Policies for the Promotion of Shokuiku
(White Paper on Shokuiku)
The Fiscal Year 2025 Edition
[Summary]

June 2026
Ministry of Agriculture, Forestry, and Fisheries

○ This report is the Policies for the Promotion of Shokuiku defined in Article 15 of the **Basic Act on Shokuiku (Food and Nutrition Education)** (Act No. 63 of 2005). The Act requires the national government to submit a report on the measures taken for the promotion of shokuiku to the Diet each year.

○ This report summarizes and describes the measures taken for the promotion of shokuiku by relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Children and Families Agency (CFA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Ministry of the Environment (MOE).

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

1. Basic Framework of the Policies to Promote Shokuiku

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

- ○ The Basic Act on Shokuiku (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote shokuiku policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society in the present and in the future.
- ○ The Act states shokuiku "be promoted for the purpose of educating people to become a person who is able to acquire knowledge about 'food and nutrition' and ability to choose appropriate 'food and nutrition' for the person's own sake through their various experiences, which enables them to adopt healthy dietary habits."
- ○ The Act points out that shokuiku should be promoted as a national campaign for the general public, specifically in places such as households, schools, day-care centers, and local communities to help each citizen maintain a sound diet that improves mental and physical health by raising awareness of food and learning skills to make the right judgment based on reliable food information.

○ Basic Plan for the Promotion of Shokuiku

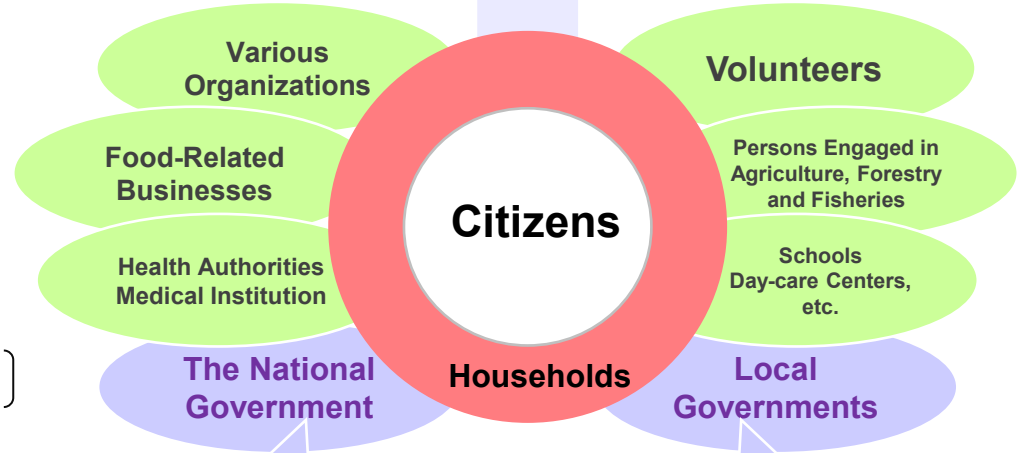
- ○ In March 2021, the "Fourth Basic Plan for the Promotion of Shokuiku" was decided by the Council for the Promotion of Shokuiku. The plan, covering approximately five years from fiscal year 2021 to fiscal year 2025, provides specific priority issues to be tackled during this period.
- ○ In particular, the following three priority issues are specified taking into account the situation surrounding shokuiku, which includes changes in the environment with regard to the people's health and food and the digitalization of society:
  - (1) Promotion of shokuiku supporting lifetime physical and mental health
  - (2) Promotion of shokuiku supporting sustainable food and nutrition
  - (3) Promotion of shokuiku in response to the "new normal" and digitalization

2. Schemes for the Promotion of Shokuiku

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

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

Promotion of Shokuiku as a National Campaign



(In all communities nationwide)

(Close coordination and collaboration)

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

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

Regional Agricultural Administration Offices, etc.

<Planning and Implementing Shokuiku Measures Comprehensively and Systematically>

Prefectures

Prefectural Council for the Promotion of Shokuiku

Creation of Prefectural Plan for the Promotion of Shokuiku

Municipalities

Municipal Council for the Promotion of Shokuiku

Creation of Municipal Plan for the Promotion of Shokuiku

<Planning and Implementing Measures Reflecting Regional Characteristics>

○ In Japan, shokuiku initiatives had been undertaken by various entities even before the enactment of the Basic Act on Shokuiku. Meanwhile, amid changes in social conditions and the natural environment, various food-related challenges became increasingly evident. These included the emergence of food safety problems such as BSE (bovine spongiform encephalopathy), a declining appreciation of food, increases in nutritionally unbalanced and irregular diets, rising obesity and lifestyle diseases (cancer, diabetes, etc.), an excessive desire to be thin, dependence on food imports, and the loss of traditional food culture.

○ In response to these developments, the Basic Act on Shokuiku was enacted in June 2005 and came into effect in July of the same year.

○ In March 2006, the Basic Plan for the Promotion of Shokuiku was formulated. Since then, shokuiku has been promoted in accordance with the Plan, which has been revised approximately every five years.

○ Shokuiku initiatives are carried out as a national campaign in various settings throughout Japan through close coordination and collaboration among diverse entities, including the national and local governments, schools, day-care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses, and volunteers.

○ Approximately 20 years have passed since the enactment of the Basic Act on Shokuiku, and four Basic Plans for the Promotion of Shokuiku have been formulated. As an overview of the history of the Basic Act on Shokuiku, Section 1 of this featured article looks back on changes in Japan's food environment and the circumstances surrounding the enactment of the Act, as well as the background to and content of the four Basic Plans for the Promotion of Shokuiku formulated to date.
Section 2 presents the latest developments in shokuiku, focusing on initiatives undertaken by diverse entities.



School Lunch Scene in the Late 1950s and Early 1960s
Photo courtesy of the JAPAN SPORT COUNCIL

1. Background to the Enactment of the Basic Act on Shokuiku

Before the Enactment of the Basic Act on Shokuiku



Kagakuteki Shokuyo Chojuron (literally, "Chemical Theory of Diet and Longevity")
By Sagen Ishizuka
National Diet Library Digital Collections

○It is said that the term shokuiku itself was first used by Sagen Ishizuka, who is regarded as the founder of dietary medicine, and novelist Gensai Murai, both of whom were active during the Meiji era. Sagen Ishizuka wrote in *Diet for Health* that "physical education, intellectual education, and talent education should all be considered to have their foundation in shokuiku," while Gensai Murai wrote in his novel *Gourmandism* that "shokuiku is more important than intellectual and physical education."

○The Showa era saw major changes in line with social conditions during the prewar, wartime, postwar, and rapid economic growth periods.
Before the war, diverse food cultures, including Western-style cuisine, flourished in urban areas. In rural areas, by contrast, staple foods included "barley and mixed grain rice," made from rice and barley that were not intended for sale, and "Katemeshi," made by mixing rice with vegetables, potatoes, and other ingredients. Thus, the food environment varied greatly by region.
During World War II and immediately afterward, declines in domestic food production and imports caused food shortages, leaving many people undernourished.

○Against this backdrop, school lunches were resumed in 1947, beginning in urban areas and using relief supplies. In 1954, the School Lunch Program Act (Act No. 160 of 1954) was enacted, laying the foundation for education about food through school lunches.

○Subsequently, increases in national income during the period of rapid economic growth and import liberalization led to greater consumption of meat, dairy products, and other foods. Along with the spread of nuclear families and women's increasing participation in society, new foods made possible by food-processing technologies, such as retort-pouch curry, instant noodles, and frozen foods, appeared, offering long shelf lives and easy preparation. As a result, the types of food available and people's dietary habits became more diverse.
While people's nutritional status improved overall, new social challenges, including lifestyle diseases, emerged during what came to be known as an "era of food abundance."



"Kitchen Cars" (Kitchen Demonstration Buses)
Photo courtesy of the Japan Dietary Habits Association

Background to the Enactment of the Basic Act on Shokuiku

○In March 2004, during the 159th Session of the Diet, the Basic Act on Shokuiku Bill was submitted to the House of Councillors as a member-sponsored bill. The reasons for the proposal were as follows: "In view of recent changes in the environment surrounding citizens' dietary habits, specifically problems such as unbalanced nutrition, irregular meals, increases in obesity and lifestyle diseases, and an excessive desire to be thin, as well as concerns over food safety and dependence on overseas sources, it has become an urgent task to promote shokuiku so that citizens can cultivate sound minds and bodies throughout their lives and develop a rich sense of humanity. By establishing basic principles for shokuiku, clarifying the responsibilities of the national government, local governments, and others, and setting out the basic matters concerning measures for shokuiku, the bill aims to promote such measures comprehensively and systematically, thereby contributing to healthy and cultured living of citizens and a thriving and prosperous society both presently and in the future."

○The bill was subsequently submitted to the House of Representatives in June of the same year and was carried over for continued deliberation when the Diet session ended. However, during the 162nd Session of the Diet, it was passed at a plenary session of the House of Representatives in April 2005 and subsequently passed at a plenary session of the House of Councillors in June, resulting in the enactment of the Basic Act on Shokuiku.

