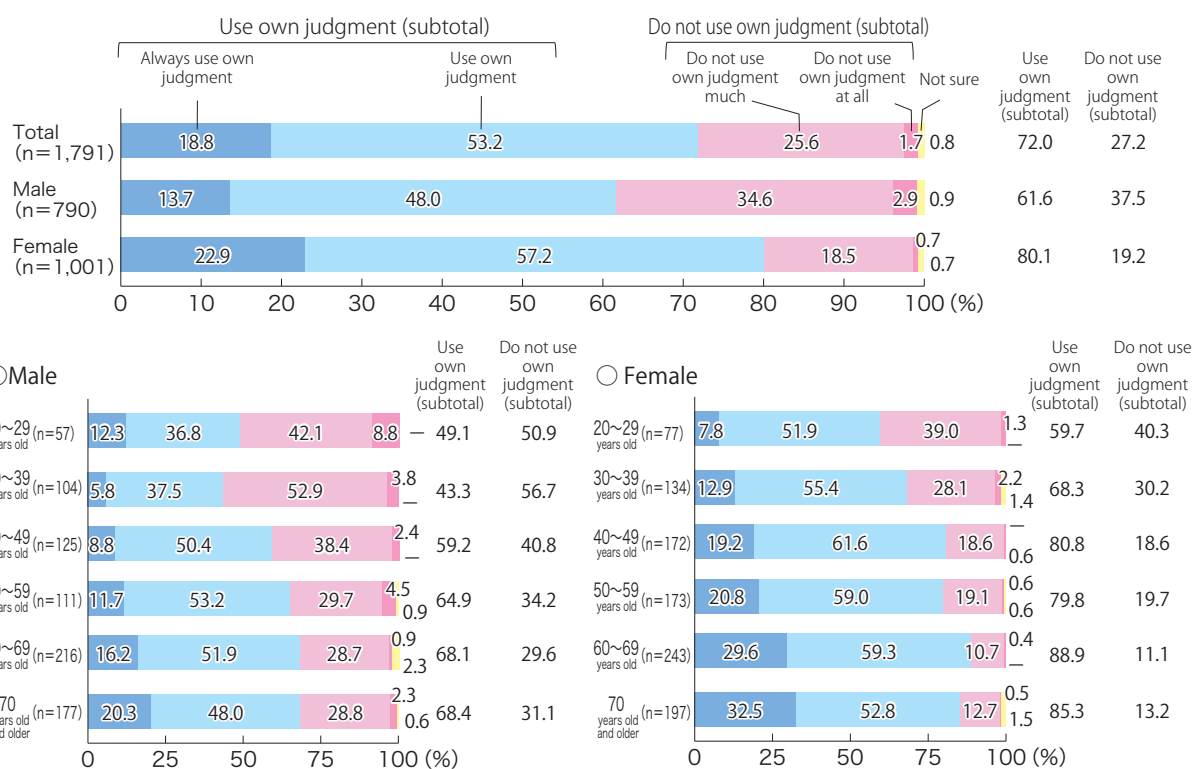
○ Passing on food culture to others

Of respondents who stated that they had had local cuisine, traditional dishes, table manners, or other forms of food culture heritage passed on to them, about 70% reported that they were passing this food culture on to others.



Practice of food safety

About 70% of respondents reported having a basic knowledge of food safety and using their own judgment accordingly.



2 Evaluation of targets and the current state of Shokuiku promotion measures

- FY2015 is the final year of initiatives based on the Second Basic Program for Shokuiku Promotion (FY2011-2015).
- Compared with the situation at the time that the Second Basic Program was formulated, improvements have been achieved in the following six of the 11 topic areas (13 target values) specified as numerical targets.
 1. Percentage of people who are aware of Shokuiku
 2. Number of mutual meals such as breakfast or dinner taken together with family members
 5. Percentage of people who have a well-balanced dietary life
 9. Percentage of people who have experienced the work of agriculture, forestry and fishery
 10. Percentage of people who possess the basic knowledge about the safety of food
 11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion

Target values vs. actual values in Shokuiku promotion as based on the Second Basic Program for Shokuiku Promotion

