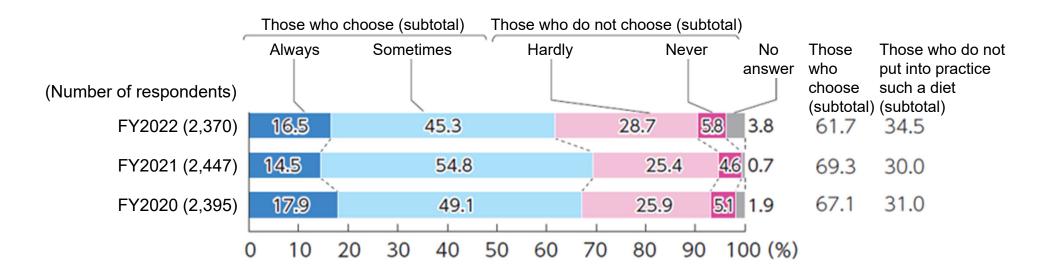
#### II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

## (19) Percentage of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products

O The percentage of respondents who answered that they "choose" ("always" and "sometimes") environmentally friendly agricultural, forestry, fishery, and food products (agricultural, forestry, fishery, and food products with reduced environmental impact, such as organic agricultural products produced without depending on agricultural chemicals or chemical fertilizers, and products with less waste instead of excessive packaging) was 61.7% (survey result at the time of development of the Fourth Basic Plan was 67.1%)

# Changes in the percentage of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products



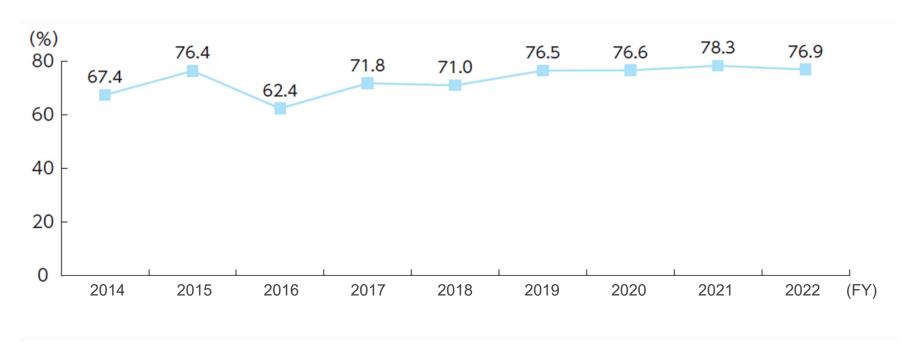
Source: "Survey on Attitudes Towards Shokuiku" (MAFF)

### II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values

### (20) Percentage of citizens who take action to reduce food loss

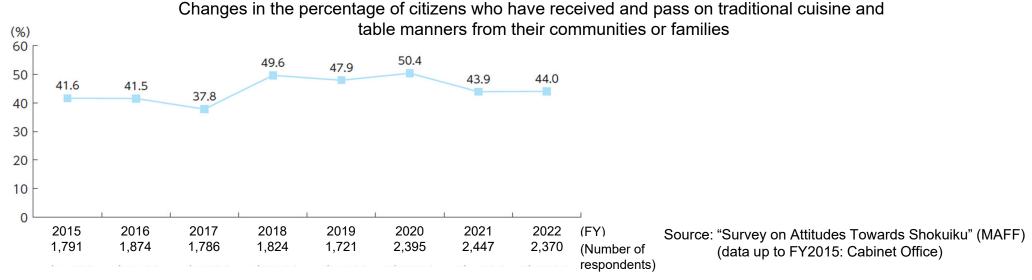
O The percentage of citizens who take action to reduce food loss was 76.9% (survey result at the time of development of the Fourth Basic Plan was 76.5%)

