

III. Shokuiku initiatives by MAFF — 16. Inheritance of Food Culture

(2) Initiatives for the Protection and Inheritance of “Washoku”
(Initiatives for Child-Raising Generation and Younger Generation)

- Since FY2019, MAFF has implemented a project (protecting and inheriting diverse local food cultures and developing core human resources for promoting washoku culture) that targets the next generation, particularly the child-rearing generation and the young generation who are likely to become more conscious of improving their diet.

Protection and inheritance of local food culture

■ Our Regional Cuisines

The history and recipes of local cuisine selected in each region and the background of the region that produced local cuisine were compiled into a database, and 1,365 items from 47 prefectures were posted.

■ Traditional Foods in Japan

In FY2022, traditional processed foods were classified into 17 categories, and the characteristics, history, and recipes of traditional foods selected in each region were compiled into a database, and information on 60 traditional foods from 3 prefectures was published.



“Our Regional Cuisines - Beloved tastes and flavors we want to pass on to the next generation”
(https://www.maff.go.jp/j/keikaku/syokubunka/k_ryouri/index.html)

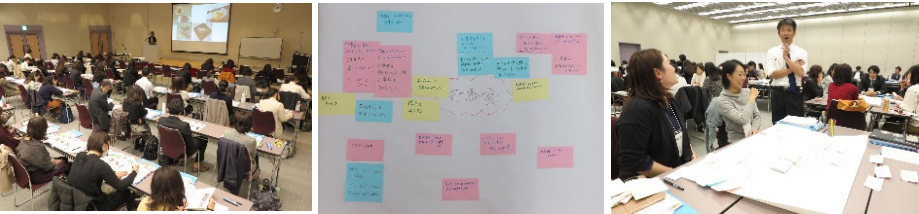


“Traditional Foods in Japan”
(<https://traditional-foods.maff.go.jp/>)



Development of leaders in the inheritance of washoku culture (human resource development)

- From nutrition educators at kindergartens, nursery schools, and elementary schools, core human resources (Washoku Culture Inheritance Leaders) were developed in each prefecture to convey washoku culture to the next generation of children.
- About 900 people in all prefectures from FY2019 to FY2023 have been/will be certified.



- A teaching material for elementary school students called “Washoku with Us” was created, and a model lesson using it was conducted.



For children

For instructors

Model lesson

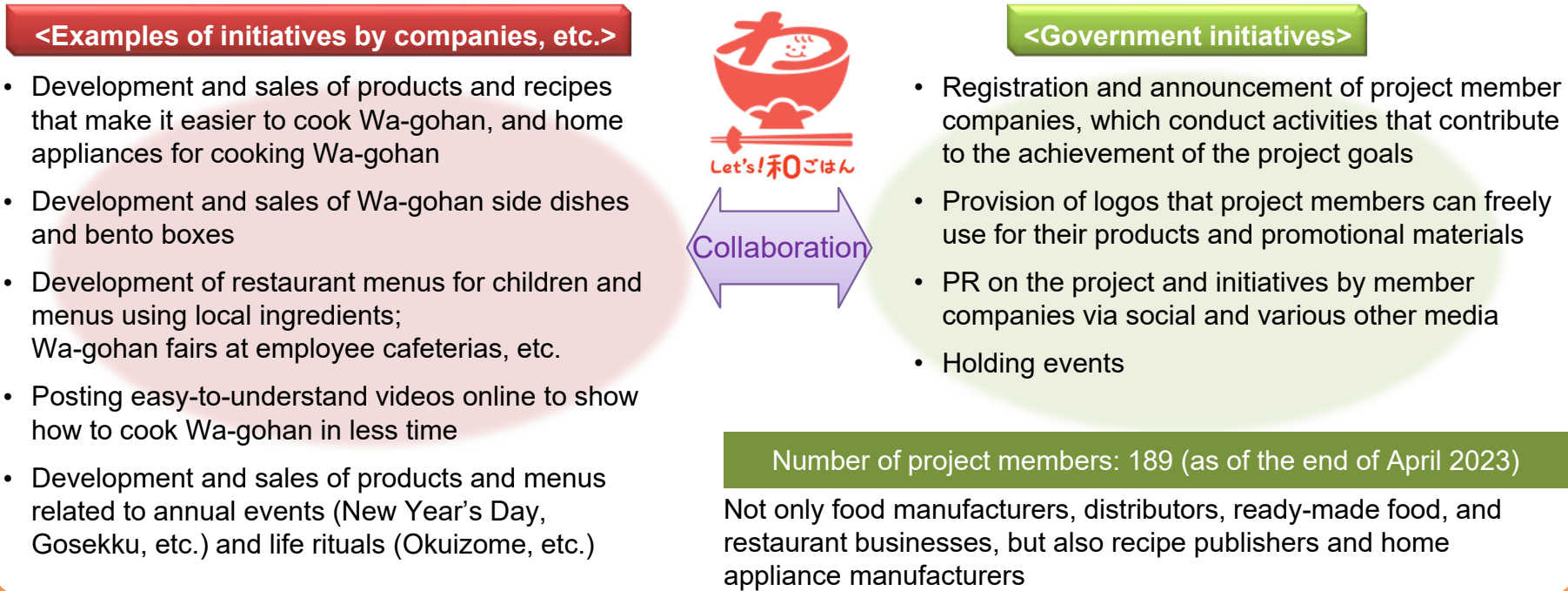
“THE GUIDE TO WASHOKU”
Information on training sessions, etc. is provided at (<http://ouchidewashoku.maff.go.jp>)