Key Milestones from the Submission of the Basic Act on Shokuiku Bill to the Act's Entry into Force

March 15, 2004:	Basic Act on Shokuiku Bill submitted to the House of Councillors (159th Session of the Diet [Ordinary Session])
June 3:	Bill withdrawn from the House of Councillors; submitted to the House of Representatives and carried over for continued deliberation
December 1:	Reasons for the proposal explained to the Cabinet Committee of the House of Representatives; carried over for continued deliberation (161st Session of the Diet [Extraordinary Session])
April 19, 2005:	Passed at a plenary session of the House of Representatives (162nd Session of the Diet [Ordinary Session])
June 10:	Passed at a plenary session of the House of Councillors and enacted
June 17:	Promulgated (Act No. 63 of 2005)
July 15:	Came into effect

2. Basic Plan for the Promotion of Shokuiku

Basic Plan for the Promotion of Shokuiku (FY2006 to FY2010)

○ Based on Article 16 of the Basic Act on Shokuiku, the Basic Plan for the Promotion of Shokuiku was formulated to cover the five-year period from FY2006 to FY2010.

○ In formulating the Basic Plan for the Promotion of Shokuiku, the Review Committee met five times to examine its content and compile a draft. In September and October 2005, regional meetings to exchange views were held in Osaka Prefecture, Obama City in Fukui Prefecture, and Ibaraki Prefecture, which were actively promoting shokuiku. Comments were also invited from the public via the Internet and other means from February to March 2006. Following these steps, the Basic Plan for the Promotion of Shokuiku was adopted at the second meeting of the Council for the Promotion of Shokuiku, held in March 2006.

○ The Basic Plan for the Promotion of Shokuiku set out the following seven basic policies for measures to promote shokuiku:
(1) improving citizens' physical and mental health and cultivating humanity; (2) fostering gratitude for and understanding of food; (3) expanding the Campaign Promoting Shokuiku; (4) the roles of guardians, educators, and others in shokuiku for children; (5) hands-on activities regarding food and nutrition and performing activities to promote shokuiku; (6) consideration for traditional food culture and environmentally friendly food production; and contribution to vitalizing rural areas whose economy is based on agriculture, forestry or fisheries, and improving food self-sufficiency ratio; and (7) the role of shokuiku in ensuring food safety and other matters.

○ During the plan period, MEXT created the "Food Guidance Companion" in March 2007 to enhance food and nutrition instruction throughout school educational activities. The nationwide deployment of diet and nutrition teachers, a system introduced in April 2005, was also promoted, and systematic and continuous shokuiku initiatives began to spread in schools, including the preparation of overall plans for food and nutrition instruction centered on diet and nutrition teachers.



Basic Plan for the Promotion of Shokuiku Leaflet


The Second Meeting of the Council for the Promotion of Shokuiku, at which the Basic Plan for the Promotion of Shokuiku was adopted (March 2006)
Photo courtesy of the Cabinet Public Affairs Office

Second Basic Plan for the Promotion of Shokuiku (FY2011 to FY2015)

Priority issues:

(1) Promotion of uninterrupted shokuiku tailored to each stage of life

(2) Promotion of shokuiku that contributes to the prevention and improvement of lifestyle diseases

(3) Promotion of shokuiku for children through "*kyoshoku*" [meaning eating with someone] at home

○ Following the Basic Plan for the Promotion of Shokuiku, Prefectural Plans for the Promotion of Shokuiku were formulated and implemented in all prefectures. However, various food-related issues still needed to be addressed: the number of people with lifestyle diseases increased; children continued to skip breakfast; the practice of eating alone, known as "*Koshoku*," continued to be observed; and undernutrition among older people became increasingly apparent as society aged.



The 28th National Cultural Festival (Held in 2013)
"Yamanashi Traditional Cuisine Cooking Class"

○ In promoting shokuiku, rather than merely raising awareness, the guiding principle was for citizens to "deepen their understanding of food by taking part in various hands-on food-related activities covering food production, consumption, and related stages, and by personally engaging in activities to promote shokuiku." With "from awareness to practice" as its concept, the Second Basic Plan for the Promotion of Shokuiku established the following three priority issues: (1) promotion of uninterrupted shokuiku tailored to each stage of life; (2) promotion of shokuiku that contributes to the prevention and improvement of lifestyle diseases; and (3) promotion of shokuiku for children through "*kyoshoku*" at home.

○ Immediately before the plan period began, the Great East Japan Earthquake occurred in March 2011, and diverse entities across Japan undertook shokuiku initiatives. The FY2011 White Paper on Shokuiku presented examples of shokuiku-related initiatives undertaken in response to the Great East Japan Earthquake. These included support in disaster-affected areas by registered dietitians and other professionals; dietary support provided by kitchen cars to residents of temporary housing; and initiatives to encourage the active consumption of food products from disaster-affected areas while deepening consumer understanding by providing information about the damage caused by the earthquake.
In addition, in 2013, "Washoku, traditional dietary cultures of the Japanese, notably for the celebration of New Year" was inscribed on UNESCO's Representative List of the Intangible Cultural Heritage by UNESCO of Humanity.



Dietary Support Initiative for Residents of Temporary Housing
"Eat Well, Stay Healthy Car"

Third Basic Plan for the Promotion of Shokuiku (FY2016 to FY2020)

Priority issues:

(1) Promotion of shokuiku focusing on the younger generation
(2) Promotion of shokuiku responsive to diverse lifestyles
(3) Promotion of shokuiku contributing to extension of healthy life expectancy
(4) Promotion of shokuiku with a consciousness of the food cycle and the environment
(5) Promotion of shokuiku aimed at passing down food culture

○ As household circumstances became more diverse, support for single-person households, particularly older people living alone, single-parent households, and children living in poverty emerged as a challenge. In addition, amid rapid population aging, extending healthy life expectancy had become a national issue, calling for proactive measures from the perspective of shokuiku as well.

○ In addition, because large quantities of food waste were being generated, placing a burden on the environment, it remained important to foster greater gratitude for and understanding of food. It was also considered necessary to be mindful of the food cycle from production to consumption and to take the environment into account, including by reducing food loss and waste.

○ Furthermore, passing down food culture remained an important challenge to ensure that Japan's valued food culture would not be lost amid changes in the social environment surrounding food.



Illustration of the National Tabekiri (no leftovers) Summit Held at the National Convention on Promotion of 3Rs (Held in Fukui Prefecture in November 2015)

○ For these reasons, the Third Basic Plan for the Promotion of Shokuiku carried forward the Second Basic Plan's concept of moving "from awareness to practice" and adopted "Let's expand the circle of practice" as its concept. It established the following five priority issues: (1) promotion of shokuiku focusing on the younger generation; (2) promotion of shokuiku responsive to diverse lifestyles; (3) promotion of shokuiku contributing to the extension of healthy life expectancy; (4) promotion of shokuiku with an awareness of the food cycle and the environment; and (5) promotion of shokuiku aimed at passing down food culture.

○ During the plan period, the Act on Promotion of Food Loss and Waste Reduction (Act No. 19 of 2019) came into effect in 2019, and initiatives to reduce food loss and waste as a national campaign began to be undertaken throughout Japan.



Awareness-Raising Poster for Food Loss and Waste Reduction Month (FY2019 Edition)

Fourth Basic Plan for the Promotion of Shokuiku (approximately five years starting in FY2021)

Priority issues:

(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

○ Extending healthy life expectancy and preventing lifestyle diseases are national issues. At the same time, amid population decline, the declining birthrate and aging population, changes in household structure, and expansion of the market for eating in (HMR), citizens' values and lifestyles concerning food have diversified, creating more situations in which it is difficult to practice healthy dietary habits.



Harvest Experience at Home
A Remote Event Connecting with Children

○ In addition, the impacts of climate change are becoming increasingly evident, including through the growing frequency and intensity of climate-related disasters across Japan. As a result, environmental considerations have become inseparable from discussions on sustainable food systems and dietary practices. The promotion of shokuiku is included in Japan's SDGs Action Plan 2021 and contributes to the achievement of the Sustainable Development Goals (SDGs).

○ Furthermore, COVID-19, which began spreading at the end of FY2019, developed into a global pandemic.

○ As a result, people were forced to adapt to a "new normal" different from their previous way of life. Refraining from going out and increased telework to reduce opportunities for contact caused substantial losses to the retail and food service industries and also had various impacts on the agriculture, forestry and fisheries industries and the food industry.
Taking into account circumstances surrounding shokuiku, including changes in the environment surrounding citizens' health and food and the digitalization of society, the Fourth Basic Plan for the Promotion of Shokuiku established the following priority issues: (1) promotion of shokuiku supporting lifetime physical and mental health; (2) promotion of shokuiku supporting sustainable food and nutrition; and (3) promotion of shokuiku in response to the "new normal" and digitalization.



Online Video Education Materials
Learn with the Food Safety Doctor:
"Food Poisoning Prevention"

Shokuiku in the Basic Act on Food, Agriculture and Rural Areas and the Basic Plan for Food, Agriculture and Rural Areas

○ The Basic Act on Food, Agriculture and Rural Areas (Act No. 106 of 1999) was enacted in 1999. After the Act came into force, changes in circumstances that had not been anticipated when it was enacted arose over time.

○ Accordingly, in June 2023, the Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry and Fisheries Industries, headed by the Prime Minister, set out policy directions based on the following new pillars: establishing food security for every citizen during normal times; shifting to sustainable agriculture and food industries that are environmentally friendly; and establishing a food supply infrastructure that remains robust and sustainable even under conditions of population decline. The Act was subsequently amended in June 2024.

○ Article 14 of the Act establishes the role of consumers as follows: “The consumers are to deepen their understanding of food, agriculture, and rural areas, and play an active role in improving their consuming life of food when consuming food, by endeavoring to select items that contribute to reducing environmental burden and to a sustainable food supply.”

