

**Policies for the Promotion of**  
***Shokuiku***  
**(White Paper on *Shokuiku*)**  
**The Fiscal Year 2021 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 that were taken for the promotion of *shokuiku* to the Diet each year.
- In this report, we summarize and describe the measures that were 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 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.

# Introduction: Basic Framework of the Policies for the Promotion of *Shokuiku*

## 1. Basic Act on *Shokuiku* (Food and Nutrition Education)

- The Basic Act on *Shokuiku* (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote *shokuiku* policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society in the present and in the future.
- The Act positioned *shokuiku* as the basis of a human life which is fundamental to intellectual, moral, and physical education, which helps citizens acquire knowledge about *shoku* [comprehensive term for food and nutrition, diet, meals, and way of eating] and the ability to choose the appropriate *shoku* through their various experiences, enabling them to adopt healthy dietary habits.

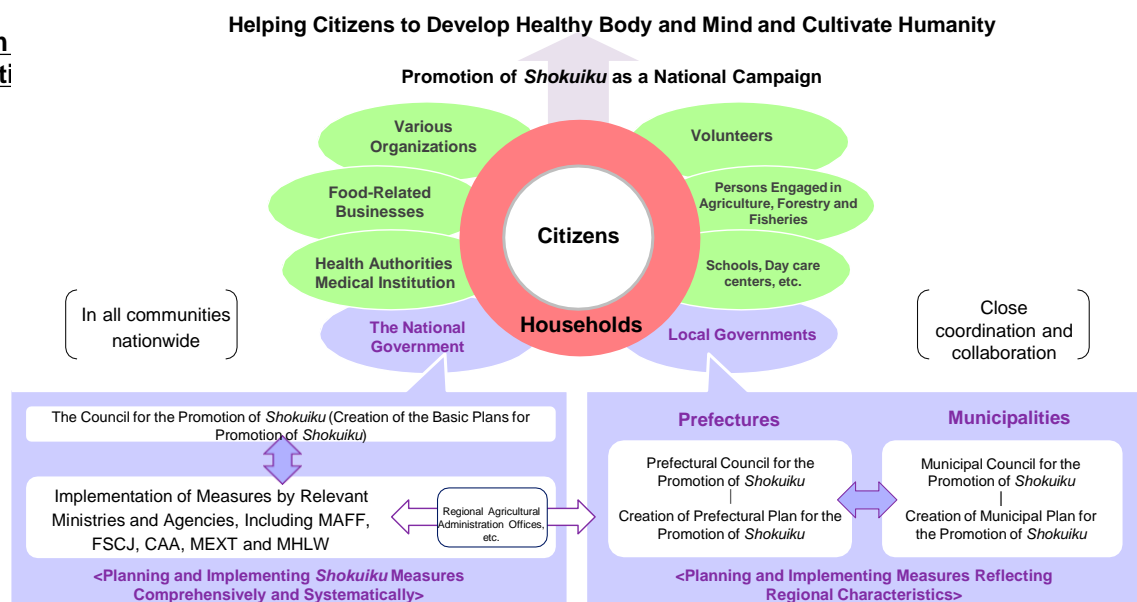
## 2. Basic Plan for the Promotion of *Shokuiku*

- In March 2021, “The Fourth Basic Plan for the Promotion of *Shokuiku*” (The Fourth Basic Plan) was created in consideration of the past achievements and challenges of *shokuiku*. The Fourth Basic Plan, covering approximately five years starting in fiscal 2021, sets the basic policies including targets for the promotion of *shokuiku*, and proposes measures to be taken for its comprehensive promotion.
- The following three priority issues were established as the basic policies:  
(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

## 3. System to Advance Measures for *Shokuiku*

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the creation and promotion of the Basic Plan for the Promotion of *Shokuiku*. MAFF is promoting *shokuiku* as a government-wide initiative in coordination with other relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Rolling out *shokuiku* as a national campaign will require the national and local governments’ efforts and close coordination and collaboration among various community-level stakeholders.

### System Promoti

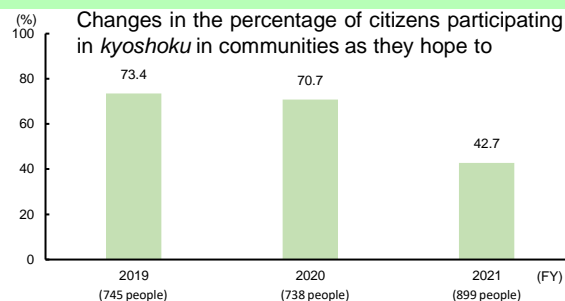


# Shokuiku and the Spread of COVID-19

- With the increase of teleworking under the influence of COVID-19, people stay at home longer and have more opportunities to think about food with their family. As a result, the importance of *shokuiku* at home increased.
- We describe changes in public attitude to *kyoshoku* (communal eating) under the prolonged influence of the infection, efforts of relevant ministries and agencies according to the infection status, and cases of online *Shokuiku*.

## 1. Changes in the Thinking and Behavior about *Kyoshoku*

- Ratio of people who participated in a gathering to eat in the last twelve months to the people who answered “yes” when asked if one wants to participate in gatherings to eat in their region or community (including workplace) if the opportunity arises was 40% in FY2021 greatly falling from over 70% of FY2019 and FY2020. We can see a change in behavior concerning *kyoshoku*.

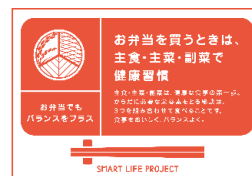


Data Source: MAFF, The Survey of Attitudes towards *Shokuiku* (Annual)

Note: 1) Ratio of people who actually “participated” in the last twelve months to the people who answered “yes” (“yes, very much” and “yes”) when asked if one wants to participate in gatherings to eat in their region or community (including workplace) if the opportunity arises  
2) The number of the respondents to the question is in parentheses  
3) In the 2020 and 2019 surveys, “Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19” is added at the beginning of the question.  
4) FY2019 survey was “individual interviews by enumerators,” whereas the FY2020 and 2021 surveys were carried out via postal mail and the Internet.

## 2. Efforts by Relevant Ministries and Agencies

- In February 2022, MEXT, MHLW and MAFF jointly issued an administrative circular to present examples of the initiatives to use foods that are not used due to special holidays of schools in response to the spread of the Omicron variant.
- MHLW created a tool for raising awareness of the importance of improvement in dietary habits at home and a brochure to describe points of “new healthy life.”
- MAFF provided subsidy when inactive inventory of agricultural, forestry and fishery products are provided for school lunches and *Kodomo Shokudo*. In addition, MAFF provided the rice stored by the government for free to *Kodomo Shokudo*, *Kodomo Takushoku* (food delivery to children), etc. to use as part of *Shokuiku*.
- The ministry gathers information on unused food that food-related businesses hope to donate to a food bank and sends the information to food banks across the country.



Dietary habits improvement campaign promotion and education



Children eating the provided lunch

### Case Study

#### *Shokuiku* activities through *Kodomo Takushoku* (free food delivery to children)

Kodomo Takushoku Ouendan (Tokyo)  
Kodomo Takushoku Enmarubin (Nagano Prefecture)  
Creer Kodomo Shokudo Takushokubin (Tokushima Prefecture)

- Initiatives of *kodomo takushoku* are spreading.
- Shokuiku* initiatives using the government’s stockpile rice provided for free



The government’s stockpile rice arrived at Creer Kodomo Shokudo

### Case Study

#### Online dairy farming experience class in collaboration between a ranch and schools

Yoshida Ranch (Saitama prefecture)

- The ranch and the classroom are connected via the Internet to show the ranch, milking, etc. and answer questions from children so that they will continue to be interested in dairy farming.



Cloth with a life-size picture of a cow

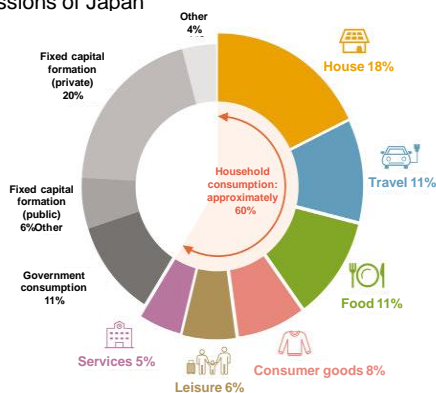
# Featured Article: Harmony between food and the environment

## 1. Relationship between Dietary Habits and the Environment

- We are **facing global environmental issues** that can be threats to healthy diet.
- The Intergovernmental Panel on Climate Change (IPCC) assessed the situation as: “It is unequivocal that human influence has warmed the atmosphere, ocean and land.”
- **Sustainable environment is essential as the foundation for healthy dietary habits** of the people.
- **The Fourth Basic Plan for the Promotion of *Shokuiku*** identified “**promotion of *shokuiku* supporting sustainable food and nutrition**” as one of the priority items. The Strategy for Sustainable Food Systems, MeaDRI also positions *shokuiku* as a specific initiative at the **consumption** stage.

- Approximately 10% of Japan's greenhouse gas emissions (consumption-based) are from activities related to food.