### Changes in the percentage of citizens who take action to reduce food loss

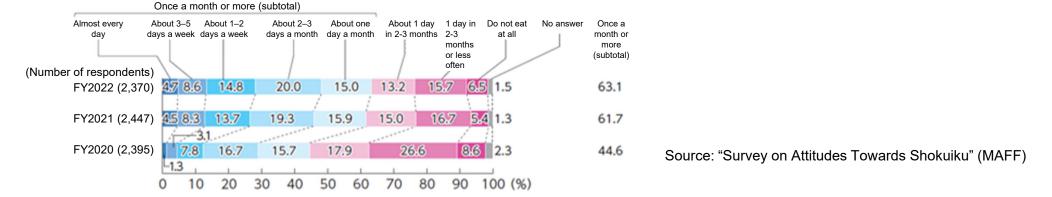


Source: "FY2014 and FY2015 Basic Survey on Consumer Life," "FY2016 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives," "FY2017 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives," "FY2018, FY2019, FY2020, and FY2021 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives," and "FY2022 Second Survey on Consumer Awareness" (Consumer Affairs Agency)

- II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values
  - (21) Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families
  - (22) Percentage of citizens who eat local or traditional dishes at least once a month
  - The percentage of citizens who have received and pass on local and traditional cuisines, dishes, and recipes that have been passed down from their ancestors in their community or family, and table manners (such as how to use chopsticks) was 44.0% (survey result at the time of development of the Fourth Basic Plan was 50.4%)
  - The percentage of citizens who eat local or traditional dishes "once a month or more" ("Almost every day," "About 3–5 days a week," "About 1–2 days a week," "About 2–3 days a month," and "About one day a month") was 63.1% (survey result at the time of development of the Fourth Basic Plan was 44.6%)

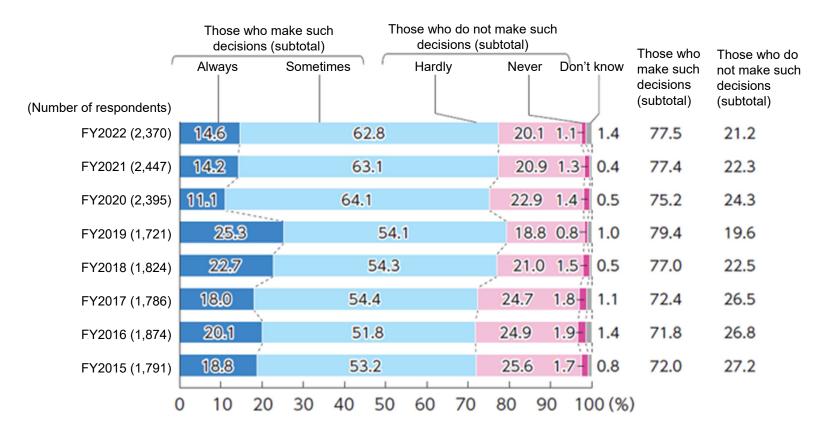


Changes in the percentage of citizens who eat local or traditional dishes at least once a month



- II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values
  - (23) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it
  - O The percentage of citizens who responded that they thought they made appropriate decisions to ensure safe eating habits (those who responded "always" and "sometimes") was 77.5% (survey result at the time of development of the Fourth Basic Plan was 75.2%)

# Changes in the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it



Source: "Survey on Attitudes Towards Shokuiku" (MAFF) (data up to FY2015: Cabinet Office)

Note: "No answer" was taken as "Don't know" in FY2020, FY2021, and FY2022

- II. Targets Set out in the Fourth Basic Plan for the Promotion of Shokuiku and Current Values
  - (24) Percentage of municipalities that have created and implemented a Municipal Plan for the Promotion of Shokuiku
  - O The percentage of municipalities that have created and implemented a Municipal Plan for the Promotion of Shokuiku as of the end of March 2023 was 90.5% (survey result at the time of development of the Fourth Basic Plan was 87.5%)

# Changes in the percentage of municipalities that have prepared a Municipal Plan for the Promotion of Shokuiku



Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (data up to FY2015: Cabinet Office)