○ Following deliberations by the Council for Policies on Food, Agriculture and Rural Areas, the new Basic Plan for Food, Agriculture and Rural Areas was decided by the Cabinet on April 11, 2025. Under the Plan, stakeholders at each stage from food production to consumption are to fulfill their respective roles and advance the structural transformation of agriculture.

○ Under the section Fostering Public Understanding, the Basic Plan for Food, Agriculture and Rural Areas states: “To ensure a sustainable food supply, it is important for consumers and citizens to understand the realities of production and related matters and support that supply through their day-to-day purchasing behavior. Through the promotion of shokuiku, the protection and passing down of food culture, and other initiatives, effective consumer policies should be promoted in coordination with various other policies, not only to deepen citizens’ understanding of food, agriculture and rural areas, but also to lead to ‘behavior change’ that contributes to a sustainable food supply.”

○ Furthermore, with a view also to deepening consumers’ understanding of the realities of agricultural production sites and related matters, the Plan promotes initiatives including (1) strengthening shokuiku at schools and other institutions; (2) promoting “Shokuiku for Adults”; (3) expanding initiatives to reduce the distance between food consumption and agricultural production sites; and (4) building momentum for behavior change.

Shokuiku-related Awards and Other Recognition by Diverse Entities

○ Since the enactment of the Basic Act on Shokuiku, initiatives to promote shokuiku as a national campaign have been undertaken throughout Japan by diverse entities, including schools, day-care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses, and volunteers, alongside initiatives by the national and local governments.

○ Various award programs have been established to recognize these initiatives and further promote shokuiku.

○ To further promote shokuiku, MAFF holds the Shokuiku Activity Awards to honor the achievements of those involved in shokuiku who promote it through agriculture, forestry and fisheries; other business activities, such as food manufacturing and sales; educational activities; or volunteer activities. The Awards also aim to make these initiatives widely known to citizens and encourage outstanding initiatives to spread throughout Japan.

○ Local governments also operate award programs and other schemes that recognize shokuiku initiatives in their respective regions.

○ In the private sector, programs are also held to deepen public understanding of the work being done in shokuiku settings. These include the All-Japan School Lunch Koshien®, for diet and nutrition teachers, school nutrition staff, and cooks involved in school lunches, and the Shokuiku Contest, for shokuiku initiatives at day-care centers, kindergartens, centers for early childhood education and care, child-rearing support centers, etc.



The Shokuiku Activity Awards: Collection of Case Studies



All-Japan School Lunch Koshien®



Shokuiku Contest

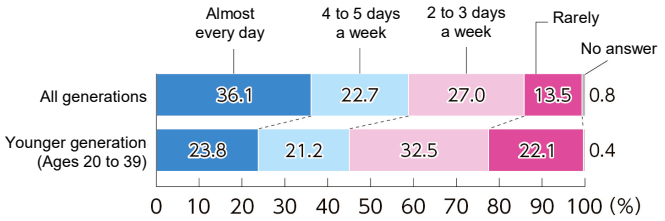
New Shokuiku Initiatives in Collaboration with Private Companies and Other Entities

○ It has been pointed out that the younger generation (those in their 20s and 30s), such as university students and new employees who have begun preparing their own meals and managing their own diets, face many food-related challenges.

○ It is important to encourage healthy dietary practices through shokuiku initiatives at universities and workplaces.

○ In addition, it is essential to further develop, through coordination and collaboration among industry, government, and academia, shokuiku initiatives undertaken by businesses and other entities that can influence consumers through the provision of food products and food-related services, thereby promoting initiatives that lead to improvements in dietary habits.

Dietary Habits with Consideration of Balanced Nutrition



Data Source: MAFF. The Survey on Attitudes toward Shokuiku. Conducted in November 2025.

○ Accordingly, in FY2025, the Shokuiku Public-Private Partnership Platform was launched to expand shokuiku activities through collaboration among private companies and other entities and promote “Shokuiku for Adults,” which aims to foster adult consumers’ understanding of food and agriculture and encourage behavioral change.

○ The Shokuiku Best Practice Awards for Organizations was also established to certify organizations as excellent entities that provide employees with healthy meals and undertake and evaluate initiatives that help improve dietary habits, with the aim of enhancing vitality within those organizations and promoting the wider adoption of outstanding initiatives.



Inaugural General Meeting of the Shokuiku Public-Private Partnership Platform

官民連携
食育プラットフォーム
食べる、生きる、楽しむ。ニッポンの食育。

Shokuiku Public-Private Partnership Platform Logomark

食育実践優良法人

Shokuiku Best Practice Organizations Logomark

Case Study

Shokuiku Initiatives through the Tokyo Okome Salon

FSX, Inc. (Tokyo)

○ This company sponsors the activities of the Tokyo Okome Salon, which supports a rice grower in Kunitachi City with a history spanning more than 300 years. They lease one tan (approximately 0.1 hectare) of paddy field from the grower and cultivate rice throughout the year.

○ Through these farming activities, the employees build connections with one another by communicating and working together.

○ The company also organizes teams composed mainly of younger employees and supports their development by letting them take the lead in planning and managing the activities. Some of the harvested rice is donated to children's cafeterias in Kunitachi City.



Rice Planting

Case Study

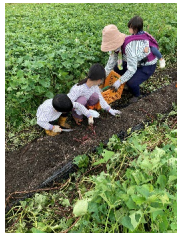
Promoting Local Agriculture through an "Education Farm" and the Development of Local Specialty Products

Matsusaka Kyodo Farm Co., Ltd. (Mie Prefecture)

○ The company operates "Matsusaka Agricultural Park Bell Farm" as its designated manager, under the concept of "creating a hub for exchange between urban and rural areas".

○ Under its "education farm program", the company collaborates with universities and vegetable sommelier communities on study sessions, cultivation, harvesting, cooking, and other activities involving local agricultural products. The park serves as a community hub and hands-on learning facility for citizens.

○ The company also supports production by local farmers and promotes the branding of local agricultural products. It provides the products for school lunches and works with local confectionery shops and other businesses on sales and other related activities.



Sweet Potato Harvesting

Case Study

Providing Value-Based Experiences through Food: Comprehensive and Multifaceted Food Communication (The 9th Shokuiku Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau)

Calbee, Inc. (Tokyo)

○ This company conducts activities that convey the joy and importance of food with the aspiration that children can lead healthy dietary lives by developing the ability to become aware of, think about, and act on their own regarding their "eating habits".

○ The company launched the "Potato Bag Club" for elementary school students and offers an educational program in which students can experience the entire process, from planting potatoes in soil-filled bags and watching them grow to harvesting them and making potato chips.



"Potato Bag Club" Activities

Case Study

Putting Heart into Every Meal - A School Lunch Festival for Local Pride, the Future, and Children's Smiles "All-Japan School Lunch Koshien®"

NPO 21st Century Concept Research Institute (Tokyo)

○ The All-Japan School Lunch Koshien® was established to promote understanding of shokuiku policies, the diet and nutrition teacher system, and the importance of school lunches.

○ The judging criteria cover a wide range of aspects, including compliance with the "Dietary Reference Intakes for school lunch"; whether nutrient content and portion sizes are appropriate; ways of adjusting the intake of salt equivalent, dietary fiber, iron, and other nutrients; the menu concept; how the menu is designed for use as education materials; and whether local specialties are incorporated.

○ Taking part in the All-Japan School Lunch Koshien® gives schools and school lunch facilities an excellent opportunity to review and reassess their regular school lunch menus.



Winning Menu
(Umami Corn Rice with Naito Chili Peppers, etc.)

Case Study

Learning Important Lessons through Food - A Bridge Connecting Agriculture and People (The 9th Shokuiku Activity Awards—Award of the Minister of Agriculture, Forestry and Fisheries)

Cattle-Raising Club (Kanagawa Prefectural Aihara High School) (Kanagawa Prefecture)

○ Motivated by a strong desire to "revitalize agriculture and Sagamihara," the club obtained certification as a Dairy Education Farm and conducts shokuiku activities that provide people in the local community, including those at day-care centers and elementary schools, with opportunities to learn about food and life through dairy farming.

○ Various initiatives are undertaken, including harvesting vegetables in summer, milking in the cooler autumn weather, and making small craft items in winter using wool from sheep raised at Aihara High School.

○ By conveying the importance of food to local residents and children, the club contributes to reducing food loss and waste and helps revitalize the community by holding a variety of events.



Milking Experience

Case Study

A Shokuiku Idol Project Led by University Students (The 9th Shokuiku Activity Awards—Award of the Minister of Agriculture, Forestry and Fisheries)

Hokkaido Bunkyo University Shokuiku Idol Project Eniwakko. and IX-ALICE (Hokkaido)

○ The project conducts shokuiku activities primarily for people with little interest in shokuiku and young people who find it difficult to take an interest in health. It aims to make shokuiku feel more accessible through engaging idol activities.

○ The lyrics of the project's original songs address shokuiku themes such as the adverse effects of unhealthy dieting on the body, vegetable intake, gratitude for food, and the importance of "kyoshoku".

○ The project also collaborates with Eniwa City on awareness-raising activities to reduce food loss and waste.



Poster for Retail Stores Promoting the "Temaedori" Initiative

Case Study **"Let's Expand Community-Based Activities": Health Promotion and Shokuiku Activities for Residents (The 9th Shokuiku Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau)**

Uji City Diet Improvement Promoters Council "Wakaba no Kai" (Kyoto Prefecture)

○ Uji City Diet Improvement Promoters Council "Wakaba no Kai" celebrated its 40th anniversary in 2025 and has long worked to improve dietary habits and promote health in the local community.

