

Outline for Establishing  
Japanese Cuisine Special Goodwill Ambassador and  
Japanese Cuisine Goodwill Ambassador

Established February 26, 2015  
Notification from the Director-General of the Food Industry Affairs Bureau,  
Ministry of Agriculture, Forestry and Fisheries

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(Purpose)

Article 1

This outline shall determine necessary matters on appointing a “Japanese Cuisine Special Goodwill Ambassador” (hereinafter, “Special Goodwill Ambassador”) and a “Japanese Cuisine Goodwill Ambassador” (hereinafter, “Goodwill Ambassador”) to effectively communicate the appeals of “Japanese food, dietary cultures, and Japanese agricultural, forestry and fishery products and food” (hereinafter, “Japanese food and dietary culture, etc.”) widely both inside and outside Japan.

(Role)

Article 2

1. The Special Goodwill Ambassador shall disseminate information or cooperate in other activities as the public relations person of Japanese food and dietary culture, etc. both inside and outside Japan.
2. The Goodwill Ambassador shall be involved with the spreading of Japanese food and dietary culture, etc. both inside and outside Japan through such activities as giving advice from their professional point of view to overseas professionals engaged in Japanese cuisine.

(Requirements)

Article 3

1. The Special Goodwill Ambassador shall be chosen from celebrities and other famous people who possess all the qualifications given below:

- (1) An individual who is sufficiently exposed to the media and thus is expected to effectively promote the allures of Japanese food and dietary culture, etc. both inside and outside Japan.
  - (2) An individual who has both the warm demeanor and refined grace of the Japanese spirit of “WA”.
  - (3) An individual who is favored by the general public of all age levels in Japan and is also well-known abroad.
2. The Goodwill Ambassador shall be chosen from professionals engaged in Japanese cuisine and shall possess all the qualifications given below:
- (1) An individual who has already achieved certain results in spreading Japanese food and dietary culture, etc. abroad
  - (2) An individual who has a network with businesses and experts concerned with Japanese food and dietary culture, etc. both inside and outside Japan
  - (3) An individual who has the ability to disseminate information both inside and outside Japan

(Appointment)

Article 4

1. The Special Goodwill Ambassador will be chosen from nominees that meet the requirements prescribed in Section 1 of the Article above and, after confirming his/her approval, shall be appointed by the Minister of Agriculture, Forestry and Fisheries. This position is for one person only.
2. The Goodwill Ambassador will be chosen from nominees that meet the requirements prescribed in Section 2 of the Article above and, after confirming his/her approval, shall be appointed by the Director General of the Export and International Affairs Bureau.

(Cancellation)

Article 5

1. The Minister of Agriculture, Forestry and Fisheries may cancel the appointment of the Special Goodwill Ambassador under Article 4 Section 1 in the event that they fall under any of the following categories:
  - (1) The appointed ambassador was found not to meet any of the requirements of the Sections in Article 3 Section 1 or, the Minister of Agriculture, Forestry and Fisheries recognizes that it is necessary to cancel the appointment due to hindrance in the dissemination of the allures of Japanese food and dietary culture, etc.

- (2) The appointed individual has offered to resign.
2. The Director General of the Export and International Affairs Bureau may cancel the appointment of the Goodwill Ambassador under Article 4 Section 2 in the event that they fall under any of the following categories:
  - (1) The appointed ambassador was found not to meet any of the requirements of the Sections in Article 3 Section 2 or, the Director General of the Export and International Affairs Bureau recognizes that it is necessary to cancel the appointment due to hindrance in the dissemination of the allures of Japanese food and dietary culture, etc.
  - (2) The appointed individual has offered to resign.

(Activities)

#### Article 6

The Special Goodwill Ambassador and the Goodwill Ambassador shall be engaged in such activities as given below with respect to with the promotion of allures of Japanese food and dietary culture, etc.:

- (1) Cooperating in projects implemented by the MAFF and related bodies
- (2) Disseminating information through activities of their own profession and in media of all kinds

(Fee)

#### Article 7

1. Fees for the Special Goodwill Ambassador shall be determined upon mutual consultation between the Special Goodwill Ambassador or the agent and the Export and International Affairs Bureau Export Policy Planning Division.
2. Goodwill Ambassadors will receive no fee. However, this does not interfere with the transportation fee and such paid-for actual costs that arise in cooperation with projects implemented by the MAFF.

(Other)

#### Article 8

In addition to the provisions determined in this outline, necessary matters on establishing the Special Goodwill Ambassador and the Goodwill Ambassador shall be determined by the MAFF Director General of the Export and International Affairs Bureau.