

4. Awards for 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.
- At the 7th Shokuiku Activity Awards Ceremony, awards were given to a total of 23 individuals or organizations from the (1) volunteer sector and (2) educators and businesses sector (the Minister of Agriculture, Forestry and Fisheries Award to 5 of them, the Director-General of Food Safety and Consumer Affairs Bureau Award to 13 of them, and the Special Jury Award to 5 of them).
- The details of the awarded activities are presented in a video and a collection of examples on the MAFF website.

第7回 食育活動表彰

食育を推進する優れた
取組を募集します！

ボランティア活動、教育活動又は農林漁業、
食品製造・販売等その他の事業活動を通じて食育を推進する
優れた取組を表彰し、さらに食育を広げていきます。

12 食育を
推進しよう



募集 令和4年
締切 8月31日(水) 必着

表彰式 令和5年
6月24日(土)

会場：富山産業展示館(富山県富山市)

応募内容に関するお問合せ
農林水産省 消費・安全局消費者行政・食育課
TEL 03-3502-5723
(平日 9:30~17:30 土日祝日除く)

応募書類の提出に関するお問合せ
第7回食育活動表彰運営事務局(株式会社ステージ内)
TEL 03-3554-5170
(平日9:30~17:30 土日祝日及び毎月12日除く)
E-mail: syokuiku2022@stage.ac

詳しくは農林水産省
ホームページを
ご覧ください。

食育活動表彰



主催：農林水産省 後援：内閣府、消費者庁、文部科学省、厚生労働省

農林水産省

紹介動画

ボランティア部門

食生活改善推進員の部

農林水産大臣賞

熊本市食生活改善推進員協議会 [熊本県]



広げられ!! 次世代につなぐ、ふるさとの味

消費・安全局長賞

備前市栄養委員会 [岡山県]



災害時の食に備える普及啓発活動

消費・安全局長賞

鹿島市食生活改善推進協議会 [佐賀県]



さまざまな世代や環境の方を対象に、食の大切さを伝えるための普及活動

Video of awarded activities presented in videos

第7回 食育活動表彰

● 事例集 ●



農林水産省

● Awards for Shokuiku Activities (MAFF website)

<https://www.maff.go.jp/j/syokuiku/hyousyo/index.html>



4. Awards for Shokuiku Activities

Groups that won the 7th Minister of Agriculture, Forestry and Fisheries Award <Volunteer sector>

(1) Kumamoto City Diet Improvement Promoters Council (Kumamoto Prefecture)

The activities of diet improvement promoters to inform local high school students about local ingredients and local cuisine are spreading and have been the core activities of the Council. In the wake of the COVID-19 pandemic, it has been working with the government to create and distribute videos to promote shokuiku in order to pass on the food culture that accommodates the new normal.



Among high school students who took shokuiku classes, some say that “I want to pass on the local cuisine that I learned to my children in the future”.

(2) Sharelink Ibaraki (Osaka Prefecture)

An organization that started with child-rearing support. Through the activities, it was found that troubles of raising children arise from isolation. “Food” leads to “life.” With the ultimate aim of making “life” sparkle, it is promoting activities to realize a sustainable region through various food-related initiatives such as shokuiku lectures, fields, self-catering schools, disaster prevention activities, and food pantry sharehouses.



Share and link for the next generation’s brilliance

4. Commendation of Shokuiku Activities

Groups that won the 7th Minister of Agriculture, Forestry and Fisheries Award <Educators and businesses sector>

(3) Community Cafe: Cafe Gokko (Toyama Prefecture)

A cafe restaurant that uses only rice and vegetables grown and produced locally without using pesticides. In addition to culinary training that sticks to using locally produced ingredients, shokuiku lectures are held widely for those from parenting circles to universities. It serves as a bridge between producers and consumers through agricultural experiences and on-site morning markets, and also as a place for interaction among citizens addressing local issues such as food, agriculture, environment, welfare, and support for disaster victims.



Menu using local seasonal ingredients

(4) AGRI BATON PROJECT (Ibaraki Prefecture)

In order to convey that “farming is fun!” in the initiative originated by women in agriculture, it is promoting a project called “let’s make picture books full of charm of agriculture and send them to children all over Japan who will lead the next generation!” Members from all over the country carry out shokuiku activities in their respective areas through reading picture books to children and talking by farmers about vegetables.



Reading to convey the charm of agriculture

(5) Tokyo Gas Co., Ltd. (Tokyo)

In order to address food, environment, and energy issues in a combined manner, it started shokuiku activities centering on “cooking,” which is familiar to our daily lives. It has been promoting shokuiku in accordance with the trend of the times up until now. Based on environmental issues and the realization of the SDGs, it is facing the challenges of modern society, such as nurturing the next generation and achieving health and longevity as “unique shokuiku.”