Consumption-based lifecycle greenhouse gas emissions of Japan



Data Source: NANSAI Keisuke (2019), Embodied Energy and Emission Intensity Data for Japan Using Input-Output Tables (3EID) (National Institute for Environmental Studies: NIES) Nansai et al.(2020) Resources, Conservation & Recycling 152 104525, Estimation by NIES and Institute for Global Environmental Strategies (IGES) based on the 2015 Input-Output Table, Ministry of Internal Affairs and Communications

Note: Value of each item is the sum of the estimated greenhouse gas emissions from the lifecycle (resource extraction, material processing, production, distribution, retail, use and disposal) of each product/service that is consumed or whose fixed capital is formed (carbon footprint) in Japan and does not agree with the direct emissions based on domestic production (absorption by agriculture/forest is not included).

### Article

### The Strategy for Sustainable Food Systems, MeaDRI - Innovation will enhance potentials and ensure sustainability in a compatible manner -

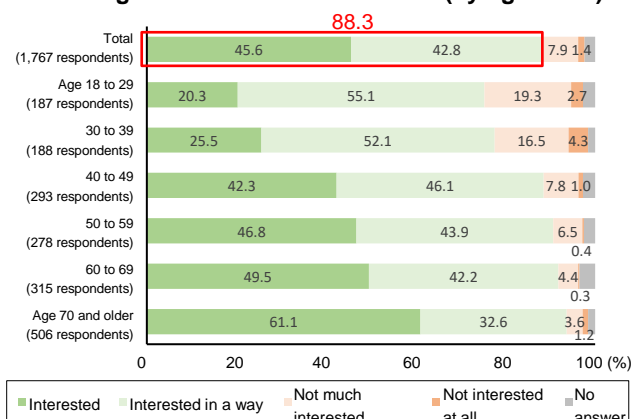
- MAFF formulated The Strategy for Sustainable Food Systems, MeaDRI in May 2021 and is promoting initiatives at each stage of procurement, production, processing/distribution and consumption, and innovations, such as carbon neutrality, to reduce environmental burdens.
- It is expected that the progress of social implementation of innovative technologies and production systems will make our food system more sustainable and enable next generations to enjoy a global environment, to live in peace, etc.

## 2. Public Interest in Global Environmental Issues

- **Many people are keenly interested in global environmental issues** including global warming, ozone layer destruction and diminishing tropical forests and many have concerns about the influence of climate change on food.

- 88.3% of the respondents are interested in global environmental issues.

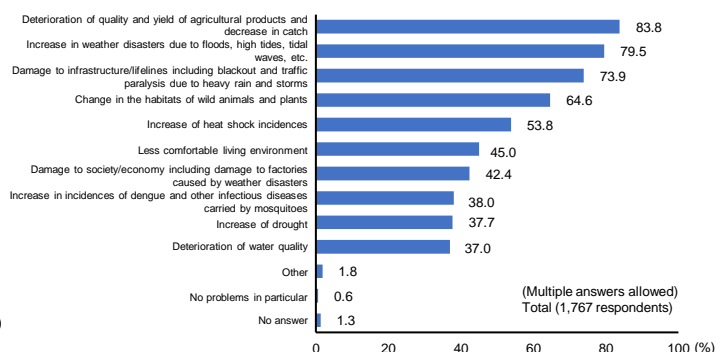
### Interest in global environmental issues (by age class)



Data Source: Cabinet Office “Public Opinion Survey on Climate Change” (conducted from November to December 2020)

- “Deterioration of quality and yield of agricultural products and decrease in catch” was chosen by the largest number of respondents.

### Influence of climate change that is perceived to be a problem



Data Source: Cabinet Office “Public Opinion Survey on Climate Change” (conducted from November to December 2020)



### 3. Public Mind about Environmentally Friendly Dietary Habits and their Practice

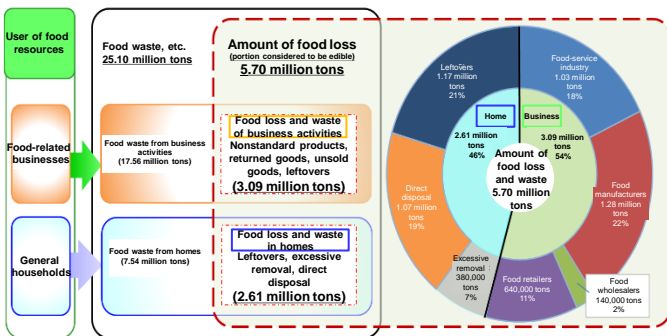
#### (Food loss and waste)

- It is estimated that 5.7 million tons of food was lost and wasted in the fiscal year 2019. The amount has been decreasing year by year, but s still more than the amount of food distributed by the UN World Food Programme (WFP) in 2020 (approximately 4.2 million tons).
- It is **essential that individual citizens work to reduce food loss and waste on their own initiative**. The Fourth Basic Plan for the Promotion of *Shokuiku* adopted “increase the number of citizens who take action to reduce food loss and waste” as its goal following the previous basic plan.
- It is **necessary to further raise public awareness** in order to increase the number of citizens who consider “Mottainai” as not someone else’s problem.

- Breakdown of food loss and waste: 3.09 million tons in businesses and 2.61 million tons in homes

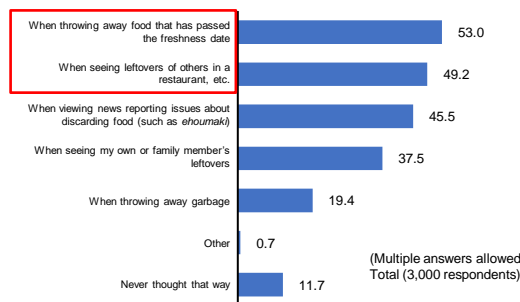
Amount and proportion of food loss and waste, etc.

<schematic chart>



- As the situation where one felt it was “Mottainai,” “when throwing away food that has passed the freshness date” was cited by the largest number of the respondents, which was followed by “when seeing leftovers of others in a restaurant, etc.”

Situation where you felt it was “Mottainai” in your dietary habit



Data Source: CAA. FY2019 Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for Food Loss and Waste Reduction conducted in January 2020.

- Percentage of citizens who recognize the problem of food loss and waste and take some action is 78.3%.

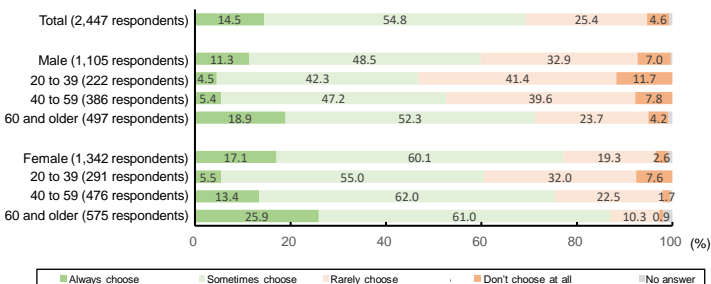
#### (Choice of environmentally friendly agricultural, forestry, and fishery products and foods)

- Choice of environmentally friendly agricultural, forestry, and fishery products and foods** will reduce the burden on the environment and **contribute to the establishment of a sustainable food system**.
- The Fourth Basic Plan for the Promotion of *Shokuiku* added “Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods” as a new objective.

\*As examples of environmentally friendly agricultural, forestry and fishery products and foods, the Fourth Basic Plan for the Promotion of *Shokuiku* cites: organic agricultural products produced without the use of chemical pesticides and fertilizers; livestock products that utilize domestically produced feed to reduce carbon dioxide emissions from overseas transportation, and; products that do not use excessive packaging to generate less waste, etc.

- 14.5% of respondents answered “Choose always” and 54.8% answered “choose sometimes.” Respondents aged 60 or older are more likely to answer “choose” compared with other generations

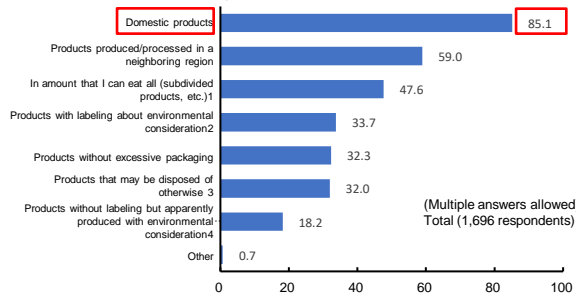
Choice of environmentally friendly agricultural, forestry, and fishery products and foods (by gender and age group)



Data Source: MAFF. The Survey of Attitudes towards *Shokuiku* (Annual). Conducted in November to December 2021.

- “Domestic products” were cited by the largest number of respondents at 85.1%.

Environmentally friendly agricultural, forestry, and fishery products and foods you choose



Data Source: MAFF. The Survey of Attitudes towards *Shokuiku* (Annual). Conducted in November to December 2021.

Note: 1) Asked to the respondents who answered they “always choose” or “sometimes choose” environmentally friendly agricultural, forestry, and fishery products and foods

2) Choices of the survey

1) Amount that one can eat all of (Subdivided goods, small packages, separate selling, etc.)

2) Products with labeling of environmental friendliness (Organic JAS, sea food eco label, etc.)

3) Products that might be disposed of due to near expiry date, etc.

4) Products without specific labeling but apparently produced with consideration to prevention of global warming, which include preservation of organisms and their habitat (including soil and water quality preservation) and reduction of use of fossil fuel.

