The Basic Plan for the Promotion of Shokuiku provides that “the government holds a core national event every year with the cooperation of local governments and private organizations.” Accordingly, the national government co-hosts the National Convention on Shokuiku Promotion with local governments every year.

The 14th National Convention on Shokuiku Promotion in FY2019 was held in Kofu City, Yamanashi Prefecture on June 29 and 30 by MAFF, Yamanashi Prefecture, Kofu City, and the 14th National Convention on Shokuiku Promotion Yamanashi Prefecture Executive Committee. The theme of the Convention was “People and Future Connected through Food: From Yamanashi, the Home of Mt. Fuji That Boasts the Nation’s Longest Healthy Life Expectancy, to the Whole County.” Various events were held to give visitors opportunities to understand and put into practice shokuiku while having fun, along with different seminars, workshops, and exhibition booths.

III. Shokuiku Initiatives by MAFF

2. National Convention on Shokuiku Promotion

- Third Shokuiku Activity Awards Ceremony (14th Convention)
- Shokuiku seminar for children (14th Convention)

National Convention on Shokuiku Promotion (MAFF website)
http://www.maff.go.jp/j/syokuiku/taikai/gaiyo.html
3. Commendation of Shokuiku Activities

- MAFF gives awards to persons who promote shokuiku through their business (agriculture, forestry and fisheries, food production, retailing, etc.) or educational or volunteer activities to commend their contribution and to spread best practices across the country by sharing the details of their activities with the general public.
- The Third Shokuiku Activity Awards Ceremony was held on June 29, 2019. Awards were given to a total of 21 groups from the (1) volunteer sector and (2) educators and businesses sector (the Minister of Agriculture, Forestry and Fisheries Award to 7 groups and the Consumer Safety Bureau Award to 14 groups).
III. Shokuiku Initiatives by MAFF
3. Commendation of Shokuiku Activities

Groups That Won the Third Minister of Agriculture, Forestry and Fisheries Award <Volunteer Sector>

(1) Hirono Town Eating Habits Improvement Committee (Iwate Prefecture)

In accordance with the Hirono Town Shokuiku Promotion Plan, the Committee promotes shokuiku activities designed for residents in different life stages. Ever since it was established, the Committee has promoted various measures such as spreading recipes for handmade snacks for infants, cooking lessons in nurseries and elementary and junior high schools aimed at promoting the understanding of shokuiku and enhancing shokuiku in school, and developing menu ideas for adults to prevent lifestyle-related diseases.

Shokuiku class using local products at junior high school

(2) Committee on Health Improvement Using Side Dishes and Miso Soup <Aomori University of Health and Welfare> (Aomori Prefecture)

They promote the incorporation of side dishes and miso soup in people’s diet with an aim to help college students to build the habit of cooking for themselves and self-management capability concerning food, while also increasing their vegetable intake and promoting their understanding of appropriate sodium intake. At the same time, they also help local residents to improve their diet and strengthen their ability to put into practice such diet. In addition, they also conduct activities such as cooking classes for elementary and junior high school students in single-parent homes, health lectures and food tastings for the elderly living alone.

Miso soup—a side dish for any occasion

Healthy exercises for older people

(3) Yamanashi Prefecture Hibarigaoka High School Udon Club (Yamanashi Prefecture)

The Udon Club presents and spreads the local cuisine “Yoshida Udon” across Japan through various activities, such as holding exhibitions at events in and outside Yamanashi Prefecture, developing new dishes, issuing free leaflets introducing udon shops, and running their own udon shops. Through such activities, they aim to communicate the charm of the unique local cuisine and pass down the local food culture.

The Udon Club is also appointed as Yamanashi Prefecture’s Food Tradition Meister and Fujiyoshida City’s Yoshida-no-Udon Tourism Ambassador.

Opening a Yoshida-no-Udon shop in a supermarket
III. Shokuiku Initiatives by MAFF
3. Commendation of Shokuiku Activities

Groups That Won the Third Minister of Agriculture, Forestry and Fisheries Award <Educators and Businesses Sector>

(4) Kimagure Vegetable Shop Dandan (Tokyo)

They started study support while running a vegetable shop. As they run re-learning programs for adults, they started Kodomo Shokudo as a place for kyōshoku. Kodomo Shokudo has attracted and connected people in different generations through food and now serves as a hub for local information sharing and communication. They also hold cooking classes regarding local traditional cuisine and cooking classes for children.