○ In addition to devising healthy seasonal menus, the group serves a wide range of generations through activities such as developing recipes designed around balanced combinations of dishes and moderate salt intake to meet the needs of busy people today and contemporary society; conducting shokuiku programs that value Japanese food culture; and holding healthy cooking classes for men.

○ The group has also created a recipe collection featuring dish names inspired by the fact that Uji City is a setting of The Tale of Genji, thereby showcasing the city's appeal.



The Tale of Genji Recipe Collection

Case Study **Bringing Out What Seniors "Can Do" through Food**

gbaa Co., Ltd. (Miyagi Prefecture)

○At gbaa Co., Ltd., local seniors take on the role of preparing food and provide the community with heartwarming food experiences.

○One senior staff member commented, "Every day is a challenge, and I am grateful to many people every day. Working here also makes each day fulfilling and gives me the motivation to do my best again tomorrow." As this comment illustrates, the company has created a place where seniors can work with a sense of purpose and take initiative. By bringing out what seniors "can do," the company contributes to revitalizing the community.


Serving Meals

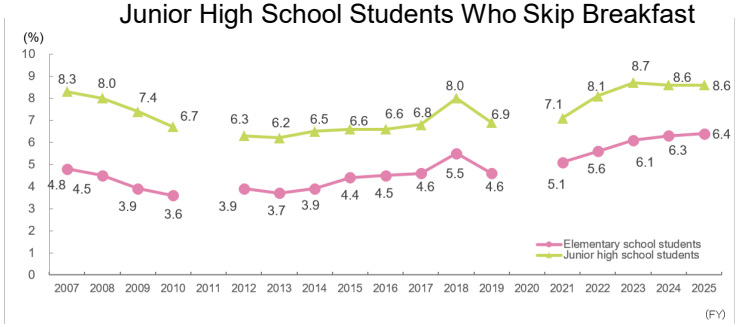
Formation of Basic Lifestyle Habits in Children

○Eating breakfast is necessary not only for nutrition but also for regulating our biological clock, which contributes to the formation of suitable lifestyle habits and maintenance of mental and physical health.

○The rate of elementary and junior high school students skipping breakfast has been increasing in recent years.

○MEXT is promoting the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” national campaign, in cooperation with the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” National Council and the National Institution for Youth Education.

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



Data Source: MEXT. National Assessment of Academic Ability (FY2025).
Note:1) The survey was not conducted in fiscal year 2011, due to the impact of the Great East Japan Earthquake.
2) The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.
3) For the question “Do you eat breakfast every day,” the total percentage of answers “Rarely” and “Never.”
4) Target groups are elementary school students in the 6th grade and junior high school students in the 3rd grade.

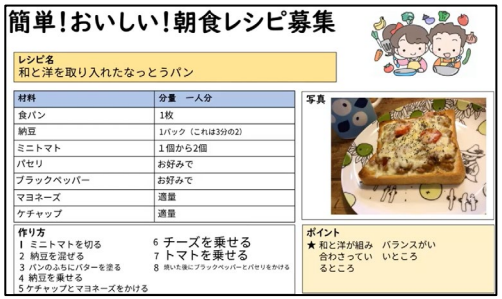
Case Study **Initiatives at Mashiki Junior High School under the “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” Promotion School Program**

○Mashiki Junior High School conducts awareness-raising activities led by the student council and others and holds lectures, aiming to establish regular home-study habits by fostering better lifestyle habits.

○To enable students, regardless of their circumstances, to work toward “independence” and acquire the ability to “think for themselves and do things on their own,” the school filmed recipe videos that anyone can follow and introduced them to all students as “Chokotto Cooking.”

○The school also uses lifestyle habit logs in which students record their bedtime, time spent using media, and whether they ate breakfast. The logs help develop students’ self-management skills and are also used for teacher counseling and individual guidance.

Mashiki Municipal Mashiki Junior High School (Kumamoto Prefecture)



Easy! Delicious! Breakfast Recipes

Families and Local Communities Collaborate to Promote Shokuiku

○It has been pointed out that the habit of skipping breakfast among the parents' generation may affect the home environment, leading to breakfast being skipped. MEXT promotes efforts to support family education in local communities, including the effective provision of learning opportunities concerning children's lifestyle habits.

○On December 22, 2023, the government approved the "General Principles for Child-Related Measures" at a cabinet meeting, which sets out the fundamental guidelines for children's policies. This policy promotes collaborative shokuiku efforts involving families, schools, and local communities. By providing seamless support throughout children and young people's life stages, it aims to foster their healthy development with the backing of society as a whole.

Promoting Shokuiku for Expectant and Nursing Mothers and Infants

○In March 2023, the "Basic Policy on Child and Maternal Health and Child Development"* was formulated. "Healthy Parents and Children 21," which promotes shokuiku through collaboration among day-care centers, kindergartens, schools, households, local communities, etc., was designated as a national campaign plan under the Basic Policy. CFA will continue to promote shokuiku activities for people in their growing process and expectant and nursing mothers.

*Basic policy on comprehensive promotion of measures for provision of child health and development care, etc. (Cabinet Decision on March 22, 2023)

○In local communities, registered dietitians, dietitians, and other nutrition professionals provide nutrition guidance for infants mostly at municipal health centers.
The government has also prepared the "Guidelines for Nursing/ Bottle Feeding, and Baby Food", revised in March 2019, and leaflets that clearly explain breastfeeding and weaning. These materials are used to raise awareness among nursing mothers and guardians of children.



Breastfeeding Start Guide



Weaning Start Guide



Breastfeeding QA Guide

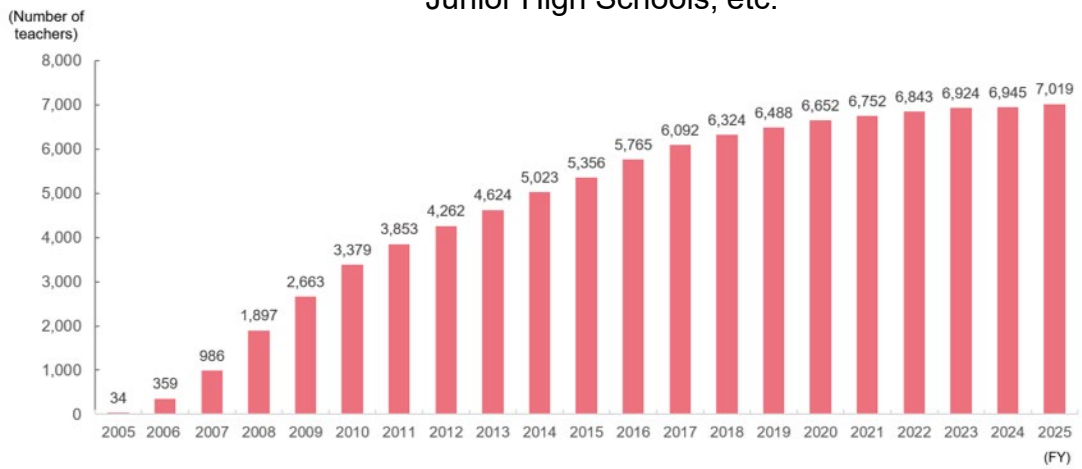
Enhancement of Food-related Guidance in Schools

○MEXT promotes seamless shokuiku from early childhood education to high schools by using the “Food Guidance Companion–the Second Revised Edition” (March 2019) and other materials so that children can acquire desirable healthy eating habits.

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

○The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. reached 7,019 nationwide (as of May 1, 2025).

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



Data Source: MEXT survey (as of April 1 of each fiscal year through fiscal year 2015);
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 schools, secondary education schools, and schools for special needs education.

○To ensure that all students have equal access to food-related guidance that draws on the expertise of diet and nutrition teachers, efforts are being made to clarify their duties, improve their qualifications and abilities, and raise awareness of their significance and roles.

○In April 2025, MEXT issued the “Notice on Enhancing Food-Related Guidance, etc. by Diet and Nutrition Teachers, etc.” to the boards of education of prefectures and ordinance-designated cities and, among other measures, is working to further enhance guidance by diet and nutrition teachers, who play a central role in food-related guidance.

Enriching School Lunches

○School lunches are provided at 99.1% of all elementary schools and 91.5% of all junior high schools (as of May 2023, values are for national, public, and private schools).