## Article

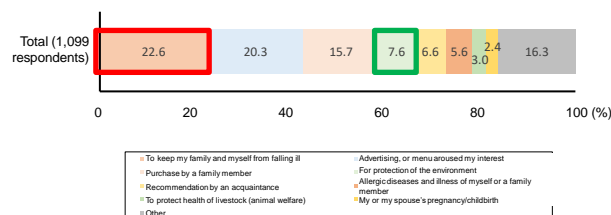
# People's Attitude to Organic Agricultural Products/Food, Ethical Consumption and Food Tech and the State of Their Practice

- The Fourth Basic Plan for the Promotion of *Shokuiku* stipulates raising public awareness of organic agriculture, promotion of ethical consumption (i.e., consideration of people, society, and the environment) and fostering understanding of food tech (cutting-edge food technology).

## ○ Organic agricultural products/food

- It is reported that organic paddies are highly effective for preservation of biodiversity.
- In the FY2019 survey, to the question asking what motivated the first use of organic food, the most frequent answer was "to keep my family and myself from falling ill." **Less people are aware of the relationship with the environment.**
- MAFF is making efforts to increase consumers' understanding of and interest in organic agriculture by sharing practical examples of communities supporting organic agriculture and disseminating them to persons involved including consumers.

Relationship between the frequency to take organic food and the motivation of the first taking

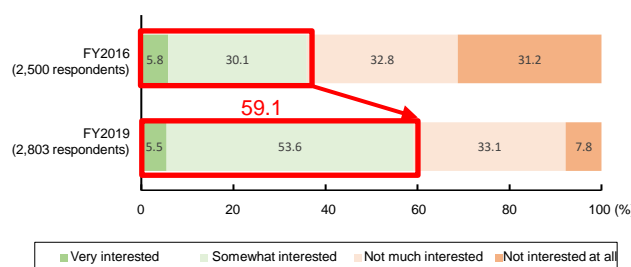


Data Source: MAFF "Survey on consumption of organic foods, etc." (implemented from August to September 2019)

## ○ Ethical consumption

- Ethical consumption refers to consumption behavior with consideration of people, society, and the environment, which includes regional revitalization and employment.
- According to the FY2019 survey, 59.1% of the respondents answered that they are interested in ethical consumption. **People who are positive about ethical consumption are increasing.**
- It is important to increase approaches including awareness raising using marks relating to ethical consumption.

Interest in ethical consumption

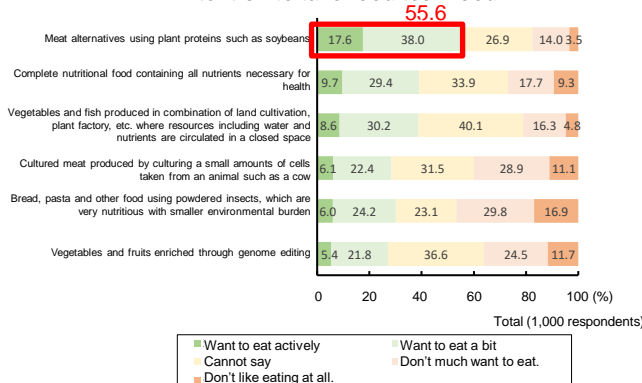


Data Source: CAA, "Report of the survey of consumer attitudes to 'ethical consumption'" (FY2019 Survey was implemented in February 2020; FY2016 Survey was implemented in December 2016)

## ○ Food tech

- Against the background of the diversification of values regarding food expected by consumers, which include health and the environment, interest in food tech is growing.
- According to a survey conducted by MAFF, 55.6% of the respondents answered that they want to eat "meat alternatives such as soy meat made of plant protein."

Intention to take food tech food



Data Source: Mitsubishi Research Institute (commissioned by MAFF) "Report of the 2020 commissioned research pertaining to the promotion of food tech" March 2021

## Case Study

# Independent Declaration of Ethical Consumption – Ethical Consumption Spread from Students' Activities to the Community

Tokushima Prefectural Yoshinogawa High School (Tokushima Prefecture)

- Yoshinogawa High School made Independent Declaration of Ethical Consumption in 2017.
- The school café operated by students of the Food Business Course in the school serves sweets, etc. using non-standard agricultural products grown by students of the agrology course and local farmers.



"Paper bags coming back campaign"

## 4. Promotion of Shokuiku for the Harmony between Food and the Environment

- It is necessary to **deepen understanding of and increase interest in environmental consideration, and encourage behavior modification.**
- It is required to **promote shokuiku** with a comprehensive perspective **paying attention to the environmental and nutritional aspects.**
- We will further raise public awareness by **using certification marks that aid in judging** whether or not the agricultural, forestry and fishery products/foods are produced in an environment-friendly manner.
- “The project AFFF – no -wa 2030 - for Sustainability of Agriculture, Forestry, Fisheries and Food,” publication of a leaflet “Proposal of Sustainable and Healthy Dietary Habits,” and a national movement to reduce food loss and waste were implemented.** Involved sectors will continue to cooperate in the initiatives.

### (Deepening understanding)

- Among reasons for choosing “domestic products” of the people who give first priority to domestic products: “good quality” is 84.5%, while “to solve environmental problems” is 12.6%.

### (Increasing interest in environmental consideration, and encouraging behavior modification)

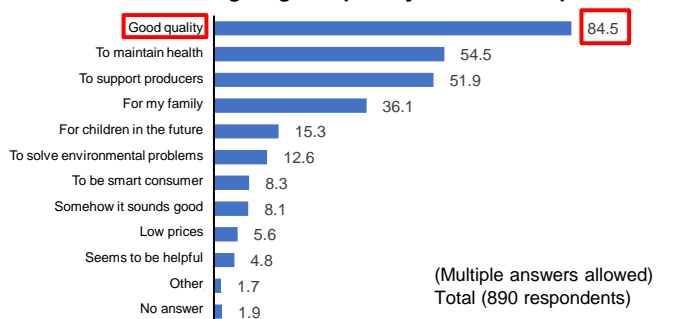
- 80.2% of the respondents who answered they are “interested” in global environmental problems choose environmentally friendly agricultural, forestry, and fishery products and foods.
- The most frequent motivation for “always choosing” or “sometimes choosing” such products is “knowledge through media including publications, television broadcasting and websites.”
- Regarding the reason of “rarely choosing” or “not choose at all,” “lack of information to determine which is environmentally friendly agricultural, forestry, and fishery products and foods” is 55.6%.

### (Approach from both environmental and nutritional aspects)

- Respondents who answered “always choose” are more likely to answer they eat meals considering nutritional balance “almost every day” (60.2%) compared other respondents.

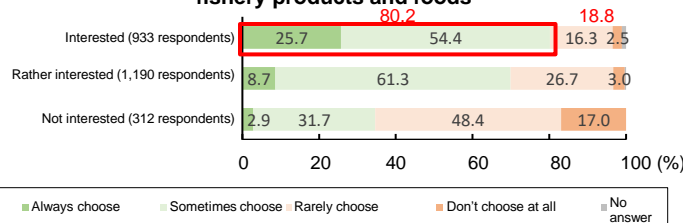
- The result suggests possible synergy effect of promotion of *shokuiku* from both environmental and nutritional balance aspects

Reasons for giving first priority to “domestic products”



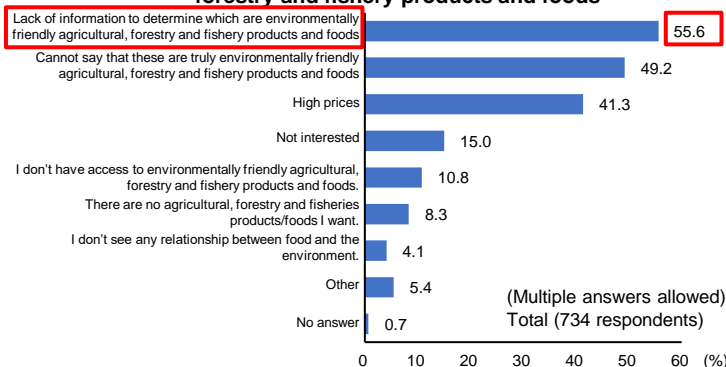
Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.

Relationship between the interest in global environmental problems and the choice of environmentally friendly agricultural, forestry and fishery products and foods



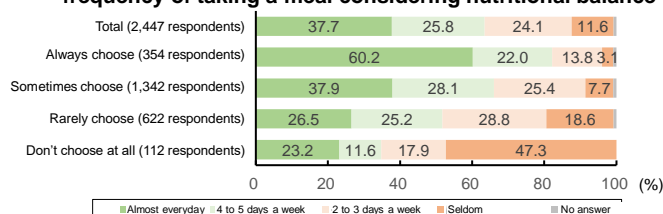
Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.

Reason for not choosing environmentally friendly agricultural, forestry and fishery products and foods



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.  
Note: The question was asked to the respondents who answered they “rarely choose” or “don't choose at all” environmentally friendly agricultural, forestry and fishery products and foods.

Relationship between choice of environmentally friendly agricultural, forestry and fishery products and foods and the frequency of taking a meal considering nutritional balance



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.  
Note: The total includes the answers of the respondents who did not answer the question about choosing environmentally friendly agricultural, forestry and fishery products and foods.