	<Values when the Second Basic Program was established>	<Current values>	<Target values (in 2015)>
1. Percentage of people who are aware of Shokuiku	70.5%*1	75.0%*2	90% or more
2. Number of mutual meals such as breakfast or dinner taken together with family members	9 times/week*1	9.7 times/week*2	10 times or more/week
3. Percentage of people skipping breakfast	Children: 1.6%*3 Men in their 20s and 30s: 28.7%*5	Children: 1.5%*4 Men in their 20s and 30s: 32.1%*6	Children: 0% Men in their 20s and 30s: 15% or less
4. Percentage of using locally produced food in school lunches	26.1%*7	26.9%*8	30% or more
Percentage of domestic ingredients used in school lunches (*)	77%*9	77%*8	80% or more
5. Percentage of people who have a well-balanced dietary life	50.2%*10	63.4%*2	60% or more
6. Percentage of people taking proper meals and doing exercises that help to prevent or improve the condition of metabolic syndrome	41.5%*1	42.9%*2	50% or more
7. Percentage of people who are aware of manners of eating, such as chewing properly and enjoying meals	70.2%*1	71.1%*2	80% or more
8. Number of volunteers engaged in Shokuiku promotion	345,000*11	344,000*12	370,000 or more
9. Percentage of people who have experienced the work of agriculture, forestry and fishery	27%*13	36%*14	30% or more
10. Percentage of people who possess the basic knowledge about the safety of food	37.4%*15	63.4%*2	90% or more
11. Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion	40%*16	76.7%*17	100%

* Added in partial revision of the Basic Plan in December 2013

<Source>

* 1 FY 2010 "Current situation and attitude survey on Shokuiku" (Cabinet Office), * 2 FY 2015 "The Survey of Attitude toward Shokuiku" (Cabinet Office), * 3 FY 2007 "School children's dietary life survey" (Japan Sport Council), * 4 FY 2010 "School children's dietary habit survey" (Japan Sport Council), * 5 2008 "National Health and Nutrition Survey" (MHLW), * 6 2014 "National Health and Nutrition Survey" (MHLW), * 7 FY 2009 "MEXT School Health Education Division investigation", * 8 FY 2014 "MEXT Health Education and Shokuiku Division survey", * 9 FY 2012 "MEXT School Health Education Division investigation", * 10 FY 2009 "Current situation and attitude survey on Shokuiku" (Cabinet Office), * 11 FY 2009 "Cabinet Office Shokuiku Promotion Office investigation", * 12 FY 2015 "Cabinet Office Shokuiku Promotion Office investigation", * 13 FY 2010 "National survey on recognition and reference levels of 'Japanese Food Guide Spinning Top' (MAFF), * 14 FY 2015 "Survey on eating habits and agriculture, forestry and fishery experience" (MAFF), * 15 FY 2010 "Food safety general survey" (Food Safety Commission of Japan), * 16 FY 2010 "Cabinet Office Shokuiku Promotion Office investigation", * 17 FY 2015 "Cabinet Office Shokuiku Promotion Office investigation"

Chapter 2: Challenges and Efforts on Promotion Policies

Special Topic: Summary of the Third Basic Program for Shokuiku Promotion

○ The Third Basic Program for Shokuiku Promotion, covering the period from FY2016 through FY2020, was finalized on March 18, 2016.

○ Five priority issues

<1> Promotion of Shokuiku among young people

It is vital to promote lifelong Shokuiku, from childhood through adulthood, and into old age. Shokuiku will be promoted among young people in particular, to provide them with a deeper understanding and greater awareness of diet, and enable them to lead a sound dietary life that promotes a healthy body and mind. As this generation will become the parents of the future, Shokuiku promotion efforts will seek to ensure that young people pass on diet-related knowledge and initiatives to the next generation.

<2> Promotion of Shokuiku tailored to diverse lifestyles

Shokuiku promotion efforts will provide opportunities to share meals with others in a way that promotes communication and richer dietary experiences, to ensure that all people, from children through to seniors, can enjoy sound and satisfying dietary lives.

<3> Promotion of Shokuiku that will extend healthy life expectancy

As well as providing assistance to ensure that each and every person can practice a sound dietary life, with a view to preventing or treating the onset/progression of lifestyle-related diseases, Shokuiku promotion efforts will include the promotion of reduced salt intake with a view to extending healthy life expectancy, and initiatives focused on the prevention and treatment of metabolic syndrome, obesity, emaciation, and malnutrition.