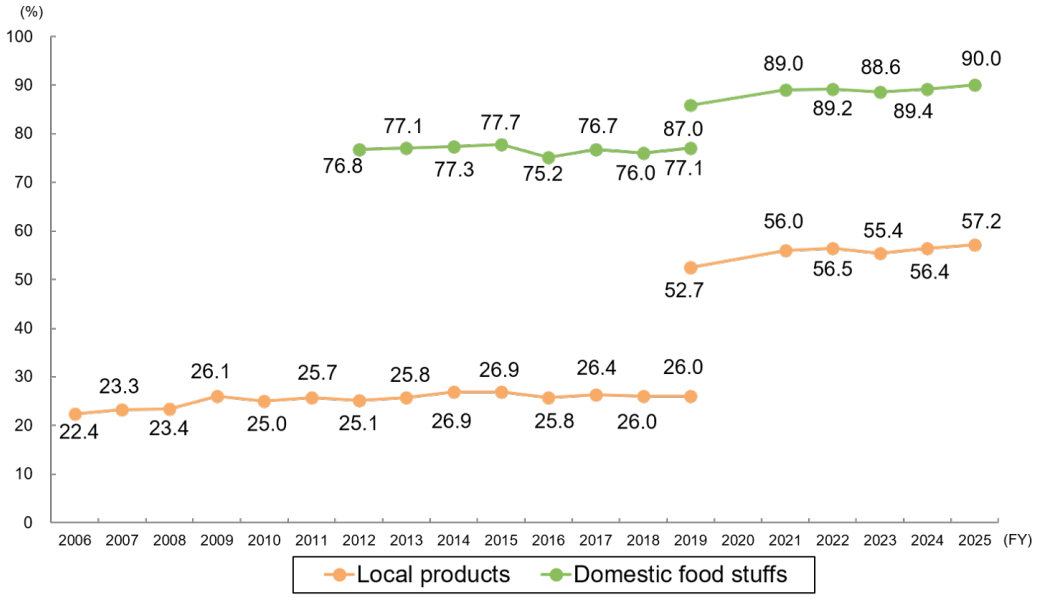
○The “Fourth Basic Plan for the Promotion of Shokuiku” set a goal of increasing food-related guidance on local products by diet and nutrition teachers, and this goal was achieved.

○In fiscal year 2025 school lunches, the use rate of local products was 57.2%, and the usage rate of domestic food stuffs was 90.0% (National average, based on monetary amount).

○Since fiscal year 2025, MEXT has been conducting the “Research Study on Enhancing Food-Related Guidance through the Increased Use of Organic and Local Agricultural Products in School Lunches”, promoting the use of organic agricultural products, etc. in school lunches and developing leading examples of shokuiku for students through such use.

○MAFF and MEXT published the Guidebook for Using Local Products, etc. in School Lunches, Starting with Small Steps, which summarizes approaches and other points for using local products, etc. in school lunches.

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



Data Source: MEXT “Report on School Lunch Nutrition” (based on the number of food items) up to fiscal 2019; MEXT “Survey on Use of Local Products/Domestic Food Stuffs in School Lunches” (based on monetary amount) for 2019 and after
* The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.

○In response to rising prices, efforts to reduce the financial burden on guardians continued, as they did in fiscal year 2022, utilizing local creation emergency grants provided to regional public organizations.

○In September 2025, a notice was issued reiterating the request that appropriate action be taken when outsourcing school lunch services, including revising contracts in light of changes in circumstances such as price increases during the contract period and selecting providers capable of delivering services reliably by considering factors other than price.

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 Integrated center for early childhood education and care.

Case Study **"I Want to Try" Creates Connections: Shokuiku Initiatives Spreading throughout the Community and the World**

Social Welfare Corporation Kijikai, Konaka Nursery School (Kanagawa Prefecture)

○By experiencing the entire process of growing, harvesting, cooking, and tasting vegetables together with local residents and elementary school students, the children have opportunities to develop an attachment to their community and a sense of gratitude toward producers.
○They also interact online with a day-care center overseas, introducing foods familiar to them while learning about another food culture, discovering similarities and differences together, and engaging in intercultural exchange through food.


Observing Soybean Seeds

Case Study **Leading to the Joy of Eating! Cultivation, Harvesting, and Cooking Experiences for Three-Year-Old Children**

Koto Municipal Nanyo Kindergarten (Tokyo)

○At this kindergarten, a short-term goal is to "develop an interest in food and awareness of a healthy body." While caring for the plants, children notice their growth and experience the joy of harvesting them and eating the harvested produce with their friends.
○3-year-old children build on experiences of growing, harvesting, cooking, and eating familiar vegetables such as cherry tomatoes and cucumbers as a natural part of kindergarten life.


Watering Seedlings

Case Study **Connecting people through "food": Nurturing "healthy bodies and minds" in local communities**

Social Welfare Corporation Yukikai, Emmy Center for Early Childhood Education and Care (Nagasaki Prefecture)

○With the aim of deepening children's interest in food and fostering their ability to learn proactively, the center conducts a year-round "Rice Project."
○With guidance from producers, the children mix akadama soil, black soil, and Kanuma soil to make soil for a rice paddy and try growing rice in buckets.
○The children taste the rice they have grown themselves, while also developing a desire to share it with others.


Tasting the Rice

Promotion of Shokuiku to Encourage Practice of Healthy Dietary Habits

○Efforts are being made to disseminate and raise awareness of resources including the “Dietary guidelines”, which are intended to improve the health of individual citizens, and the “Japanese Food Guide Spinning Top”, which was formulated to link the guidelines to specific actions.

○MAFF is promoting the practice of the nutritionally well-balanced “Japanese-style dietary habits” and highlighting the central role of rice (a staple food) by showcasing how the carbohydrates and proteins in rice serve as important sources of energy and protein on dedicated websites.

○MAFF implements initiatives to highlight the appeal of rice and rice-derived products such as rice flour using various social media platforms, through the “Yappari Gohan Desho! (Rice is Awesome!)” movement and the posting of videos on BUZZ MAFF, where its officials disseminate information as YouTubers, etc.

○As part of information dissemination utilizing networks of school nutrition staff and registered dietitians, a seminar focusing on rice and health was held in January 2026, where experts presented the latest findings on rice and health and shared examples of ongoing efforts.



A Seminar Focusing on Rice and Health

Promotion of Shokuiku Contributing to Extension of Healthy Life Expectancy

○MHLW established goals related to nutrition, dietary habit, and other areas in “Health Japan 21 (the 3rd term)” to help achieve objectives including extending healthy life expectancy. To further disseminate and develop the “Health Japan 21 (the 3rd term)” movement, the ministry promotes the Smart Life Project in partnership with companies, relevant entities, and local governments and encourages participating companies and other entities to undertake various initiatives.

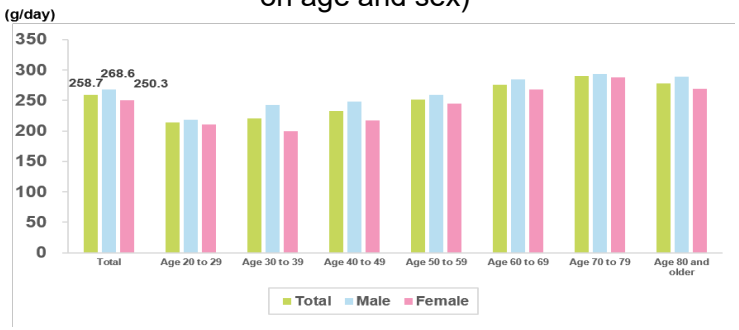
○MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment while supporting participating businesses in setting action goals and taking actions to address nutritional issues, including “excess salt intake”, “thinness in young women”, and “nutritional disparities associated with socioeconomic status”, which is also expected to improve public evaluation of their environmental, social and governance (ESG) ratings.

○In June 2024, MHLW launched “The Central and Local Government Alliance for a Healthy and Sustainable Food Environment” to support promoting a better food environment in each prefecture.

○Under the Fourth Basic Plan for the Promotion of Shokuiku, initiatives are being promoted with the goals of achieving a mean daily vegetable intake of 350 g or more and reducing the percentage of those with a fruit intake of less than 100 g per day to 30% or less by fiscal year 2025.

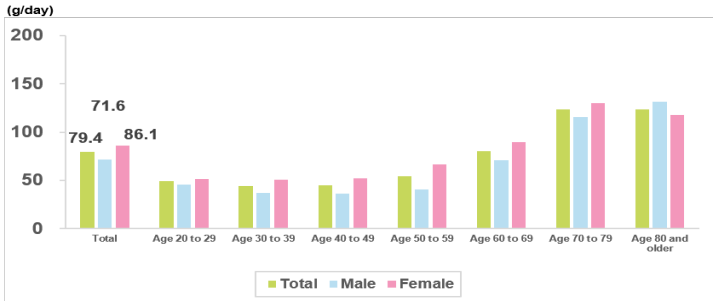
○MAFF is promoting activities to increase vegetable and fruit consumption by implementing the Let's Eat Vegetables project together with enterprises, groups and other Vegetable Supporters and the 200 Grams of Fruits Every Day! campaign in cooperation with producers' groups.

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



Data Source: MHLW. National Health and Nutrition Survey, 2024
Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.

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



Data Source: MHLW. National Health and Nutrition Survey, 2024
Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.



Logomark for the "Let's Eat Vegetables Project" indicating a guideline of 350 g per day

Case Study

Promoting Shokuiku Activities Using a Recipe Collection Created by a Diet Improvement Promoters Association (The 9th Shokuiku Activity Awards—Special Jury Award)

○The Hirosaki City Diet Improvement Promoters Association has engaged in community health promotion activities through "food" for more than 50 years.
○The Diet Improvement Promoters' Recommended Recipe Collection, created to commemorate the association's 50th anniversary, reflects the city's health challenges and current circumstances and includes Hirosaki City specialties and local cuisine, simple make-ahead recipes, recipes to prevent frailty, and more.
○By conducting promotional activities through a wide range of media, the association has been able to raise broad awareness of the recipe collection among Hirosaki residents.

Hirosaki City Diet Improvement Promoters Association (Aomori Prefecture)



Diet Improvement Promoters' Recommended Recipe Collection

Promotion of Shokuiku for Children in Situations Such as Poverty

○Amid survey findings that 12.1% of households with children have experienced being unable to buy food, activities such as Kodomo Shokudo (children's cafeterias) are spreading as voluntary initiatives led by local residents and others.