## Article Certification Mark - Information for Making Determination on Environmentally Friendly Agricultural, Forestry and Fishery Products and Foods

- Certification marks that provide information for determination on environmentally friendly agricultural, forestry and fishery products and foods include Organic JAS mark and Seafood Eco Label.
- Low visibility of certification marks poses a challenge. It is important to make efforts to raise awareness of certification marks, while at the same time increasing the number of items with such marks and the opportunities for exposure to consumers.



Organic JAS mark

## Article “The project AFFF – no - wa 2030”

- MAFF jointly with CAA and MOE launched the “the project AFFF – no - wa 2030 for Sustainability of Agriculture, Forestry, Fisheries and Food” in June 2020.
- The project encourages behavioral changes across the supply chain from production to consumption by implementing activities such as “the Week for Sustainability” which disseminates information on sustainability of food and the agriculture, forestry, fishery and food industries.

## Article Proposal of sustainable and healthy dietary habits

- In August 2021, MOE compiled and published a book titled “Proposal of Sustainable and Healthy Dietary Habits” to help efforts by individual persons in everyday life.
- Covering seven topics including enjoyment of local seasonal ingredients and reduction of food loss and waste, the book describes the topics in an easy-to-understand manner together with relevant data.

## Case Study Efforts to Reduce Food Loss and Waste at Local Governments

- From the perspective of waste reduction and *shokuiku* promotion, Matsumoto City, Nagano Prefecture, is promoting the “Let’s Eat Up Everything! 30/10 Campaign” for every generation, with the aim of reducing food loss and waste in various situations including home and eating out.

Matsumoto City,  
Nagano Prefecture



30/10 Campaign PR coaster

## Case Study “SUSTABLE,” a Hands-on Event for Adults to Enjoy Learning – Connect Producers, Users and Eaters

- “*Shokuiku* Marunouchi” had been implemented from 2008 for *Shokuiku* for adults. The project name was changed to EAT&LEAD in 2021 to launch new activities.
- In 2021, an event to eat “sustainable food” using environment-friendly ingredients for the purpose of learning by feeling was held six times.

Mitsubishi Estate Co., Ltd.  
(Tokyo)



Explaining MEL certification

## Case Study Learning Agriculture, Food and Local Communities and Their Relationship with Biodiversity through School Lunches Incorporating Organic Rice and by Growing Organic Rice

- Isumi City started to incorporate local organic rice for school lunches in 2015 and accomplished the use of organic rice for all school lunches of municipal elementary and junior-high schools in October 2017. The city promotes *shokuiku* by paying the extra costs of using local organic rice.
- Since 2017, the city has been implementing the “Education Farm” class integrating nutrition education, agricultural experience and environmental study (experience of organic rice farming, survey on creatures living in paddies, etc.) in the Period for Integrated Studies of the 5<sup>th</sup> graders of its elementary schools.

Isumi City,  
Chiba Prefecture



Experience of organic rice farming

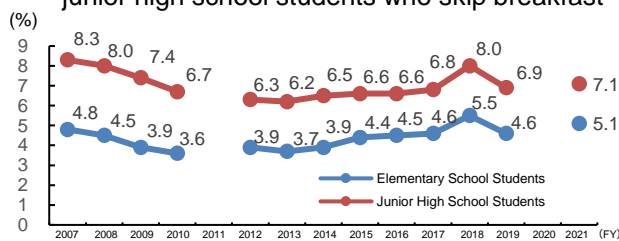
# Chapter 1 Promotion of *Shokuiku* in Households

## (Formation of Basic Lifestyle Habits in Children)

- **Eating breakfast** not only supplements nutrients, but also adjusts the rhythm of the biological clock and thereby helps **fostering of appropriate lifestyle and preservation of mental and physical health**.
- 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 the Promotion of Youth education.

- Rate of elementary and junior high school children skipping breakfast remains mostly flat in recent years.

Transition of the percentage 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 2011, due to the impact of the Great East Japan Earthquake.

2) The survey was not conducted in fiscal 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,” “Never”

4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

### Case Study

### Cheerful after a good sleep! Campaign to refresh students of Kano Junior High!!

(Project of “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promoting school)

Kashima Municipal Kano Junior High School, Ibaraki Prefecture

- The initiative aims to further improve the breakfast taking rate, intake of well balanced meals and improvement of sleeping habits based on the lifestyle improvement

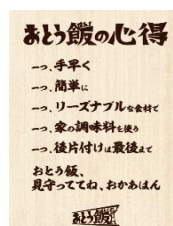


Lecture meeting

## (Families and 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 for education at home**.
- The government aims to help **acquisition of healthy lifestyle habits** as part of the national movement through promotion of *shokuiku* and improvement of time for daily living activities in the **Children and Young People's Development Support Month** and other opportunities.

- Since fiscal 2017, the Cabinet Office has been promoting men's participation in cooking through “Begin *Otouhan* (daddy's meal)” among housework/child care by men with small children. In fiscal 2021, the office introduced campaigns of local governments at its website.



“Otouhan” guideline

## (Encouraging *Shokuiku* for Expectant and Nursing Mothers and Infants)

- With the aim of creating a “**society in which all children can grow up in good health,**” MHLW makes efforts to promote and educate a wide range of target groups with “**Healthy Parents and Children 21 (phase 2)**” through creation of an inviting environment for parents and children along with offering support for parents.

- In the light of the changes in social conditions of expectant and nursing mothers, MHLW revised the “Dietary Guidelines for Pregnant and Lactating Women” in March 2021.



Leaflet for awareness raising

# Chapter 2 Promotion of *Shokuiku* in Schools and Day Care Centers, etc.

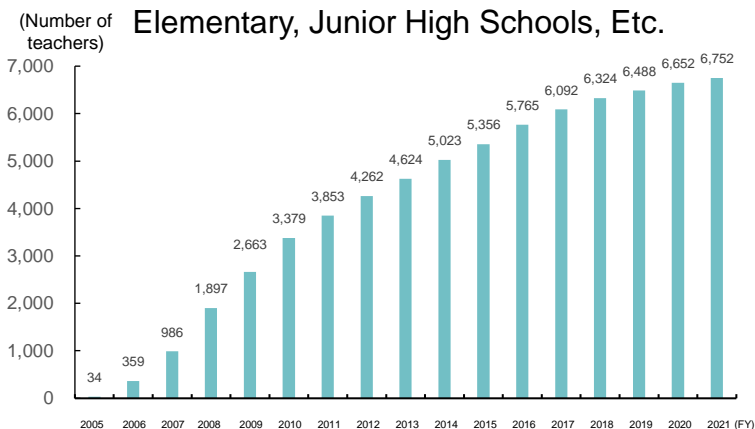
## (Enhancement of Food-related Guidance in Schools)

- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management.
- MEXT promoted assignment of diet and nutrition teachers so that all students can receive food-related guidance taking advantage of their expertise.
- Promoting seamless *shokuiku* from early childhood education to high school by using the “Food Guidance Companion – the Second Revised Edition” and other materials so that children can acquire desirable dietary habits.

➤ The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,752 nationwide (as of May 1, 2021).

➤ In fiscal 2021, the ministry surveyed the duties and roles expected from diet and nutrition teachers at boards of education to understand the actual conditions and challenges across the country. Further efforts are being made to assign more diet and nutrition teachers and promote *shokuiku* in schools.

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



Data Source: Issued on April 1, each fiscal year until fiscal 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)

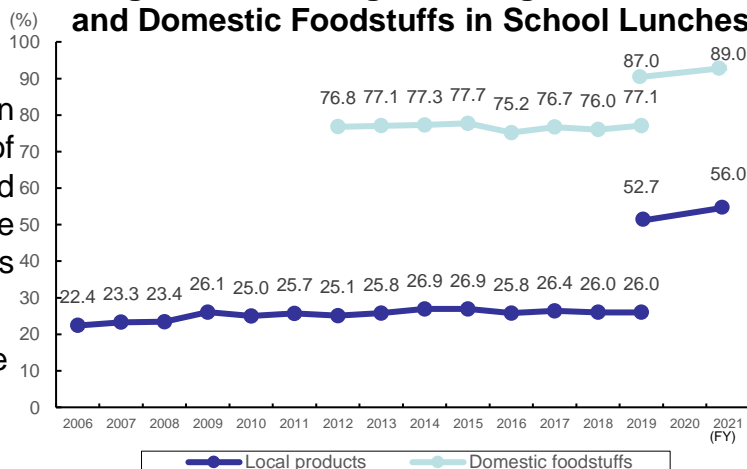
- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018, values are for national, public, and private schools).
- Based on The Fourth Basic Plan for the Promotion of *Shokuiku*, MEXT in cooperation with relevant ministries and agencies is promoting use of local products in school lunches.

➤ Promoting guidance by diet and nutrition teachers on food pertaining to local products.

➤ Since fiscal 2021, MEXT has been implementing “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.

➤ In fiscal 2021 school lunches, the use rate of local products was 56.0%, and the usage rate of domestic foodstuffs was 89.0%. (National average, based on monetary amount)

Changes in Percentage of Using Local Products and Domestic Foodstuffs 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 Foodstuff in School Lunches” (based on monetary amount) for 2019 and after



## Case Study

# Using Local Products in School Lunches

Mizuho City,  
Gifu Prefecture

- In Mizuho City, Gifu Prefecture, the school lunch center, commerce, industry, agriculture and tourism section, producers, producer groups and others are working together on local production for local consumption. The school lunch center and producers deepen their understanding by communicating actual situations on their respective sides at their “lunch meeting for exchange.”
- Food-related guidance is given during lunch time on the “Day for Local Production for Local Consumption Menu” every month.