Started with “Kids in Kitchen: Children’s Cooking Class” (1992–2020)

5. White Paper on Shokuiku

- 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.
- In the White Paper on Shokuiku in FY2022, the current status of shokuiku initiatives was introduced, including the “promotion of food security and shokuiku in Japan” in the opening, as well as the “shokuiku promotion that accommodates the ‘new normal’ and digitalization” as a feature article.


Part I: Progress of Shokuiku Promotion Efforts
Japan’s Food Security and Shokuiku Promotion

1. Japan’s Food Security and Shokuiku Promotion


- Promotion of *shokuiku* contributes to fostering gratitude for and understanding of the fact that our daily dietary habits are based on the blessings of nature and supported by efforts by people engaged in food-related activities.
- Today when the risk to food security is increasing, it is important that as many citizens as possible have an opportunity to understand the role of our food, agricultural, forestry, fishery and rural areas, and the significance of improving our food self-sufficiency ratio, to think about their future and to act independently supporting each other.
- In order to encourage “gratitude and understanding towards food and nutrition” and “contribution to the improvement of the food self-sufficiency ratio” based on the Fourth Basic Plan for the Promotion of *Shokuiku*, the government will take measures to naturally deepen appreciation and understanding of producers and others through appropriate dissemination of information and a variety of hands-on activities.

2. Circumstances Around the Food Security of Japan / Fostering Public Understanding and Encouraging Active Purchase of Domestic Agricultural, Forestry and Fishery Products

- In addition to the destabilization of global food production due to climate change and intensified procurement competition caused by the expansion of the global food demand, the strained situation in Ukraine further destabilized food supply. Strengthening food security is an urgent and top priority issue of the country.
- In December of 2022, the Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries (chaired by the Prime Minister) decided the “Policy Outline to Strengthen Food Security,” showing the measures necessary for continued strengthening of food security and their goals.
- Food security is an issue for every citizen. For its strengthening, it is important to have the public understand food, agriculture, forestry, fisheries and rural areas whose economy is based on agriculture, forestry or fisheries, as well as to make consumption-related efforts to encourage active purchase of domestic agricultural, forestry and fishery products.
- Behavior modification is encouraged through “Nippon Food Shift” and the information is disseminated through SNS by BUZZ MAFF.
- It is also important to promote *shokuiku* for children who bear the future. Local products are used in school lunches to foster gratitude for food and the efforts of the producers. Maintaining or increasing “the percentage of local products and domestic food stuffs used in school lunches” is set as a goal of the Fourth Basic Plan for the Promotion of *Shokuiku*. The government will actively promote the initiatives in schools and communities.



Cycle of shokuiku



Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries
Prime Minister summarizing the result of the first meeting
Source: Homepage of the Prime Minister’s Office

Featured Article: Promotion of Shokuiku in Response to the “New Normal” and Digitalization

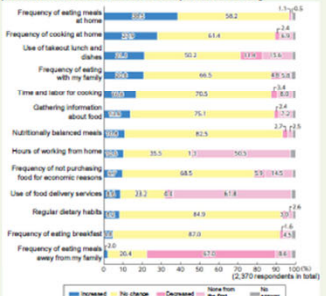
1. Positioning in the Fourth Basic Plan for the Promotion of Shokuiku

- The Fourth Basic Plan for the Promotion of *Shokuiku* includes “Promotion of *shokuiku* in response to the ‘new normal’ and digitalization” in the priority issues.
- Time spent at home and opportunities to think about food as a family increased due to increased telework and other factors under the influence of COVID-19. This was an opportunity to review dietary habits and increased the importance of *shokuiku* at home.
- The COVID-19 pandemic accelerated the use of digital technologies.
- In response to the progress of ICT and digitalization of society, it is necessary to proactively use digital tools and the internet for *shokuiku* activities.

2. Changes in Eating Habits under the Influence of COVID-19

- The questionnaire asked whether or not the eating habits had changed after the spread of COVID-19.
- The ratio of the respondents answering “increased” was highest for “frequency of eating meals at home” (38.5%), followed by “frequency of cooking at home” (27.9%) and “use of takeout lunch and dishes” (21.1%).
- The ratio of the respondents answering “decreased” was highest for “frequency of eating breakfast” (67.0%), followed by “frequency of eating meals away from my family” (67.0%), followed by “use of takeout lunch and dishes” (11.4%).
- The ratio of the respondents answering “not changed” was highest for “frequency of eating breakfast” (87.0%), followed by “regular dietary habits” (84.9%) and “nutritionally balanced meals” (82.5%).
- Regarding the younger generation (the 20s to the 30s), the ratio of the respondents answering “increased” was 51.3% for “frequency of eating meals at home,” followed by 37.8% of “frequency of cooking at home.”