○The government promotes the Children's Future Support National Movement, a public-private collaborative project that includes support for activities such as Kodomo Shokudo that help break the cycle of poverty.

○CFA implements the Project to Enhance the Living Support of Local Children, which aims to strengthen support systems in local communities by, for example, establishing safe, secure, and easily accessible places where meals, etc. are provided to children facing diverse and complex difficulties. It supports local government initiatives involving meal provision, including Kodomo Shokudo, Kodomo Takushoku (food delivery to children), and food pantries.

○To promote shokuiku in local communities in cooperation with Kodomo Shokudo and similar initiatives, MAFF introduces related information on its website and supports local shokuiku activities that provide kyoshoku opportunities at Kodomo Shokudo and other venues so that children can practice healthy dietary habits. In addition, from the perspective of ensuring smooth food access, it supports the development of systems in which local stakeholders collaborate to provide a diverse range of food to Kodomo Shokudo and similar initiatives.

Promotion of Shokuiku pertaining to the Younger Generation and the Elderly

○As part of the National Shokuiku Promotion Network, MAFF holds online workshops in which students and companies consider practical challenges in implementing shokuiku and plans based on those challenges. It promotes shokuiku initiatives led by the younger generation, including by presenting the workshop results at the 20th National Convention on Promotion of Shokuiku in TOKUSHIMA.

○For the elderly, it is necessary to promote shokuiku aimed at improving quality of life (QOL) in accordance with individual characteristics toward extension of the healthy life expectancy.

○MHLW works to improve the food environment for elderly people and others living at home in local communities by preparing informational pamphlets for both meal delivery providers and users. It also compiles examples of good practices by businesses and local governments.

○Public awareness and educational materials on dietary practices for frailty prevention have been produced and are also featured on the website for elderly people and others, "Communities Thriving Together: Kayoinoba".

Case Study **A Gen Z Food and Agriculture Education Project Connecting University and Elementary School Students to Advance Sustainable Shokuiku**
(The 9th Shokuiku Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau)

NES Labo Station (Sociology and Education Seminar, Faculty of Law, Rissho University) (Tokyo)

○NES Labo Station, a Sociology and Education Seminar in the Faculty of Law at Rissho University, conducts Generation Z-led activities centered on “teaching and thinking together” about knowledge of and issues related to “food and agriculture”, with the aim of advancing sustainable shokuiku.
○Through classes and events, the university students provide elementary school students with educational content on “food and agriculture” that they have developed. Together with the elementary school students, they also exchange views and engage in other activities with farmers and other people involved in agriculture.


A Class Taught by University Students

Promotion of Shokuiku with Consideration to Employees’ Health in Workplace

○Healthy employees vitalize the organization, which in turn is anticipated to lead to improved business performance.
○As part of the “Smart Life Project”, which collaborates with businesses, organizations, and local governments to extend healthy life expectancy, MHLW has published best practices on its website under the title “Smart Meal Exploration”, including revisions to employee cafeteria menus and the posting of health information for employees within companies.
○The Ministry of Economy, Trade and Industry (METI) promotes strategic KENKO investment for health that considers health management from a management perspective, based on the belief that efforts to maintain and promote employee health are investments that will increase profitability in the future.
○Companies engaged in KENKO investment for health have held seminars on nutrition and improvement in dietary habits for employees, and provided health-conscious meals in employee cafeterias.
○In fiscal year 2025, MAFF established the “Shokuiku Public-Private Partnership Platform” to promote “Shokuiku for Adults”, which aims to foster adult consumers’ understanding of food and agriculture and encourage behavioral change. It also established the “Shokuiku Best Practice Awards for Organizations” to increase vitality within organizations and facilitate the wider adoption of outstanding initiatives.

Promotion of Kyoshoku in Local Communities

○In recent years, the number of single-parent households, households in poverty, and elderly individuals living alone have increased, and some people are finding it difficult to have kyoshoku with family and maintain a healthy diet.
○MAFF supports shokuiku activities in local communities, including opening “kyoshoku spaces” such as Kodomo Shokudo and venues for intergenerational exchange, providing talks on themes related to healthy dietary habits, and providing opportunities for agriculture, forestry or fishery experience.

Promotion of Shokuiku in Preparation for Disaster

○In preparation for large-scale natural disasters and other emergencies, it is important for households to stockpile food, in addition to stockpiles maintained by local governments, private organizations, and others.

○MAFF has published several guidebooks on food stockpiling: the “Food Stocking Guide for Disaster Preparedness”, which outlines ways to make it easier to stockpile food at home on a daily basis in preparation for disasters; the “Food Stocking Guide for Persons in Need of Special Consideration”, which summarizes key points for stockpiling in households that include people requiring special consideration during disasters, such as infants, elderly people, and people with food allergies; and the “Guide for Food Stockpile in Preparation for Disaster” for people living alone.

○MAFF continues to encourage the use of these guidebooks in schools, local governments, neighborhood associations, and other settings, while also giving presentations at disaster-prevention events hosted by private organizations to promote awareness of household food stockpiling.



Guide for Food Stockpile in Preparation for Disaster

Case Study **Practicing Shokuiku to Foster the “Ability to Live” through “Sonae no Gohan®”**

Nekko Labo (Mie Prefecture)

○Japan is frequently affected by disasters. Even when disaster strikes, we hope that smiles await those who overcome it. With this aspiration, it nurtures the “roots (foundation)” that help in times of disaster through disaster-prevention education at schools and in local communities and shokuiku activities such as cooking classes for children.

○ In “Sonae no Gohan®” disaster food workshops for adults, the organization introduces plastic-bag cooking that can be used during disasters and cooking methods that use limited water and heat, aiming to create a culture in which disaster preparedness is the norm.

○By serving as instructors at local disaster-prevention events and training sessions for local governments, the organization is expanding this approach to other municipalities as one model of community disaster preparedness.


A Sonae no Gohan® Workshop

Promotion of Shokuiku in Oral Health Activities

○In order to extend healthy life expectancy through food, it is important to maintain dental and oral health for chewing and swallowing from infancy through old age. To this end, shokuiku in oral health is promoted, including activities to encourage regular dental examination.

○In November 2025, MHLW, Shimane Prefecture, Matsue City, Japan Dental Association, and Shimane Dental Association jointly hosted the “46th National Dental Health Conference” in Shimane Prefecture under the theme “Supporting Oral Health, Connecting Communities: Smiles Spreading from Shimane, the Land of Connections.”

Promotion of Shokuiku by Food-Related Businesses

○Shokuiku by food-related businesses and others is undertaken as part of CSR (Corporate Social Responsibility) activities, and initiatives through CSV (Creating Shared Value) are also expanded. Companies tackling shokuiku from the SDGs perspective are also increasing.

○MAFF supports food-related businesses, etc., in their efforts toward local production for local consumption and shokuiku activities, such as events for exchange with local producers and consumers.

Case Study

Providing Opportunities to Appreciate the "Gift of Life" and Value Food
(The 9th Shokuiku Activity Awards—Award of the Minister of Agriculture, Forestry and Fisheries)

NH Foods Ltd. (Osaka Prefecture)

○"Enjoy Eating!" The company conducts shokuiku activities under this slogan.

○It conducts outreach classes for children and middle-aged adults, including decorative cutting of wiener sausages, to communicate the importance of protein intake, food loss and waste reduction, and consideration for food allergies.

○It also conducts shokuiku activities tailored to different life stages, including outreach classes on frailty prevention for older adults and public lectures in collaboration with companies and universities.



A Shokuiku Outreach Class

Shokuiku Promotion through Volunteer Activity

○Shokuiku volunteers, including Diet Improvement Promoters, implemented a wide range of community-based shokuiku activities based on their understanding of regional health issues, dietary habits, food culture, and other relevant factors.

○ Japan Dietary Habits Association promotes shokuiku activities for health promotion in response to the demands of the time under the slogan "Our health is in our hands: let's extend healthy life expectancy and pass on local food traditions."

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 promotes the establishment of Nutrition Care Stations nationwide as community-based hubs where residents can receive nutrition care support and guidance from registered dietitians, etc. It is working to build local communities where no one is left behind and everyone can remain healthy throughout life.

“Shokuiku Month” Activities

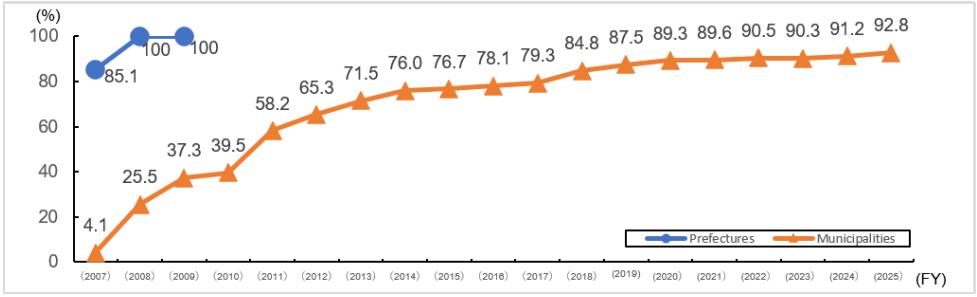
○The 20th National Convention on Promotion of Shokuiku in TOKUSHIMA was held in June 2025.

○Various awards related to shokuiku are given out at this event. Videos were produced to introduce activities of the organizations that won the “9th Shokuiku Activity Awards.”

○All prefectures have created the Prefectural Plans to Promote Shokuiku. The percentage of local municipalities that have created Municipal Plans for the Promotion of Shokuiku is 92.8%.