“Lunch meeting for exchange” between the school lunch center and producers.

## (Promotion of *Shokuiku* for Preschool Children)

- Systematic *shokuiku* efforts are made as **a part of the childcare and educational activities** 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” for day care centers, kindergartens and centers for early childhood education and care.

## Case Study

### *Shokuiku* Spreads from Voices of Children -Considering How Infants Aged 0, 1 or 2 Are Feeling

Yukikai Small Day Care Center Mana (Nagasaki Prefecture)

- Dirt ball making and images and interests developed through reading picture books fostered the children’s wish to cook and eat, which developed into making rice flour dumpling and *udon*.
- Efforts for *Shokuiku* that fosters the confidence and motivation of each child.



Enjoying *udon* that they made themselves

## Case Study

### Developing a Love for Fish through the Joy Walk (Moving Experience) Taking Advantage of the Appeal of Araki

Izumo Municipal Araki Kindergarten (Shimane Prefecture)

- Since fiscal 2019, the kindergarten has been implementing the “Joy Walk to Explore Araki We Love” aimed at inspiring children. Children visited Taisha Chikko port and got familiar with fish by looking at and touching live fish in a fish pen.
- Through the *shokuiku* activities, children got interested in live whole fish, while recognizing the pleasure of eating fish.



Taisha Chikko is full of uncommon fish

## Case Study

### “The First Step to Break Away from Unbalanced Diet” Project – with the Aim of Changing Children’s Ability to Relate to Things, People and Activities

Certified Center for Early Childhood Education Muko Ainosono Kindergarten (Hyogo Prefecture)

- Practicing education and nursing based on the hypothesis that a change of children’s attitude to things (food ingredients) will change their attitude toward people and activities.
- Experiences including stringing of sweet coltsfoot for school lunch reduced the distance between the children and food ingredients and raised their awareness of eating.



Helping in the stringing of sweet coltsfoot

# Chapter 3 Promotion of *Shokuiku* in Local Communities

## (Promotion of *Shokuiku* to Encourage Practice of Healthy Dietary Habits)

- Disseminating and promoting “A Guide to *Shokuiku*,” “Japanese Food Guide Spinning Top,” “Dietary Guidelines for Japanese” and other materials to promote practice of healthy dietary habits.
- MAFF is promoting practice of Japanese-style dietary habits that are excellent in nutritional balance.

- MHLW has developed and released teaching materials to learn about the importance of taking well-balanced meals consisting of a staple food, a main dish and side dish.
- MAFF implemented “*Yappari Gohan Desho!* (Rice is Awesome!)” campaign to boost rice consumption, which is the central feature of Japanese-style dietary habits.



“*Yappari Gohan Desho!* (Rice is Awesome!)” campaign

## (Promotion of *Shokuiku* Contributing to Extension of Healthy Life Expectancy)

- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy and is promoting efforts to achieve the goals.
- MAFF is implementing public awareness activities to increase vegetable and fruit intake.

- The “Smart Life Project” was promoted in partnership with companies, relevant entities, and local governments with the aim of further spreading and developing the “Health Japan 21 (the 2nd term)” campaign.
- “Committee toward promotion of a sustainable food environment where people can naturally get healthy” was held to study industry-academia-government collaboration toward development of a food environment where people including those indifferent to health can naturally get healthy. The result was compiled as a report.

### Article Promotion of a Healthy and Sustainable Food Environment

- Based on the report of the “Committee toward promotion of a sustainable food environment where people can naturally get healthy” MHLW established the “Strategic Initiative for a Healthy and Sustainable Food Environment” for development of a desirable food environment in collaboration among industry, academia, government and other parties.
- The Ministry promoted independent initiatives of business operators while soliciting participation of a broad range of business operators. Participating business operators set specific goals, etc. and disclose the results together with the progress of every year.
- The ministry also plans to develop data contributing to creation of a desirable food environment in cooperation with academic organizations.

- Considering that 2021 is the International Year of Fruits and Vegetables, MAFF implemented a symposium and other activities to raise public awareness of the importance of fruits and vegetables. Furthermore, based on the “Basic Policy to Promote Fruit Tree Cultivation” the ministry encouraged intake of fruits at home, school lunches and other opportunities through the “200 Grams of Fruits Every Day! campaign,” in cooperation with producers’ groups.



国際果実野菜年

2021

International Year of Fruits and Vegetables 2021  
Logo mark in Japanese

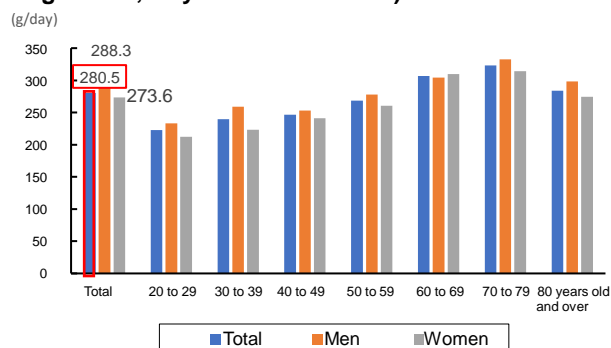


➤ The daily average intake amount of vegetables is 280.5g, and the same of fruits is 100.2g. Vegetable intake of people aged 20 to 49 and fruit intake of people aged 20 to 59 are particularly small.

➤ Adachi Ward is implementing an initiative to increase vegetable intake in restaurants, etc. in the ward.

➤ In order to increase fruit intake, MAFF promotes initiatives for stable supply of processed fruits that are easy to use for restaurant businesses, etc.

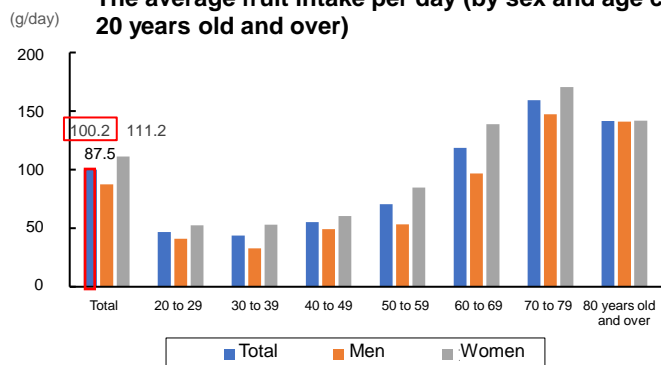
**The average vegetable intake per day (by sex and age class, 20 years old and over)**



Data Source: MHLW. 2019 National Health and Nutrition Survey.

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

**The average fruit intake per day (by sex and age class, 20 years old and over)**



Data Source: MHLW. 2019 National Health and Nutrition Survey.

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

## (Promotion of *Shokuiku* for Children in Poverty)

- According to a survey, 16.9% of households with a child (children) could not buy food at least once. To address this situation, we support **Kodomo Shokudo**, **Kodomo Takushoku** and similar activities that are spreading as independent initiatives of community residents.

➤ Mainly led by the Cabinet Office, the public-private collaborative project “Children’s Future Support National Movement” has been promoted. The project includes support for activities, such as *Kodomo Shokudo*, that promote *shokuiku* for children in poverty and stop the perpetual cycle of poverty.

➤ In addition to measures to prevent the spread of COVID-19 in relation to *Kodomo Shokudo* activities and dissemination of information on the subsidies for creating places where children in need can stay comfortably, MHLW issued a notification on the promotion of nutritional/dietary support for families in need.

➤ The ministry subsidized the expense of *Kodomo Shokudo*, etc. for children of households needing the support offered by private groups that are providing operational, material and other supports in a wide area.

➤ MAFF supports efforts to understand the needs of *kyoshoku* in the communities and match them with producers. Furthermore, for use as part of *shokuiku*, the government’s stockpiled rice has been provided for free toward initiatives such as *Kodomo Shokudo*. The ministry also subsidizes the cost of food procurement of agricultural, forestry and fishery products for which the demand decreased due to the spread of COVID-19 which are provided for *Kodomo Shokudo*.

## (Promotion of *Shokuiku* pertaining to the Younger Generation and the Elderly)

- It is necessary to promote **shokuiku to help the younger generations practice healthy dietary habits**.
- It is necessary to promote **shokuiku that improves the quality of life according to the characteristics of the elderly toward extension of healthy life expectancy**.
- Creating enlightenment materials, etc. to provide information.

➤ MAFF has published educational materials for the younger generation on their website.

➤ MHLW promotes the support for the health of elderly people in local communities by using a public awareness tool that was created by utilizing the “Dietary Reference Intakes for Japanese (2020)” for elderly people, their family members and government officials to use for frailty prevention\*.

\*A state of decreased physical and mental vitality (such as muscle strength and cognitive function) with aging, posing increased risks of functional impairment requiring nursing care, and death.

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

- Healthy employees vitalize the organization through improvement of their vitality and productivity.
- WHLW implemented initiatives with the approach of improving the food environment for “healthy diet.”
- In fiscal 2019, MAFF compiled and released a collection of case examples of advanced *shokuiku* promotion by enterprises, etc. for health management of employees.