<4> Promotion of Shokuiku with a consciousness of the food cycle and the environment

Shokuiku promotion efforts will demonstrate consideration for the environment, while maintaining a consciousness of the food cycle from production to consumption.

<5> Promotion of Shokuiku aimed at the inheritance of food culture

Shokuiku activities will encourage efforts to protect and pass on traditional food culture by promoting greater interest and understanding among the public concerning food culture.

The following two perspectives will be incorporated into initiatives focused on priority issues:

- Promoting lifelong initiatives targeting everyone from children through to seniors; and
- Promoting Shokuiku initiatives based on diverse and independent partnership and cooperation involving the national government, local governments, educators, operators in the agriculture, forestry, and fishery industries, food-related businesses, and volunteers, among others.

○ Matters concerning Shokuiku promotion targets

The Third Basic Program stipulates 21 quantitative targets.

Targets of the Third Basic Program for Shokuiku Promotion

Target			
	Specific target value	Current value (FY2015)	Target value (FY2020)
1	Increase the percentage of people who are aware of Shokuiku		
	① Percentage of people who are aware of Shokuiku	75.0%	90% or more
2	Increase the number of mutual meals such as breakfast or dinner taken together with family members		
	② Number of mutual meals such as breakfast or dinner taken together with family members	9.7 times/week	11 times or more/week
3	Increase the percentage of people who want to “eat together” in communities and actually participate in such opportunities		
	③ Percentage of people who want to “eat together” in communities and actually participate in such opportunities	64.6%	70% or more
4	Reduce the percentage of people skipping breakfast		
	④ Percentage of children who skip breakfast	4.4%	0%
	⑤ Percentage of young people who skip breakfast	24.7%	15% or less
5	Increase the percentage of junior high schools that provide school lunches		
	⑥ Percentage of junior high schools that provide school lunches	87.5% (FY2014)	90% or more
6	Increase the percentage of locally produced food used in school lunches		
	⑦ Percentage of using locally produced food in school lunches	26.9% (FY2014)	30% or more
	⑧ Percentage of domestic ingredients used in school lunches	77.3% (FY2014)	80% or more
7	Increase the percentage of people who have a well-balanced dietary life		
	⑨ Percentage of people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	57.7%	70% or more
	⑩ Percentage of young people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	43.2%	55% or more
8	Increase the percentage of people who routinely practice a dietary life in which they take care to maintain a proper weight and limit salt intake, among other efforts, in order to prevent or treat lifestyle-related diseases		
	⑪ Percentage of people who routinely practice a dietary life in which they take care to maintain a proper weight and limit salt intake, among other efforts, in order to prevent or treat lifestyle-related diseases	69.4%	75% or more
	⑫ Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	100 companies or more
9	Increase the percentage of people who take time to eat and chew properly		
	⑬ Percentage of people who take time to eat and chew properly	49.2%	55% or more
10	Increase the number of volunteers engaged in Shokuiku promotion		
	⑭ Number of people involved in volunteer groups, etc. engaged in Shokuiku promotion	344,000 (FY2014)	370,000 or more
11	Increase the percentage of people who have experienced the work of agriculture, forestry and fishery		
	⑮ Percentage of people (households) who have experienced the work of agriculture, forestry and fishery	36.2%	40% or more
12	Increase the percentage of people who take some kind of action to reduce food loss and waste		
	⑯ Percentage of people who take some kind of action to reduce food loss and waste	67.4% (FY2014)	80% or more
13	Increase the percentage of people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them and are passing these on to others		
	⑰ Percentage of people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them and are passing these on to others	41.6%	50% or more
	⑱ Percentage of young people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them	49.3%	60% or more
14	Increase the percentage of people who possess the basic knowledge about the safety of food and use their own judgment accordingly		
	⑲ Percentage of people who possess the basic knowledge about the safety of food and use their own judgment accordingly	72.0%	80% or more
	⑳ Percentage of young people who possess the basic knowledge about the safety of food and use their own judgment accordingly	56.8%	65% or more
15	Increase the percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion		
	㉑ Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion	76.7%	100%