Changes in dietary habits comparing the state before the spread of COVID-19 (around November 2019) with today



Habit	Increased (%)	No change (%)	Decreased (%)	Not answered (%)
Frequency of eating meals at home	38.5	56.2	1.3	0.0
Frequency of cooking at home	27.9	61.4	2.4	8.5
Use of takeout lunch and dishes	21.1	50.2	0.0	28.7
Frequency of eating with my family	60.0	46.5	0.0	0.0
Time and labor for cooking	20.0	70.0	0.0	10.0
Gathering information about food	20.0	75.1	0.0	0.0
Nutritionally balanced meals	20.0	82.5	0.0	0.0
Hours of working from home	20.0	35.5	1.1	43.4
Frequency of not purchasing food for economic reasons	0.0	54.5	0.0	45.5
Use of food delivery services	20.0	23.2	4.0	72.8
Regular dietary habits	20.0	84.9	0.0	0.0
Frequency of eating breakfast	0.0	87.0	0.0	0.0
Frequency of eating meals away from my family	0.0	29.4	11.0	60.0

Data Source: MAFF: The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2022.

Case Study

Remote Fruit Harvesting Using a Digital Tool

Persitech CO., LTD (Kyoto Prefecture)


- Since 2017 the company has been providing remote harvesting experience connecting farms and consumers by using remote control technology.
- Participating consumers give directions as to which fruits to harvest while looking at the computer screen, and farmers wearing smart glasses harvest the fruits in the farm.
- The harvested fruits are sent to the participants. They can eat the harvested fruits and enjoy both pleasure of harvesting and the taste of the fruits.
- Participating children said, “persimmons grow so close together,” and “apples grow on a tree this way.”



Fruit harvesting using remote control technology

● FY2022 White Paper on Shokuiku (MAFF website)

https://www.maff.go.jp/j/syokuiku/wpaper/attach/pdf/r4_index-6.pdf




6. Dietary Guidelines for Japanese

○ In March 2000, the Ministry of Education, the Ministry of Health and Welfare, and MAFF formulated the “Dietary Guidelines for Japanese” to improve citizens’ 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 among all generations. In June 2016, the Guidelines were partially revised.

“Dietary Guidelines for Japanese”

1. Enjoy your meals.

- Achieve a longer healthy life through your daily meals.
- Take time to eat and chew well a delicious meal while savoring it.
- Enjoy communication at the table with your family and interaction with others, and participation in the preparation of meals.



2. Establish a healthy rhythm by taking regular meals in a day.

- Have breakfast to make a good start of the day.
- Avoid large amounts of snacks before bedtime and between meals.
- Do not drink too much alcohol.

3. Maintain the proper weight with adequate exercise and well-balanced meals.

- Weigh yourself regularly and watch your food intake.
- Try to consciously move your body on a regular basis.
- Do not attempt to lose too much weight.
- Be especially aware of skinniness in young women and undernutrition in the elderly.


4. Eat well-balanced meals with staple food, as well as main and side dishes.




- Combine a variety of foods.
- Cook meals in various ways.
- Make a good combination of homemade food, eating out, and processed and prepared foods.

5. Eat enough grains such as rice and other cereals.

- Eat grains at every meal to maintain adequate energy intake from carbohydrates.
- Use grains such as rice and other cereals suited to the climate and natural features of Japan.



6. Combine vegetables, fruits, milk products, beans, and fish in your diet.




- Eat plenty of vegetables and fruits every day to get vitamins, minerals, and dietary fiber.
- Take plenty of calcium from milk and milk products, green and yellow vegetables, beans, and small fish.

7. Avoid too much salt. Attention should be paid to the quality and quantity of fat ingested.

- Consume salty foods and dishes less often. Target daily amounts of salt intake are less than 8 g for men and less than 7 g for women.
- Get a good balance of fats from animals, plants, and fish.
- Get into the habit of choosing food and restaurant menu by checking nutrition facts labels.

8. Take advantage of Japanese dietary culture and local food products. Pass down local dishes.




- Respect Japanese food culture, including “washoku,” and make the most of it in daily dietary life.
- Enjoy the blessings of nature and the change of four seasons while using local products and seasonal ingredients as well as incorporating holiday and special dishes.
- Learn about ingredients and acquire cooking skills.
- Pass on the dishes and manners inherited in communities and at home.

9. Conserve food resources and practice dietary habits for minimizing leftovers and food waste.

- Reduce food loss that is still edible but discarded.
- Consciously consume the right amount without leftovers by cooking and storing foods wisely.
- Use food resources in consideration of “best before date” and “use-by date.”

10. Develop your understanding of “food and nutrition” and review your dietary life.



- Take care of eating habits from childhood.
- Improve your knowledge and understanding of “food and nutrition” including food safety, and develop desirable eating habits at home, in schools, and in communities.
- Consider and discuss dietary habits with your family and companions.
- Create your own health goals and aim for better dietary habits.