### (Promotion of *Kyoshoku* in Communities)

- Promotion of *kyoshoku* for school age and adolescent children contributes to establishment of their healthy dietary habits.
- Promotion of *kyoshoku* and activities in communities were supported by using brochures.
- MHLW encouraged eating while enjoying talking with family, friends or other people in your community through a pamphlet: “Eat well, prevent frailty,” and by disseminating the points of dining together at “*Kayoinoba*” considering prevention of COVID-19.
- MAFF supported *shokuiku* activities at “places of *kyoshoku*” by holding cooking classes of traditional food at *Kodomo Shokudo* and salons for the elderly, courses on local food and traditional food, for example.

#### Case Study

### Initiatives to Practice Local Production for Local Consumption and *Shokuiku* through Support to *Kodomo Shokudo*

“*Kodomo Shokudo* Team” of the Kyushu International University Murakami Seminar (Fukuoka Prefecture)

- “*Kodomo Shokudo* Team” of the Kyushu International University Murakami Seminar supports monthly *Kodomo Shokudo* activities in the community .
- The team visits local farmers' markets and chooses food based on what they hear from the producers in the market and the producer information. The team prepares a flip board for illustration of the food used on the day.



Consideration of ingredients, trial cooking and sampling

### (Promotion of *Shokuiku* in Preparation for Disaster)

- In preparation for large-scale natural disasters, etc. it is important that each family stockpiles food in addition to the food stockpiled by local governments and private enterprises.
- With the aim of promoting food stockpiling with consideration to health/nutrition and persons requiring special consideration, MHLW developed a “simplified simulator for calculation of the stockpile amount with consideration to nutrition in preparation for large-scale disasters” and requested local governments to conduct collaboration between health promotion and disaster prevention departments.
- MAFF conducted awareness raising activities using the “Guide for Food Stockpile in Preparation for Disaster” compiling methods to facilitate stockpile of food at home and the “Guide for Food Stockpile for Persons Requiring Special Consideration in Preparation for Disaster” for families with such a person.

## (Promoting *Shokuiku* in Dental and Oral Health)

- In order to prolong healthy life through food, it is important to maintain dental and oral health for chewing and swallowing from infancy to the senile state.
- Local governments, relevant groups, etc. promoted *shokuiku* through events, etc.

➤ MHLW, Miyazaki Prefecture, Miyazaki City, Japan Dental Association and Miyazaki Dental Association jointly held the 42th National Oral Health Meeting under the theme of “Live Long Vigorously and Lively with a Healthy Mouth - Welcome to Origin of Myths, Sports Land Miyazaki.”

## (Promotion of *Shokuiku* by Food-Related Business Operators)

- Food-related business operators, etc. perform *shokuiku* efforts as part of their corporate social responsibility (CSR) activities. Companies tackling *shokuiku* from the SDG perspective are also increasing.

### Case Study

### Activities to Raise Awareness of Environmental Issues Related to Food and Health Awareness through the “ZENB initiative” – Eat Whole Plants as Much as Possible.

Mizkan Holdings (Tokyo)

- Implementing the activities to think about the future of food from three view points of palatability, health and sustainability since November 2018.
- In 2019, the initiative held a workshop for junior-high and high school students under the theme of “How to Reduce Food Loss? – Think about Food 10 Years from Now together with Teens.” The participants thought about ways to develop hit products to promote eating whole vegetables including skin and cores and presented a viewpoint of reducing environmental burden of food to the younger generation.



Workshop for junior-high and high school students

## (*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, dietary habits and food cultures.

### Case Study

### Extend Healthy Life Expectancy through *Shokuiku* for Parents and Children! Kids *Shokuiku* Lesson 1, 2, 3 ♪

Aomori City Committee to Promote Dietary Habits Improvement (Aomori Prefecture)

- After learning about three-color classification of food through games, etc., kindergarten senior class children and their parents cooked “simple *Onigirazu* with three food groups in a good balance.”



“Simple *Onigirazu* with three food groups in a good balance”

## (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.

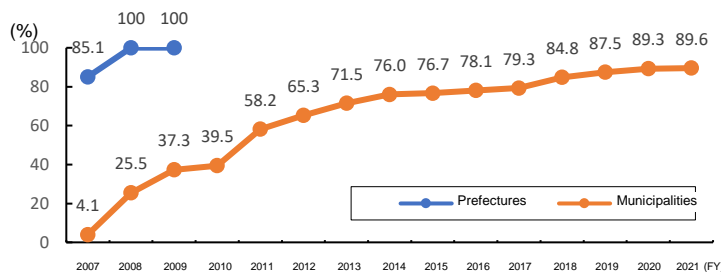
➤ The Japan Dietetic Association implemented online events, etc. under the theme of “Japan Nutrition – Nutrition is energy of Japan –” in August 2021. The association disclosed recipes of “*Yobo-meshi*” with good nutrient balance to help prevention of COVID-19, while sharing points in accordance with various food situations and wisdom in dietary habits.

# Chapter 4 Expansion of Campaign Promoting *Shokuiku*

- Carrying out activities of the annual ***Shokuiku* Month of June** and **utilization of the National Network for *Shokuiku* Promotion** as a national movement.

- The 16<sup>th</sup> National Convention on Promotion of *Shokuiku* in Iwate was held online in June 2021.
- Various awards related to *shokuiku* are given out at this event. Videos were produced to introduce activities of the organizations that won the “5<sup>th</sup> *Shokuiku* Activity Awards.”
- Publicizing the National Network for *Shokuiku* Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- Compiling the “Digital *Shokuiku* Guidebook” to promote *shokuiku* responding to digitalization.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of *Shokuiku*. The percentage of local municipalities that have created Municipal Plans for the Promotion of *Shokuiku* is 89.6%.

**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 until fiscal 2015.

**Preparation Rate of the Municipal Plans, by Prefectures**

Creation Rate	Number of Prefectures
100%	24
75 to below 100%	17
50 to below 75%	6

Data Source: MAFF. Survey conducted by the Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau. (As of March 31, 2022).  
Note: The “Creation Rate” indicates the percentage of municipalities that have created Municipal Plans for the Promotion of *Shokuiku* within the total number of municipalities within the prefectures.

## Article

### Initiatives during *Shokuiku* Month: raising awareness of *Shokuiku* through the “16<sup>th</sup> National Convention on Promotion of *Shokuiku* in Iwate” and *Shokuiku* Month Seminars

- During the “16<sup>th</sup> National Convention on Promotion of *Shokuiku* in Iwate,” cooking classes using food of Iwate, “Iwate *Omotenashi* Relay” as thanks for reconstruction supports and other programs were distributed.
- “*Shokuiku* Month Seminar” was held online. The seminar consisted of introduction of advanced cases and panel discussions on *shokuiku* experience activities and possibilities of online experiences in the “new normal.”



Iwate *Omotenashi* Relay

## Case Study

### With smartphone, Texts and at Stores Developing a Town Where You Can Enjoy Healthy Food Anytime and Anywhere

- Higashimatsushima City *Shokuiku* Promotion Council distributed videos through the city’s official YouTube channel to promote digitalization of information dissemination.
- In addition to the online information dissemination, the council distributed texts tailored to different generations and provides “Smart Meal\*” in restaurants in the city.

\*Meals certified by the consortium on “Healthy Food and Food Environment” as containing healthy ingredients with good nutritional balance based on scientific grounds

#### Higashimatsushima City *Shokuiku* Promotion Council (Miyagi Prefecture)



Video filming by the city and the pharmacist association

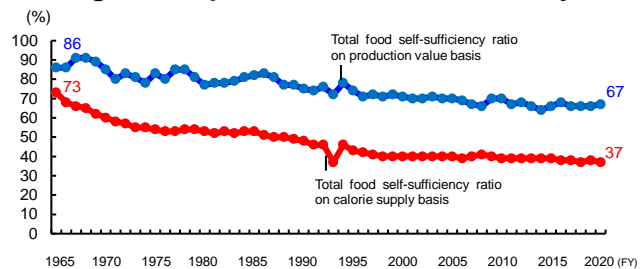


# Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries

## (Promotion of Interaction between Producers and Consumers)

- Japan's food self-sufficiency ratio is 37% (calorie supply basis). For the stable supply of food, while fostering public understanding of farm land, farmers, and other components of food self-sufficiency, it is important that as many citizens as possible have the opportunity to learn the roles of food, agriculture and farming villages of Japan and the significance of improving the food self-sufficiency ratio and take independent action to support each other from their respective positions.
  - Promoting *shokuiku* by persons engaged in agriculture, forestry and fisheries and cooperation/interaction between urban and rural districts.
- MAFF has implemented support for activities providing first-hand experience of agriculture, forestry and fishery such as that of education farms.
  - “*Nohaku* [countryside stays]” in which participants stay in rural areas whose economy is based on agriculture, forestry or fisheries and enjoy dining and experiences that utilize regional resources during their stay, are being promoted.
  - Urban and rural interactions that contribute to factors such as *shokuiku* are promoted through “the exchange project for children to experience farming and rural lives” which provides agriculture, forestry, and fishery experiences for children in rural areas whose economy is based on agriculture, forestry or fisheries.

Changes in Japan's Food Self-Sufficiency Ratio



Data Source: MAFF. Food Balance Sheet.

