

3 Promotion of “local production for local consumption”

- To further encourage local production for local consumption, MAFF organizes the Awards for Excellence in Local Production for Local Consumption, which recognizes those who have made a contribution to promoting the use of local produce and increasing understanding among consumers.
- “The Local Production for Local Consumption School Lunch Menu Contest” was organized to promote consumption of local produce in school lunch services. It recognized individuals and organizations for their efforts to develop menus including local produce, maintain interaction with producers, and utilize local agricultural, forestry and fishery products throughout the year.
- The Food Recycling Act stipulates the system for the accreditation of recycling business plans (food recycling loops). This system involves food producers, recycling business operators, and operators in the agriculture, forestry and fishery industries who work together to ensure that suitable local food loss and waste are recycled into fertilizer or animal feed, with the resulting agricultural produce then being consumed locally.



One of the winning meals in the Local Production for Local Consumption School Lunch Menu Contest



Illustration of a recycling business plan

Case Study

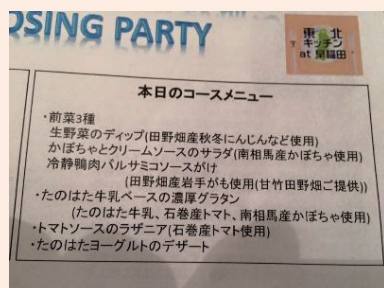
Diet-related Event Organized by Students on the Theme of Post-disaster Reconstruction, Using Agricultural Produce from Disaster-afflicted Areas

Waseda University

In partnership with the National Mutual Insurance Federation of Agricultural Cooperatives (Zenkyoren), the Hirayama Ikuo Volunteer Center, an affiliated organization of Waseda University, launched the endowed course “Examining the Future of Tohoku through the Prism of Agriculture” in April 2012, the year after the Great East Japan Earthquake. Students on this course actually go to disaster-afflicted areas of Iwate, Miyagi, and Fukushima prefectures, on the northeastern coast of Japan, where, with the cooperation of local producers, they gain first-hand experience of agriculture and learn about the importance of “*kizuna* (bonds)” and “mutual aid” through exposure to post-disaster reconstruction and rural communities, with the aim of collaborating with local people in examining the various issues faced in these areas.

In FY2015, the fourth year of this initiative, a course entitled “Resilience of TOHOKU Region, Local Regeneration from Agriculture” was launched. In addition, as part of this class, students organized the month-long “Tohoku Kitchen at Waseda” event, which used food as the starting point for encouraging others to support reconstruction. Ahead of the event, the students researched the local specialties of each area, based on fieldwork conducted in Fukushima (Iwaki City) and coastal areas of the Tohoku region and proposed dishes using agricultural produce from the affected areas to seven restaurants near the university. These restaurants then actually put those dishes on their menu for a limited period, which varied between a few days and a month. The main event for “Tohoku Kitchen at Waseda” was held on November 17, when the students organized a buffet featuring agricultural produce from the disaster-afflicted areas, as well as showing video footage from the areas where the produce was grown and telling stories about the links between the produce and the disaster-afflicted areas.

The increase in students’ awareness of diet and consumption habits following this course was not a transient phenomenon: some students who had taken part in the survey returned to Tohoku to visit the producers whom they had met previously, while others planned and organized their own food events to support the region. Thus, the course has had an impact that far exceeded even the expectations of the lecturer who taught it. The participating restaurants also provided positive feedback about the menus featuring agricultural produce from the disaster-afflicted areas. There are plans to continue and expand the “Tohoku Kitchen at Waseda” event in the future.



“Tohoku Kitchen at Waseda: A Taste of Tanohata” was held between November 23-27, featuring farm-fresh ingredients from the village of Tanohata

4 Promotion of food recycling

- The rate of recycling by food-related business operators was 85% in FY2013. As of the end of March 2016, 52 recycling business plans (food recycling loops) based on the Food Recycling Act had been accredited.
- A national campaign called the NO-FOODLOSS PROJECT is being implemented to promote initiatives to reduce food loss and waste, such as supporting food banks and encouraging a rethink of business practices such as the “one-third rule” by continuing to relax delivery deadlines for beverages and confectionery with a sell-by date at least 180 days in advance.

Case Study

Food Loss and waste Reduction Project

“Leave No Leftovers! The Sanmaru Ichimaru (30-10) Movement”

Matsumoto City, Nagano Prefecture

Focusing on the keyword “*mottainai*” (a Japanese expression of regret about waste), the city of Matsumoto in Nagano Prefecture has formulated measures based on the 3R’s (Reduce, Reuse, Recycle) and is promoting efforts to minimize food loss and waste, with a particular emphasis on the Reduce element. One of the key initiatives in this area is “Leave No Leftovers! The 30-10 Movement,” which was inspired by the city mayor’s regret about left over food after social gatherings for city office staff.

Under this initiative, staff are expected to remain in their seats, enjoying the food, for 30 minutes after the first toast and for 10 minutes before the end of the party. Restaurants that participated in a pilot initiative for the 30-10 Movement reported that they “ended up with around half the usual amount of leftovers” and “found clearing the tables much easier.”

This initiative was presented at the Round-table Discussion on Reducing Food Loss and waste organized by the Consumer Affairs Agency in FY2013, and the initiative has since spread not only to neighboring municipalities, such as Shiojiri City and Yamagata village, but also to other municipalities across the country, including Saga City in Saga Prefecture and Ibusuki City in Kagoshima Prefecture.



From left: coaster, pocket tissues, and leaflet explaining the 30-10 Movement.
It has spread to other local governments because it is easy to implement.

Case Study

Leftovers from School Lunches Reduced by 17%-34% after Conducting Shokuiku-focused Environmental Education

Matsumoto City, Nagano Prefecture

In FY2015, in Matsumoto City, Shokuiku-focused environmental education was conducted at elementary schools, drawing upon knowledge gained from the hands-on Shokuiku-focused environmental education program conducted among nursery school and kindergarten students since FY2012. After classes in which the students learned about Japan’s food self-sufficiency rate, food shortages overseas, and the food cycle, the amount of leftovers was reduced by 17%-34% compared to the situation before the Shokuiku-focused environmental education program, while the percentage of students who talked about environmental education at home rose to 66.3% of all students. Thus, the Shokuiku-focused environmental education program was highly effective in cultivating an awareness of food loss and waste and food recycling.