(3) Public-Private Collaboration Initiative (Let's! Wa-Gohan Project)

- The “Let’s Wa-Gohan Project” is a public-private collaboration project launched in FY2018, the fifth anniversary of designation of washoku as a UNESCO Intangible Cultural Heritage, to help protect and pass on washoku culture.
- In this project, washoku-related businesses and the government work together to promote measures to increase opportunities for children and the child-raising generation (who tend to be busy and think that washoku recipes “take too much time and effort to cook”) to have healthy “Wa-gohan” (Japanese food) in an easy and convenient way.
- Since FY2019, November has been designated as “Wa-Gohan Month,” and activities have been intensively worked on in collaboration with “Washoku Day” on November 24.

*Wa-gohan (Japanese food) ... A type of meals that have been eaten in Japanese homes, which: (1) consists of rice, soup, side dishes, or a combination thereof, or (2) uses dashi, soy sauce, miso, and other seasonings that have been used in Japan for many years.



(4) Washoku Cultural Network in each region

Based on the discussions of the Food Culture Promotion Subcommittee, in order to further promote activities for the protection and inheritance of diverse food cultures in communities, the Regional Agricultural Administration Offices, etc. became the secretariat to establish a network, the **“Washoku Cultural Network in the ○○ Region,”** (January 2021) which links **prefectures and municipalities (local governments), organizations, and parties concerned with the protection and inheritance of local food culture, leaders in the inheritance of washoku culture, other organizations and parties concerned with food culture (cooks, cooking specialists, etc.), and food-related businesses, etc.**

Background

As few as one in two people (44.0%) inherit the washoku culture, including traditional dishes and manners passed down in communities and families, and pass it on to the next generation.

In the Food Culture Promotion Subcommittee, **the need for initiatives based on the growing importance of “regional initiatives”** was advocated as one of the policies to protect and inherit domestic food culture in the future.

It is necessary to expand opportunities for the **utilization** of local cuisine database “Our Regional Cuisines” and opportunities for “leaders in the inheritance of washoku culture” to **play active roles.**

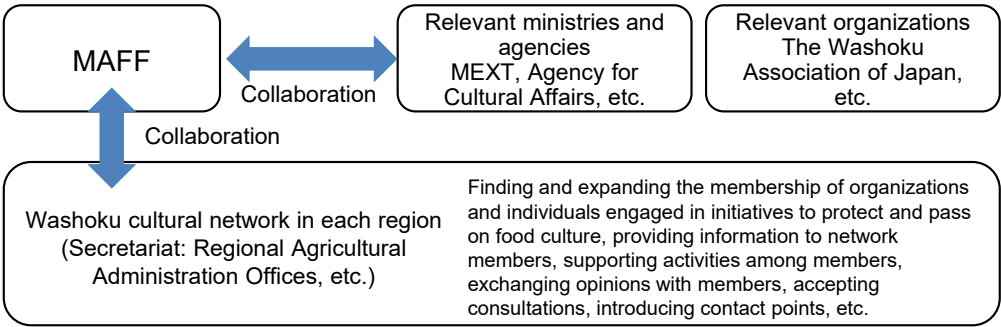
It is vital to **enhance the support that further intensifies** local people’s steady **activities.**

Network activities

In order to promote the initiatives to protect and pass on local food culture from the individual level in a wide, active, and continuous manner, the following information is sent out regularly (free participation in the network, and provision of relevant pamphlets useful for activities) while forming a network of stakeholders in communities (cooperation among members, various activities, etc.):

- Holding events such as seminars and study sessions
- Budget available for activities (activity expenses), etc.

Images of the network



Anyone interested in the protection and inheritance of local food culture can participate.
You can apply to join the network from the link below.
<https://www.maff.go.jp/j/keikaku/syokubunka/network/main.html>



<Key points of measures>
Places for kyoshoku including children’s cafeterias are important as a place for shokuiku activities, such as enjoying eating with others and learning table manners. Since the operation of children’s cafeterias, etc. has been affected and hindered due to the recent rise in prices, support for their activities will be expanded and strengthened. Moreover, support for shokuiku will be strengthened in schools in order to promote shokuiku which allows students to learn about local ingredients and nutritional balance.

<Policy objective>
Achievement of the goals of the Basic Plan for the Promotion of Shokuiku

“Percentage of citizens participating in kyoshoku in communities as they hope to,” “Percentage of citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day,” and “Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019)”

<Project details>

MAFF supports shokuiku initiatives, such as the “provision of places for kyōshoku in communities,” in which local stakeholders work together. MAFF also supports the initiatives for shokuiku activities in schools.