## (Promotion of Local Production for Local Consumption)

- Initiative of local production for local consumption is an important initiative for vitalization of rural areas.
  - Launching a new national movement in addition to supports in school lunches and other initiatives.
- MAFF has implemented initiatives, such as awarding efforts that contribute to local production for local consumption and boosting consumption of domestic agricultural, forestry and fishery products. Also, supporting menu development and actual applications in school lunches. In addition, supporting dispatch of coordinators for local production for local consumption in order to promote the increased use of local products in school lunches, etc.
  - “Food mileage” is an indicator calculated by multiplying the transportation distance by the volume of food shipped. In this respect, expansion of domestic production and consumption and promotion of Local Production for Local Consumption are expected to contribute to the reduction of environmental burdens as well.
  - In July 2021, “Nippon Food Shift – We think about Japan from the viewpoint of food” was launched as a new national movement. Focusing on young people, information that attracts sympathy and support is expected to encourage specific behaviors including active choice of domestic agricultural products.

## Article Current Status of Food Security of Japan

- There is a concern of global tight food supply in the longer term due to the increase in demand for animal products associated with population increase and economic development, the impact of climate change and other factors. There are also concerns over food supply due to the spread of COVID-19 and Russia's invasion of Ukraine.
- For example, international prices of wheat hit the all-time high in March 2022 due to Russia's invasion of Ukraine in addition to bad harvest in North America caused by high temperature and dry weather.
- In order to deepen understanding of the importance of establishing food security, MAFF strengthened collection and analysis of information on food supply and demand, and dissemination of information to consumers and others.



## Case Study

# Fishery Villages that We Wish to Pass Down to Children - through Fish Meals Using Horse Mackerel and Japanese Puffer fish

Sinmatsuura Fishery Cooperative  
(Nagasaki Prefecture)

- With the aim of passing down the fishery villages by making fisheries in Matsuura city known to children and by vitalizing the community, Sinmatsuura Fishery Cooperative is implementing various initiatives to spread fish meals.
- In 2013, the cooperative started to provide fried Japanese puffer fish for school lunches. Farmers visited the schools to explain the features and culture of the fish.



Cooking horse mackerel in a cooking class

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

- MAFF formulated the “**Strategy for Sustainable Food Systems, MeaDRI**” in May 2021, in order to enhance potential and ensure sustainability of food, agriculture, forestry and fishery industries in a compatible manner through innovation.
- Implementing public relations to increase public understanding of and interest in initiatives to maintain sound biodiversity and the natural material cycle and manage or increase natural capital, which include sustainable agricultural production and fishery resource management.
- Working to strengthen cooperation by holding seminars to share practical examples of supporting organic agriculture by the communities, which include use of organic food in school lunches.
- “The project AFFF – no - wa 2030 – for Sustainability of Agriculture, Forestry, Fisheries and Food” that was jointly launched by MAFF, CAA and MOE to promote sustainable production and consumption in cooperation of enterprises, groups and the state, held an exhibition “Choose and Eat for Sustainability Exhibition” to disseminate information on invisible values of food, which include environmentally friendly production methods.



Choose and Eat for Sustainability Exhibition

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

- It is estimated in the fiscal year 2019 that **5.7 million tons of food was lost and wasted** in Japan.
- In the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs), there is an international **target of halving per capita food waste** at the retail and consumer level and reducing food losses along production and supply chains.
- To promote reduction of food loss and waste (FLW) as a national movement, the “**Act on Promotion of Food Loss and Waste Reduction**” went into effect on October 1, 2019.
- CAA, MAFF, MOE and others are promoting initiatives targeting consumers and business operators.
- In the “Promotion Month for Reducing Food Loss and Waste (October)” CAA, MAFF, and MOE worked together in creating and distributing posters to organizations such as local governments while also conducting intensive information dissemination to raise public awareness on this matter.
- In the “Promotion Month for Reducing Food Loss and Waste” MAFF invited retailers that were willing to put up various posters to raise awareness of food loss reduction and local governments that would ask retailers, etc. to raise public awareness of food loss and waste reduction. 159 business operators and 76 local governments responded.



“Promotion Month for Reducing Food Loss and Waste” poster (Fiscal 2021 Edition)

- Food bank activities are expanding, in which they receive donations of unused food produced in the process of production, distribution and consumption from food-related businesses and producers. As of March 2022, 178 organizations are active in Japan.
- For food-related business operators who donated food to food banks, support for logistics and delivery fees was provided in response to the spread of COVID-19. For food banks, support is provided for costs necessary to expand their activities to receive and provide food to *Kodomo Shokudo*, etc.
- In order to foster momentum for food loss and waste reduction, the MOE Award for Food Loss and waste Reduction was given to good initiatives that were effective and promising spillover effects.
- In addition to the enlightenment activities using a character named “*Sugutabekun*,” the ministry worked to make it natural for consumers to take home leftover food on their own responsibility when eating out (“mottECO”).



“mottECO” awareness raising material

- With the aim of promoting FLW reduction as a “National Movement,” CAA implemented the “Promotion of Food Loss Reduction Grand Prix” and “Senryu Verse Competition toward Zero Food Loss and Waste!.”
- The CAA, MAFF, and MOE, along with the National Deliciously ‘*Tabekiri* (no leftovers)’ Movement Committee, implemented the “Deliciously ‘*Tabekiri*’ National Joint Campaign” from December 2021 to January 2022.

## Article Initiatives for Reducing Food Loss and Waste

- CAA held “Senryu Verse Competition toward Zero Food Loss and Waste!” as part of its awareness raising activities. Out of a total of 6,636 applications, the judges selected “Open the fridge and look into the Earth” as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- MOE created a portal site gathering information on food loss and developed an environment to access accurate and easy-to-understand information on food loss.
- Winner of mottECO Prize: “Project to reduce both food loss and plastic by spreading mottECO” of Seven & i Food Systems Co., Ltd. And ROYAL HOLDINGS Co., Ltd. Winner of Food Drive Award: “Cross-industry collaboration toward further development of food drive activities” of Daiei, Inc., Kobe City and Sakai Moving Service Co., Ltd. Winner of Food Loss and Waste Reduction Initiative Award: “Use ‘quick freezing’ to eliminate leftovers – an Initiative to reduce food loss through a new meal serving method tailored to individual aged persons” of Social Welfare Service Corporation Seiwakai



“SENRYU (Japanese Satirical Verses) Competition for Reducing Food Loss and Waste”  
The Minister of State for Consumer Affairs and Food Safety Award

# Chapter 6 Support for Activities to Pass Down Food Culture

## (Efforts in Utilization of Licensed Expert Cooks in Volunteer and other Activities)

- A variety of activities to pass down food culture were implemented, which include cooking classes for children and their parents provided by Diet Improvement Promoters and Licensed Expert Cooks, and events and contests organized by related groups.
  - Diet Improvement Promoters provided learning opportunities, such as “*Oyakono Shokuiku Class*,” to pass down local cuisine and food culture.
  - Following the fiscal 2020, home visitations were made to conduct promotion and education activities such as recipe distribution, as this was seen as a chance to pass down traditional home cooking now that there were more opportunities to eat at home.
  - The All Japan Chefs Association and the Nihon Chourishikai (Japanese Licensed Cooks Association) works on promoting *shokuiku* regarding passing down of food culture through contests and other activities.



Best Work of the “National Contest of Boxed Lunch for Dear Child”: Exciting Boxed Lunch for Excursion.

### Case Study Efforts by Diet improvement Promoters to Pass Down Food Culture

- Kagoshima Prefecture Liaison Council of Diet Improvement Promoters
  - Satsuma Sendai City Liaison Council of Diet improvement Promoters holds monthly cooking class at an adult education university (community center courses). Its menu includes local cuisine of Kagoshima such as *Satsuma jiru*, *Karaimo Nettabo* and *nanbanzuke* of blue sprats.
- Nagano Prefecture Diet Improvement Promotion Council
  - The council compiled “Food of Nagano Color” to support the health and longevity of Nagano Prefecture and communicated local food ingredients and cuisine associated with events to many people including families, elementary, junior-high and high school students in cooperation with community centers and schools.

Japan Dietary Life Association



Workshop



Oyaki cooking class for parents and children

## (Promotion of *Shokuiku* that Contributes to Passing Down of Diverse Food Culture of Communities)

- MAFF implemented Industry-Academia-Government Efforts to Protect and Pass down “*Washoku*” and initiatives for rediscovery of the appeal of local food culture.
  - MAFF has established November as “*Wagohan* (Japanese food) Month” with November 24th as “*Washoku Day*,” and events were held with the cooperation of Let’s *Wagohan* Project member enterprises to communicate the appeal and values of *Washoku*. The ministry also communicates the appeal of *Washoku* via SNS.
  - The *Washoku* Association of Japan conducted “*Washoku Day* to taste *Umami of Dashi*” around “*Washoku Day*,” in which *Washoku* school lunches are provided and classes related to *Washoku* culture are offered to educational organizations such as elementary schools, junior high schools, and day care centers all over Japan.



- MAFF in cooperation with MEXT and member schools of UNESCO ASPNet created teaching materials for elementary school students to learn the big picture of *washoku* culture in accordance with their development stage. The member schools implemented model lessons using the teaching material.
- The Agency for Cultural Affairs supports local governments that are promoting registration of cultural properties based on the Act on Protection of Cultural Properties or working for succession and promotion of unique food culture in their development and dissemination of the “Food Culture Story” that conveys the cultural background in an easy-to-understand manner.