(5) Zao Mountain Farm, Ltd. (Yamagata Prefecture)

Zao Mountain Farm is another name for Yamakawa Farm, where people live with different animals. It holds various on-site experience programs as well as tour lectures introducing the farm’s cyclic system modeled on the natural ecosystem. They provide opportunities to think about the close connection between food, life, the natural cycle, and humans.

(6) Osaka Izumi Co-operative Society (Osaka Prefecture)

The only museum in the country where people can learn about food safety, shokuiku, and the importance of eating. On weekends, food-related experience events for parents and children are also held. In addition, for people who live far away, the museum also dispatches its staff for outreach programs, such as tofu making experience and sugar content checks.

(7) Genki Sabae Shokuiku Promotion Committee (Fukui Prefecture)

With its slogan, “Everyone’s Sabae Connected through Food,” the Committee members living in Sabae City and the local government promote comprehensive shokuiku projects. Nutrition teachers who are deployed in all elementary schools in the city work as a bridge between the Committee and students, providing shokuiku classes tailored for individual grades.
MAFF issues an annual report on the government’s measures and shokuiku events (White Paper on Shokuiku). Each year, the White Paper is adopted by the Cabinet, submitted to the Diet, and published between May and June.

- The featured article of the FY2018 White Paper on Shokuiku, “Shokuiku for the Extension of Healthy Life Expectancy” (the distributed version was issued in 2020)


●FY2018 White Paper on Shokuiku
(MAFF website)
http://www.maff.go.jp/j/syokuiku/wpaper/h30_index.html
In March 2000, the then Ministry of Education, the then Ministry of Health and Welfare, and MAFF formulated the Dietary Guidelines for Japanese to improve people’s health and the quality of life, and to secure a stable supply of food. In the same month, the Cabinet issued the Promotion of the Dietary Guidelines for Japanese, making a decision to promote the understanding and practice of the Dietary Guidelines for Japanese throughout the whole nation.

In June 2016, the Guidelines were partially revised taking into account the recent developments concerning food after the Guidelines’ issuance in 2000.

< Dietary Guidelines for Japanese>

- Enjoy your meals.
- Establish a healthy rhythm by keeping regular hours for meals.
- Maintain the proper weight with adequate exercise and well-balanced meals.
- Eat well-balanced meals with staple food, as well as main and side dishes.
- Eat enough grains such as rice and other cereals.
- Combine vegetables, fruits, milk products, beans and fish in your diet.
- Avoid too much salt. Attention should be paid to the quality and quantity of fat ingested.
- Take advantage of Japanese dietary culture and local food products. Preserve local dishes.
- Conserve food resources and practice dietary habits for minimizing leftovers and food waste.
- Develop your understanding of food and review your dietary life.

(March 2000, the Ministry of Education, the Ministry of Health and Welfare, the Ministry of Agriculture, Forestry and Fisheries; partially revised in June 2016)

<Key Points of the Guidelines>

- “Taking time to eat and chew well” was added as a specific desired action.
- Obesity prevention continues to be necessary. On the other hand, attention is also paid to the prevention of emaciation and undernourishment of elderly people.
- This item also aims to prevent excessive weight loss by encouraging people to not to solely focus on their weight, but also care for their health condition.
- A diet consisting of staple food, a main dish, and side dishes is a basic form of diet that incorporates a variety of foods, which allow people to take in necessary nutrients in a balanced manner.
- The ideal sodium intake from the viewpoint of preventing hypertension is less than 8 g per day for men and less than 7 g for women.
- People should not only prevent excessive fat intake, but also consider the quality of the fat.
- Taking into account the environmental impact of leftovers and food loss, it is necessary to promote shokuiku that values food resources and incorporates environmental perspectives.

(Dietary Guidelines for Japanese (MAFF website)
http://www.maff.go.jp/j/syokuiku/shishinn.html)
MHLW and MAFF adopted the Japanese Food Guide Spinning Top in June 2005 as a measure to link concrete actions to the Dietary Guidelines for Japanese (March 2000), which aimed to bring about a healthy and affluent diet.

The Japanese Food Guide Spinning Top is a simple figure that shows the desired combination of meals and the appropriate approximate volume to help people consider what and how much they should eat per day.

[Image of the Japanese Food Guide Spinning Top]

[Japanese Food Guide Spinning Top (MAFF website)]