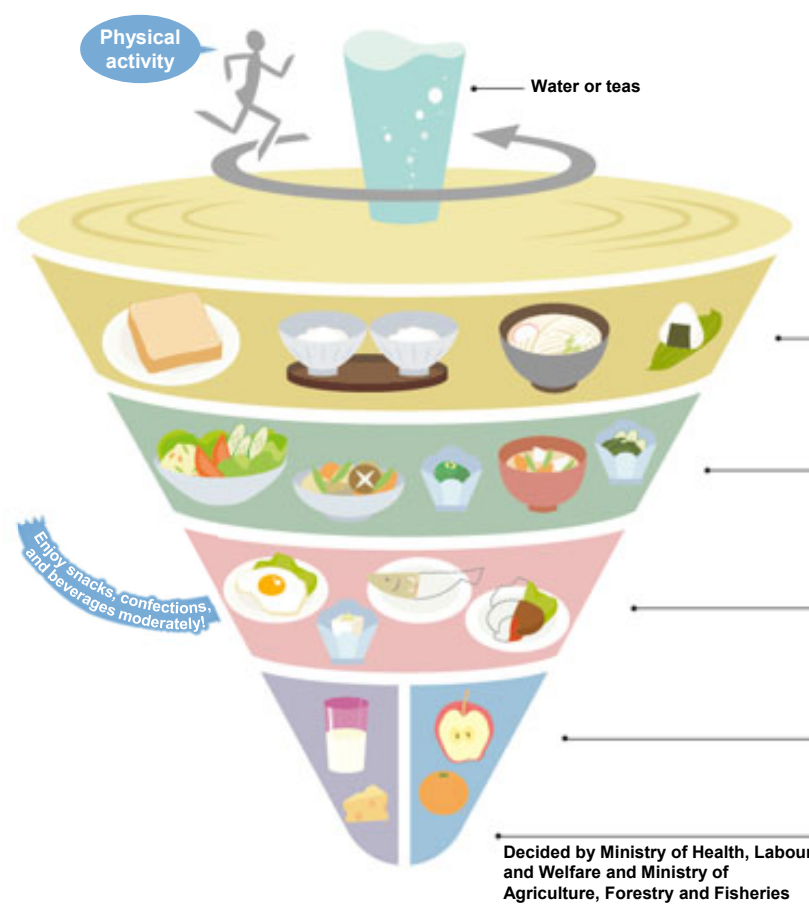
● Dietary Guidelines for Japanese (MAFF website)

<https://www.maff.go.jp/j/syokuiku/shishinn.html>



7. Japanese Food Guide Spinning Top

- 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.



Japanese Food Guide Spinning Top

Do you have a well-balanced diet?

For one day	Examples of dishes or food
Assumed energy content 2,200 kcal ± 200 kcal (basic style)	
Grain dishes (rice, bread, noodles, and pasta)	
5-7 SV About 4 bowls of rice (medium size)	1 SV = 1 small serving of rice, 1 piece of rice ball, 1 slice of bread, 2 bread rolls 1.5 SV = 1 medium serving of rice, 2 SV = 1 bowl of udon noodles, 1 plate of cold soba noodles, Spaghetti
Vegetable dishes (vegetable, mushroom, potato, and seaweed dishes)	
5-6 SV About 5 plates of vegetable dishes	1 SV = Vegetable salad, Vinegared cucumber and wakame seaweed, Miso soup with plenty of ingredients, Boiled and seasoned spinach, Simmered hijiki seaweed, Simmered beans, Sautéed mushrooms 2 SV = Simmered vegetables, Stir-fried vegetables, Simmered potatoes
Fish and Meat dishes (meat, fish, egg, and soy dishes)	
3-5 SV About 3 plates from meat, fish, egg, or soy dishes	1 SV = Cold tofu, Fermented soybeans, 1 plate of sunny-side up egg, 2 SV = Grilled fish, Fish tempura, Tuna and squid sashimi 3 SV = Hamburger steak, Grilled ginger pork, Deep-fried chicken
Milk (Milk and Milk products)	
2 SV About 1 bottle in the case of milk	1 SV = A half cup of milk, 1 piece of cheese, 1 slice of cheese, 1 pack of yogurt, 2 SV = 1 bottle of milk
Fruits	
2 SV About 2 in the case of mandarin orange	1 SV = 1 mandarin orange, Half an apple, 1 persimmon, Half a pear, a half cluster of grapes, 1 peach

*SV is an abbreviation of “serving,” which is a simply countable number describing the approximated amount of each dish or food served to one person

● Japanese Food Guide Spinning Top (MAFF website)
https://www.maff.go.jp/j/balance_guide/index.html