## Article Efforts to Protect and Pass down *Washoku* Culture

- MAFF has created a database of local cuisine of 47 prefectures and disseminated over 1,300 local cuisine recipes, their history, origin, related events and necessary ingredients on the MAFF website. Cooking videos of some of the local dishes are also posted.
- As part of the training program for core human resources, “*Washoku* Culture Inheritance Leaders” who will pass on regional *washoku* cultures, “2022 Skill-up Collages toward *Washoku* that Gets Across” (online event) was held gathering around 100 participants.
- In order to convey the value and appeal of *washoku* in a fun and easy-to-understand way, the ministry distributed a video talk show titled “A Talk with UMAMI (flavor)” where young cooks enchanted by *washoku* culture talked about their ideas.



“Our Local Cuisines” leaflet

- MAFF supported efforts that would contribute to rediscovery of traditional ingredients such as those found in local cuisines and traditional vegetables in cooperation with local governments, agriculture, forestry, and fishery operators and others.
- MAFF, Regional Agricultural Administration Offices and others served as the secretariat to launch the “Network of Local *Washoku* Culture” of people and groups involved in preservation/succession of local food culture, *Washoku* Culture Inheritance Leaders, etc.

## Case Study

### Protect the Environment of Lake Biwa through Eating “Museum of Local Cuisine of Shiga” was created with people of the community

- At Shibukawa Elementary School, students of all grades grapple with “environmental studies” under the theme of life and nature of the region.
- Fifth graders cook and eat “*funazushi*” and other dishes together with fishermen and other people and listen to the current state and challenges of the environment of Lake Biwa, and based on these experiences they exhibited “Museum of Local Cuisine of Shiga” in and outside of school to convey the appeal of the local cuisine.
- These initiatives increased the number of children who think: “I wish to pass down local cuisine. There are things I can do for handing local cuisine.” The school will enhance environmental education through local cuisine so that children can cultivate love for the hometown and act to protect its environment.

Kusatsu Municipal Shibukawa Elementary School (Shiga Prefecture)



Explanation by inviting Shiga Governor to “Museum of Local Cuisine of Shiga”

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

- **Enhancing risk communications on food safety, etc.** by holding information exchange meetings or other means.
- Providing information on food safety in an easy-to-understand manner using SNS, etc.
- Implementing basic research and studies and providing information of the results.
- **Promoting understanding of both consumers and business operators on the new food labeling system** based on the Food Labeling Act.
- **Disseminating information on *Shokuiku*, Japanese food and food culture to the world.**

### (Enhancement of Risk Communications)

- As one of many approaches for risk communications on food safety, CAA, FSCJ, MHLW and MAFF worked together to organize meetings to exchange opinions among governments, consumers and other stakeholders. In particular, initiatives concerning “radionuclides in food” were strengthened.
- In the production fields, efforts are made to prevent distribution of agricultural and livestock products exceeding the maximum levels for radionuclides in the market. In order to eliminate rumors related to the accident of TEPCO’s Fukushima 1 nuclear power plant, and based on the “strategy to eliminate rumors and enhance risk communications,” in fiscal 2021, MAFF provided accurate information concerning the producers’ efforts to reduce radionuclides to guarantee food safety and held opinion exchange meetings. Opinion exchange meetings were also held with the aim of encouraging independent consumption behavior based on correct information.

### (Providing Information on Food Safety)

- It is important to provide consumers with accurate and easy-to-understand information in order for them to be able to make rational decisions on their food choices based on sound science. CAA provides easy-to-understand information for consumers.
- For allergies, a system in which citizens will be able to obtain appropriate information based on scientific knowledge has been developed, based on the “Basic Guidelines on Allergic Diseases Measures.”
- MAFF provides information on food safety through its website, etc. so that consumers can acquire accurate knowledge about food safety and are able to appropriately select and handle food.

### (Implementing Basic Survey and Studies and Providing Information on the Results)

- For healthy dietary habits of the people, MHLW develops the “Dietary Reference Intakes for Japanese” and revises the reference every five years. Report by the Review Board to Prepare the “Dietary Reference Intakes for Japanese (2020)” is posted on its website to provide information.
- In December 2021, MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition)” with enhanced contents such as newly listed foods.



## (Promoting Understanding of Food Labeling)

- The new Food Labeling System has been fully enforced since April 2020. CAA has been making efforts to promote understanding food labeling among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In the “Food Guidance Companion – Second Revised Edition,” created by MEXT for teachers and school employees, there is a passage which is utilized at schools that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labels.”

## (State of *Shokuiku* Abroad, Promotion of International Exchange, etc.)

- The “SDGs Action Plan 2022” established in December 2021 positions promotion of *shokuiku* as one of the initiatives to be carried out by the government.

### Article Disseminating Japan’s Food Culture at Tokyo Olympic and Paralympic Games and Exchanging Food Culture of Host Towns.

- During Tokyo Olympic and Paralympic Games, sustainable food culture of Japan is disseminated to the world through food and drinks provided at Olympic Village restaurants.
- Procurement standards for sustainable cooking ingredients were established and Olympic Village restaurants used cooking ingredients satisfying the standards from 47 prefectures.
- Initiatives to promote food culture exchange were implemented, which include online exchange of information on dishes for guests among host towns of countries/regions participating in the games with participation of embassy staff and other people.



Online exchange meeting









### Article UN Food Systems Summit and Tokyo Nutrition for Growth Summit 2021












- At the UN Food Systems Summit held in September 2021, participants discussed actions to integrally understand a series of activities from food production to consumption as food systems and transform them to sustainable systems toward SDGs.
- Many private companies and local governments of Japan submitted a commitment concerning promotion of *shokuiku*, and video messages from experts and chefs at home and abroad communicating advantages of Japanese food were posted on the UN website.
- Tokyo Nutrition for Growth Summit 2021 that was held in December 2021 took up the issue of “the double burden of malnutrition,” where undernutrition coexists with overnutrition and held discussions toward its solution.
- As an official side event, MAFF held a panel discussion under the theme of “Promoting *Shokuiku* for ‘No One Left Behind’ - Population Approach to Improve Dietary Behavior.”



Closing speech by the Prime Minister  
(Picture provided by the Cabinet Public Relations Office)

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

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2021)	Target Values (FY2025)
<b>1 Increase the number of citizens who are interested in <i>shokuiku</i></b> 				
(1)	Percentage of citizens who are interested in <i>shokuiku</i>	83.2%	79.6%	90% or more
<b>2 Increase the number of “<i>kyoshoku</i>” occasions for breakfasts or dinners with family members</b> 				
(2)	Number of <i>kyoshoku</i> [breakfast or dinner eaten together with family members]	9.6 times/week	9.2 times/week	11 times or more/week
<b>3 Increase the percentage of citizens participating in <i>kyoshoku</i> in communities as they hope to</b> 				
(3)	Percentage of citizens participated in <i>kyoshoku</i> in communities as they hope to	70.7%	42.7%	75% or more
<b>4 Decrease the percentage of citizens skipping breakfast</b> 				
(4)	Percentage of children who skip breakfast	4.6% (FY2019)	5.1%	0%
(5)	Percentage of young citizens who skip breakfast	21.5%	26.5%	15% or less
<b>5 Increase efforts to use local products in school lunches, etc.</b> 				
(6)	Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	9.0 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)	—	68.1%	90% or more
(8)	Percentage of prefectures maintaining or improving the percentage of domestic foodstuffs used in school lunches (on a value basis) from the current value (FY2019)	—	74.5%	90% or more
<b>6 Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition</b>  				
(9)	Percentage of citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day	36.4%	37.7%	50% or more
(10)	Percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day	27.4%	29.8%	40% or more
(11)	Mean daily salt intake	10.1g (FY2019)	10.1g (FY2019)	8g or less
(12)	Mean daily vegetable intake	280.5g (FY2019)	280.5g (FY2019)	350g or more
(13)	Percentage of those with a fruit intake of less than 100 grams per day	61.6% (FY2019)	61.6% (FY2019)	30% or less
<b>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</b> 				
(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%	64.1%	75% or more

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2021)	Target Values (FY2025)
8 Increase the percentage of citizens who take time to eat and chew well				5 
(15)	Percentage of citizens who take time to eat and chew well	47.3%	47.9%	55% or more
9 Increase the number of volunteers engaging in the promotion of <i>shokuiku</i>				12 
(16)	Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000 (FY2019)	343,000 (FY2020)	370,000 or more
10 Increase the number of citizens who have agriculture, forestry, or fishery experience				10 
(17)	Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	61.3%	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				8  9 
(18)	Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	74.8%	80% or more
12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods				8  9 
(19)	Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	69.3%	75% or more
13 Increase the number of citizens who take action to reduce food loss and waste				8 
(20)	Percentage of citizens who take action to reduce food loss and waste	76.5% (FY2019)	78.3%	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				11 
(21)	Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	43.9%	55% or more
(22)	Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	61.7%	50% or more
15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it				6 
(23)	Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	77.4%	80% or more
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>				12 
(24)	Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5% (FY2019)	89.6%	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): Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction. (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).