Promotion of Shokuiku Campaigns by Prefectures and Municipalities

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



Data Source: MAFF (the Cabinet Office (CAO) conducted the survey through fiscal 2015).

Article **Raising Awareness of Shokuiku through the 20th National Convention on Promotion of Shokuiku in TOKUSHIMA of Shokuiku Month and Shokuiku Month Seminars**

○On June 7 and 8, 2025, the “20th National Convention on Promotion of Shokuiku in TOKUSHIMA” was held under the theme “The Power of Food Is Infinite ∞: Connecting Shokuiku from Tokushima to the Future.”

○Opportunities to think about shokuiku while having fun were provided through various events, including the Shokuiku Activity Awards ceremony; the International Conference on Shokuiku, held to commemorate the 20th anniversary of the enactment of the Basic Act on Shokuiku; the final judging and awards ceremony for the Connecting the Future Contest, which brought together sustainability, health, and the appeal of Tokushima’s food; booth exhibits by 162 organizations involved in shokuiku; and tours offering experiences unique to Tokushima.

○At the “Shokuiku Month Seminar” held during the “20th National Convention on Promotion of Shokuiku in TOKUSHIMA”, five organizations that received the Award of the Minister of Agriculture, Forestry and Fisheries at the 9th Shokuiku Activity Awards were invited to present examples of their initiatives. Then, a panel discussion with participants was implemented.



The “9th Shokuiku Activity Awards” Ceremony

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

Promotion of Interaction between Producers and Consumers

○In order to ensure the stable supply of food for the future, it is important to raise public awareness about the necessity of securing farm land, farmers, and other agricultural resources. Additionally, it is crucial that as many citizens as possible have opportunities to learn about the roles of food, agriculture, forestry and fisheries and Japan's rural areas whose economy is based on these industries, as well as the significance of choosing domestic food stuffs. This will encourage people to consider these issues as their own, to think about the future, and to take independent action to support each other from their respective positions.

○MAFF promotes initiatives to provide opportunities for agriculture, forestry or fishery experience.

○In addition, to promote "Nohaku [Countryside Stay]," in which participants stay in rural areas, enjoy dining and have experiences that utilize regional resources during their stay, in conjunction with the development of implementation systems, strengthening of management, and other related aspects, MAFF has supported the development of accommodations utilizing old folk houses in an integrated manner.

○Furthermore, the Cabinet Secretariat, CAO, MIC, MEXT, MAFF, and MOE collaborate through the "Exchange project for children to experience farming and rural lives", which provides children with opportunities for agriculture, forestry or fishery experience during overnight stays in rural areas, to support the wider sharing of know-how and the development of arrangements in rural and other communities to receive participants as well as other related efforts.

Case Study **Continuing Activities to Enrich Dining Experiences and Promote Healthy Minds and Bodies through "Gyoshoku" (eating seafood) (The 9th Shokuiku Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau)**

○To address the increasingly serious decline in fish consumption among consumers, the company collaborates with various organizations to promote "Gyoshoku" through shokuiku and expand consumption of fishery products across a wide range of age groups.

○For children, the company conducts activities including "Fish Touch" and "Hand-Filleting and Tasting Sardines," providing opportunities to "see, touch, eat, and learn" about fish. For high school and university students, it teaches them about fish anatomy, ecosystems, and market distribution through cooking classes, lectures, and other activities.

○After learning about the role of market distribution and experiencing the appeal of "Gyoshoku" firsthand, some participants who had said before the experience, "I don't like fish," came to feel afterward that they "wanted to learn more and eat more fish," showing a change in their attitudes toward "Gyoshoku."

UOICHI CO., LTD.
(Osaka Prefecture)



Elementary School Students Participating in the "Hand-Filleting Sardines" Experience

Promotion of Local Production for Local Consumption

- ○ Efforts of local production for local consumption in local communities are essential for revitalizing rural areas by providing consumers with opportunities to purchase local products in a relationship that allows consumers “to see and talk” to producers.
- ○ MAFF selects outstanding examples of efforts to revitalize rural areas and increase incomes, including through local production for local consumption, and disseminates them nationwide. It also supports the greater use of local products in school and other institutional meals; the development of facilities such as direct sales outlets; initiatives such as developing new products to increase sales; and the use of diverse products unique to each region as tourism resources.
- ○ “Food mileage” is an indicator calculated by multiplying the transportation distance by the weight 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.
- ○ To gain citizens’ understanding, empathy, and support for agriculture, forestry and fisheries and rural areas that sustain food and the environment, and to lead to specific behavioral changes such as actively choosing domestically produced agricultural, forestry and fishery products, the national campaign “Nippon Food Shift: We think about Japan from the viewpoint of food” is being promoted through public-private collaboration.



Direct Sales Outlet

食から日本を考える。
NIPPON FOOD SHIFT

NIPPON FOOD SHIFT Logomark

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

- ○ In recent years, climate change has become a growing concern for the public as a risk to long-term stable food supply. Therefore, efforts to reduce environmental burdens and strengthen climate change adaptation in agricultural production areas have become more important than ever.
- ○ The Act on Promotion of Environmental Burden Reduction Business Activities for Establishing Environmentally Harmonized Food Systems (Act No. 37 of 2022) stipulates that consumers must endeavor to choose agricultural, forestry and fishery products, etc., that contribute to reducing environmental burdens, and positions the promotion of shokuiku as a means of encouraging such choices.
- ○ Based on these developments, the “Visualization” initiative (label nickname: ChoiSTAR), which clearly labels producers’ efforts to reduce environmental burdens using a star rating, is implemented, along with the national MIDORI Strategy Student Challenge, which recognizes initiatives by high school students, university students, and others.
- ○ A special period centered on Organic Day (December 8) has been established, and initiatives to use organic agricultural products in school lunches are encouraged. In addition, the number of Organic Villages is increasing. In these villages, communities as a whole promote organic agriculture with consumption in mind, such as supplying organic agricultural products for school lunches.

Your Choice boosts SusTainable AgRiculture
～あなたの選択が持続可能な農業を後押しします～
ChoiSTAR

みえるらべる Climate MIDORI Sustainable Food Systems, MAFF
みえるらべる Climate Biodiversity MIDORI Sustainable Food Systems, MAFF

“ChoiSTAR”

Climate: showing avoided GHG emission rate
Biodiversity: showing biodiversity conservation

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

○In Japan, the volume of food loss and waste was estimated at 4.64 million tons in fiscal year 2023.

○The targets set for the SDGs in the “2030 Agenda for Sustainable Development” include halving global per capita food waste at the retail and consumer levels by 2030.

○In Japan, the “Act on Promotion of Food Loss and Waste Reduction” (Act No. 19 of 2019) came into effect in October 2019 to promote the reduction of food loss and waste as a national campaign.

○”The 5th Fundamental Plan for Establishing a Sound Material-Cycle Society” (Cabinet decision on August 2, 2024) sets a target of halving household food loss and waste from the fiscal year 2000 level as early as possible by fiscal year 2030. The “Basic Policy on Promotion of Recycling and Related Activities for Treatment of Cyclical Food Resources” (March 2025) sets a target of reducing commercial food loss and waste by 60% from the fiscal year 2000 level by fiscal year 2030.

○MAFF supports the development of systems for collaboration among local stakeholders, including local governments, food businesses, food banks, and Kodomo Shokudo, to reduce FLW and ensure food access. It also supports the establishment of food banks and Kodomo Shokudo, the expansion of their activities, and the strengthening of their functions, including through the dispatch of experts.

○The CAA, MAFF, and MOE, along with the National Deliciously ‘Tabekiri (no leftovers)’ Movement Committee, implemented the “Deliciously ‘Tabekiri’ National Joint Campaign” from December 2025 to January 2026.

○To develop personnel who promote FLW reduction rooted in local communities, the CAA held seven online courses in fiscal 2025 to train individuals as “Supporters for FLW Reduction Promotion”.

○MOE established a portal site that aggregates information on FLW, creating an environment where “consumers,” “local governments,” and “businesses” can obtain accurate and easy-to-understand information on FLW.

○In addition to conducting awareness-raising activities using the character “Sugutabekun”, the ministry is working to make it commonplace for consumers to take home leftovers from restaurants under the “mottECO” initiative, within the scope of the consumer’s self-responsibility.



“mottECO”
Awareness-Raising Material

Article About the Deliciously ‘Tabekiri’ National Joint Campaign

○During the period from December 2025 to January 2026, when many year-end and New Year parties and eating out were expected, broad awareness-raising activities on FLW reduction were conducted for food service businesses and consumers, and consumers were encouraged to finish their meals when eating out.

○For the fiscal 2025 campaign, a poster was created in collaboration with the character brand Sumikkogurashi, and local governments, educational institutions, food service businesses, and others nationwide were encouraged to make active use of it. Videos and papercraft materials based on the poster design were posted on a dedicated webpage, among other measures, to raise awareness among consumers, including children.



Poster Created in Collaboration with Sumikkogurashi

Promotion of Shokuiku to Pass Down Diverse Local Food Cultures through Volunteer and Other Activities and the Utilization of Licensed Expert Cooks, etc.

○ Diet Improvement Promoters conduct programs such as Local and Traditional Cooking Classes to pass down local cuisine and food culture and provide hands-on learning experiences in preparing local and traditional cuisine throughout Japan. The All Japan Chefs Association and the Nihon Chourishikai (Japanese Licensed Cooks Association) also work to pass down food culture and improve culinary skills through cooking classes and other activities.