#### III. Shokuiku Initiatives by MAFF

### 1. National Network for Shokuiku Promotion (Minna no Shokuiku, meaning "everybody's shokuiku")

- O In order to promote shokuiku, a wide variety of stakeholders are collaborating and cooperating to reinforce the system for promoting shokuiku activities, including the national and local governments, educators, workers and businesses in agriculture, forestry, and fishery, companies, organizations, volunteers, and individuals.
- Information will be shared on the latest methods and knowledge of shokuiku activities, including shokuiku to accommodate the new normal and digitalization.
- O Creating the latest shokuiku activities, such as the new normal by matching between different business operators and shokuiku that accommodates digitalization.
- O Working to develop human resources who are capable of providing training for the promotion of shokuiku.
- O Promoting the participation in the network membership by institutions, organizations, companies, workers, and businesses in agriculture, forestry, and fishery, school officials, individuals, etc. who agree with the purpose of the network, as well as disseminating information centrally.



The "National Network for Shokuiku Promotion" is nicknamed "Minna no Shokuiku." Specific activities and management methods are discussed by the executive committee, which is composed of companies and nutritionists who are actively engaged in such activities, and the members' voluntary initiatives are promoted. The secretariat engages in public relations, matching, holding salons and forums, etc. to support operations.

National Network for Shokuiku Promotion (Minna no Shokuiku, meaning "everybody's shokuiku")

#### **Executive committee**

(companies and professionals such as nutritionists who are proactively taking initiatives)

The executive committee determines about 1 to 2 cases a year on timely topics related to the promotion of shokuiku, solicits participating companies for each topic, and then conducts specific activities.

#### (Example topics)

- Online shokuiku promotion, shokuiku promotion within corporations, Shokuiku Month, Shokuiku Day campaign
- · Promotion of agriculture, forestry, or fishery experience, etc.

#### (Example activity)

 Holding joint shokuiku events held by multiple companies, training sessions, Shokuiku Day collaborative projects, etc.

Secretariat: Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (Public relations, matching, management of salon and forum)

Relevant ministries and agencies: MEXT, MHLW, Food Safety Commission of Cabinet Office, the Consumer Affairs Agency, etc.

(Provision of information on projects and materials that can be utilized to promote shokuiku)

Organization diagram of the "National Network for Shokuiku Promotion"

National Network for Shokuiku Promotion website

 National Network for Shokuiku Promotion (MAFF website) http://www.maff.go.jp/j/syokuiku/network/index.html

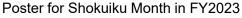


#### III. Shokuiku Initiatives by MAFF

## 2. Shokuiku Month

- The Basic Act on Shokuiku stipulates that "a period for promoting activities related to the promotion of shokuiku intensively and effectively" should be designated. The Basic Plan for the Promotion of Shokuiku defines June of every year as "Shokuiku Month."
- O During "Shokuiku Month," a "National Convention on Shokuiku Promotion" is held every year with the cooperation of local governments and private organizations.
- O MAFF holds a Shokuiku Month Seminar on the topic of "Energize your community with the power of sports and shokuiku!"









Shokuiku Month Seminar (Panel discussion)

Flyer for the Shokuiku Month Seminar in FY2023

Shokuiku Month (MAFF website)
 https://www.maff.go.jp/j/syokuiku/gekkan/index.html



## 3. National Convention on Shokuiku Promotion

- The Basic Plan for the Promotion of Shokuiku provides that "the national government will hold a National Convention each 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 18th National Convention on Shokuiku Promotion in FY2023 was held on June 24 and 25 at the Toyama Industrial Exhibition Hall (Techno Hall) and other venues co-hosted by MAFF, Toyama Prefecture, and the 18th National Convention on Shokuiku Promotion Toyama Prefecture Executive Committee.
- O The 19th National Convention on Shokuiku Promotion in FY2024 will be held on June 1 and 2 at the ATC Hall co-hosted by MAFF, Osaka Prefecture, and others.



Flyer for the 18th National Convention on Shokuiku Promotion







The 18th National Convention on Shokuiku Promotion

National Convention on Shokuiku Promotion (MAFF website)



http://www.maff.go.jp/j/syokuiku/taikai/gaiyo.html