○ In November 2025, MAFF launched a new project to promote Washoku called “Enjoy the Flavors of Japan: A National Food Movement to Pass On the Spirit of Washoku” (abbreviated as the Tanoshimi Project).

○ The Agency for Cultural Affairs promotes registration of cultural properties based on the “Law for the Protection of Cultural Properties” (Act No.214 of 1950) and supports local governments that are promoting or working on the passing down and promotion of unique food culture in creating model cases to develop and disseminate the “Food Culture Story” that conveys the cultural value in an easy-to-understand manner.



Logomark for the New Project to Promote Washoku

Case Study ### Various Ways to Pass Down Food Culture

○ Believing that interaction between chefs and local residents through food, together with education and practical activities for schoolchildren, helps pass down food culture, the association regularly holds events throughout Japan, including cooking workshops and competitions for young chefs, as well as training sessions and food events aimed at improving the culinary skills of a wide range of people engaged in cooking.

○ The association demonstrates that there are many ways to pass down food culture, including parent-child cooking classes using local ingredients, shokuiku classes at elementary schools in which pupils cook vegetables they have grown and harvested themselves, and outdoor emergency meal preparation drills simulating disaster conditions.

All Japan Chefs Association


Parent-Child Cooking Class

Article ### Initiatives to Protect and Pass Down Washoku Culture during Washoku Month

○ Since 2015, in collaboration with the Washoku Association of Japan and MAFF, a special visiting lecture for “Japanese Cuisine Enjoyed with Dashi (Japanese broth) Day” have been held as part of the “Washoku Day” event on November 24 to pass on Washoku Culture.

○ Activities in the classes include learning about the five basic tastes (sweet, sour, salty, bitter, and umami), tasting dashi, and grinding soybeans and rice into powder using stone mills and mortars.



Outreach Class on Washoku Culture

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

Enhancement of Risk Communication

○Through exchanges of views among stakeholders, including consumers, producers, food-related businesses, and government authorities, as well as public comment procedures and other measures, fairness and transparency are ensured, and the views of the public are reflected in risk assessments and decisions on risk management measures.

○Specifically, relevant ministries and agencies, including CAA, FSCJ, MHLW, and MAFF, worked together to hold meetings and other events to exchange views on radionuclides in food, food additives, pesticide residues, and other topics, and cooperated with initiatives by local governments.



Food and Radiation Q&A Mini (CAA)

Providing Information on Food Safety

○Relevant ministries and agencies work together to provide clear and scientifically accurate information through websites, social media, and other channels so that consumers can acquire accurate knowledge about diet and health, develop the ability to make rational judgments based on scientific knowledge, and make food choices.

○For example, CAA distributed the booklet Health Food Q&A and other materials to consumers, produced a video summarizing points to keep in mind when consuming health foods, and disseminated information through its website and other channels. MAFF also highlighted initiatives by food business operators and other entities to improve food safety, using awareness-raising videos featuring well-known figures and other materials.

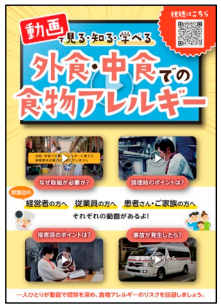


Booklet
Health Food Q&A
(CAA)



Video for Consumers on the Appropriate Consumption of So-Called “Health Foods” (CAA)

Providing Other Information



Video Providing Food Allergy Information to Restaurant and Eating-In (HMR) Businesses (CAA)



Allergy Portal (Japanese Society of Allergology and MHLW)

Implementing Basic Survey and Studies and Providing Information on the Results

○ In April 2023, MEXT published its Standard Tables of Food Composition in Japan-2023 (Eighth Revised Edition), which includes a total of 2,538 foods. MEXT will continue to enhance the content in light of the actual dietary habits of the public and other relevant circumstances.

○MHLW conducts the “National Health and Nutrition Survey” under the Health Promotion Act (Act No. 103 of 2002) and publishes its results to clarify the physical condition, nutritional intake, and lifestyle habits of the public.

○CFA conducts the Infant Physical Development Survey every ten years. The survey results are used for the physical growth charts of preschool children in the Maternal and Child Health Handbook and for assessments of infants’ physical growth and nutritional status, among other purposes.

○MAFF provides the public with basic statistical data on the state of agriculture, forestry and fisheries, food production, distribution and consumption, which are necessary to promote shokuiku.

Promoting Understanding of Food Labeling

○CAA promotes understanding of the food labeling system among consumers and business operators by holding seminars, delivering outreach lectures at universities and professional training colleges, and dispatching lecturers to training sessions, and works to raise awareness by releasing educational videos.

○ In the “Food Guidance Companion–Second Revised Edition”, created by MEXT for teachers and school employees, there is a passage which is utilized at schools that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labeling.”



Explanatory Video on the Country-of-Origin Labeling System for Ingredients in Processed Foods (CAA)

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

○MAFF’s English website, “Promotion of Shokuiku (Food and Nutrition Education)”, provides English versions of “Dietary guidelines for Japanese”, “Japanese Food Guide Spinning Top”, “Interpretation of ‘Japanese Food Guide Spinning Top’”, “Recommendation of Japanese-style dietary habits”, and other documents. It also contains materials that can be used to introduce Japan’s shokuiku overseas.

○The Ministry of Foreign Affairs of Japan (MOFA) raises awareness of shokuiku-related topics as part of its overseas public relations and cultural activities. For example, Japan’s diplomatic missions abroad distribute of “niponica” a magazine introducing Japan to overseas readers that is available in eight languages.

Part III Goals and Evaluating Progress of Shokuiku Promotion Efforts

Goals

	Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2025)	Target Values (FY2025)
1	**Increase the number of citizens who are interested in shokuiku**			
(1)	Percentage of citizens who are interested in shokuiku	83.2%	79.1%	90% or more
2	**Increase the number of "kyoshoku" occasions for breakfast or dinner with family members**			
(2)	Number of "kyoshoku" [breakfast or dinner eaten together with family members]	9.6 times/week	8.6 times/week	11 times or more/week
3	**Increase the percentage of citizens participating in kyoshoku in communities as they hope to**			
(3)	Percentage of citizens participated in kyoshoku in communities as they hope to	70.7%	70.1%	75% or more
4	**Decrease the percentage of citizens skipping breakfast**			
(4)	Percentage of children who skip breakfast	4.6% (FY2019)	6.4%	0%
(5)	Percentage of young adults who skip breakfast	21.5%	28.2%	15% or less
5	**Increase efforts to use local products in school lunches, etc.**			
(6)	Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	14.1 times/month	12 times or more/month
(7)	Percentage of prefectures maintaining or improving the percentage of local products used in school lunches (on a value basis) from the current value (FY2019)	(68.1%) (FY2021)	70.2%	90% or more
(8)	Percentage of prefectures maintaining or improving the percentage of domestic food stuffs used in school lunches (on a value basis) from the current value (FY2019)	(74.5%) (FY2021)	83.0%	90% or more
6	**Increase the number of citizens who adopt dietary habits that are in consideration of balanced nutrition**			
(9)	Percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dishes, and side dishes almost every day	36.4%	36.1%	50% or more
(10)	Percentage of the younger generation who eat at least two well-balanced meals consisting of staple food, main dishes, and side dishes almost every day	27.4%	23.8%	40% or more
(11)	Mean daily salt intake	10.1g (FY2019)	9.6g (FY2024)	8g or less
(12)	Mean daily vegetable intake	280.5g (FY2019)	258.7g (FY2024)	350g or more
(13)	Percentage of those with a fruit intake of less than 100g per day	61.6% (FY2019)	67.7% (FY2024)	30% or less
7	**Increase the percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases**			
(14)	Percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases	64.3%	63.2%	75% or more

Goals

	Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2025)	Target Values (FY2025)
8	**Increase the percentage of citizens who take time to eat and chew well**			
(15)	Percentage of citizens who take time to eat and chew well	47.3%	46.2%	55% or more
9	**Increase the number of volunteers engaging in the promotion of shokuiku**			
(16)	Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of shokuiku	362,000 (FY2019)	303,000 (FY2024)	370,000 or more
10	**Increase the number of citizens who have agriculture, forestry, or fishery experience**			
(17)	Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	57.1%	70% or more
11	**Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer**			
(18)	Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	66.0%	80% or more
12	**Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods**			
(19)	Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	57.1%	75% or more
13	**Increase the number of citizens who take action to reduce Food Loss and Waste**			
(20)	Percentage of citizens who take action to reduce Food Loss and Waste	76.5% (FY2019)	77.2%	80% or more
14	**Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families**			
(21)	Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	48.8%	55% or more
(22)	Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	54.7%	50% or more
15	**Increase the percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it**			
(23)	Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	74.6%	80% or more
16	**Increase the percentage of municipalities that have created and implemented the Municipal Plan to Promote Shokuiku**			
(24)	Percentage of municipalities that have created and implemented the Municipal Plan to Promote Shokuiku	87.5% (FY2019)	92.8%	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 Provide Food-Related Guidance Using Local Products in Schools (MEXT); for fiscal 2019, Survey on Efforts to Provide Food-Related Guidance Concerning 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): MAFF survey.
For (20): The fiscal 2019 value is based on the Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for Food Loss and Waste Reduction (CAA), and the fiscal 2025 value is based on the FY2025 Survey on Attitude and Awareness in Consumer Life (First Survey) (CAA).

Note: 1) The Fourth Basic Plan is an abbreviated form of the Fourth Basic Plan for the Promotion of Shokuiku.
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).