1. Shokuiku initiatives in communities

(1) Provision of places for kyoshoku in communities
MAFF supports the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeteria, by determining the needs of kyōshoku in communities and matching with producers.

(2) Inheritance of local food culture and practice of Japanese-style dietary habits
MAFF supports initiatives through cooking workshops, children’s cafeterias, and meal delivery services for children for the inheritance of local food culture and the practice of a Japanese-style diet.

(3) Provision of agriculture, forestry, and fishery experience opportunities
MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

2. Shokuiku initiatives in schools

(1) Promotion of the use of local products in school lunches and spread of washoku school lunches
MAFF supports matching with producers to use local products in school lunches, development and tasting of menus, and holding of shokuiku classes.

(2) Provision of agriculture, forestry, and fishery experience opportunities
MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

<Flow of project>

National government

(1) Initiatives through prefectures

Fixed amount

Prefectures

Fixed amount

Prefectures, municipalities, and private organizations

(2) Wide-area initiatives

Fixed amount

Private organizations

Fixed amount

Private organizations, etc. (including prefectures and municipalities)


<Project image>

Goals (related to this Ministry among the goals of the Basic Plan for the Promotion of Shokuiku)


- Percentage of citizens participating in kyōshoku in communities as they hope to (FY2021: 42.7%; FY2025 target: 75% or more)
- Percentage of citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day (FY2021: 37.7%; FY2025 target: 50% or more)
- Percentage of prefectures that have maintained or improved the ratio (in monetary terms) of domestically produced ingredients used in school lunches from the current value (FY2019) (FY2021: 74.5%; FY2025 target: 90% or more)

Support local initiatives that contribute to achieving these goals


Supported projects (example): Shokuiku initiatives in communities



Provision of places for kyoshoku in communities




Inheritance of local food culture




Provision of agriculture, forestry, and fishery experience opportunities


Supported projects (example): Shokuiku initiatives in schools



Promotion of the use of local products in school lunches



Spread of washoku school lunches



Provision of agriculture, forestry, and fishery experience opportunities

Aim to achieve the goals of the Basic Plan for the Promotion of Shokuiku (FY2025)

[Contact] Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau (03-3502-5723)

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<Key points of measures>

In order to achieve the goals set forth in the Fourth Basic Plan for the Promotion of Shokuiku, MAFF **intensively and efficiently promotes shokuiku activities on which local stakeholders collaborate to work**. In doing so, MAFF gives priority to support the following: initiatives related to **the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeterias**; **initiatives that accommodate digitalization**, which is a priority item of the Basic Plan for the Promotion of Shokuiku; and **shokuiku activities that support sustainable food and nutrition**. In addition to the support for local shokuiku activities through prefectural governments up to now, **shokuiku initiatives in a wide area will be also supported**.

<Policy objective>

Achievement of the goals of the Basic Plan for the Promotion of Shokuiku

<Project details>

[Common] MAFF preferentially supports initiatives related to the provision of places for kyoshoku, initiatives to accommodate digitalization, and shokuiku activities that support sustainable food and nutrition.

1. Developing leaders who promote shokuiku

MAFF supports the development of leaders for the shokuiku promotion, the inheritance of food culture, and agricultural experiences who are active in local communities, and supports the promotion of their activities.

2. Provision of agriculture, forestry, and fishery experience opportunities

MAFF supports the holding of review meetings and the provision of agriculture, forestry, and fishery experience opportunities to enhance understanding of food and the agriculture, forestry, and fisheries industry.

3. Provision of places for kyoshoku in communities

MAFF supports the provision of places for kyoshoku, such as multigenerational exchange and children’s cafeteria, by determining the needs of kyoshoku in communities and matching with producers.

4. Promotion of the use of local products in school lunches and spread of washoku school lunches

MAFF supports matching with producers to use local products in school lunches, development and tasting of menus, and holding of shokuiku classes.

5. Improving understanding of environmentally friendly agricultural, forestry, fishery, and food products

MAFF supports holding of awareness surveys and seminars to improve understanding of environmentally friendly agricultural, forestry, fishery, and food products.

6. Reduction of food loss

MAFF supports consumer awareness surveys to reduce food loss, the distribution of educational materials in cooperation with restaurants, and the holding of seminars.

7. Inheritance of local food culture

MAFF supports cooking classes and shokuiku classes for the inheritance of local food culture and the practice of a Japanese-style diet.

<Flow of project>

National government

(1) Initiatives through prefectures
Grant (fixed amount)

Prefectures

Within 1/2

Project implementing entity
Private organizations, etc.
(including prefectures and municipalities)

(2) Wide-area initiatives
Grant (within 1/2)

Private organizations, etc.
(including prefectures and municipalities)

<Project image>

Goals (related to this Ministry, such as providing opportunities to experience agriculture, forestry, and fisheries among the goals for the Basic Plan for the Promotion of Shokuiku)

- Increase the number of volunteers involved in the promotion of shokuiku
- Increase the number of citizens who have agriculture, forestry, or fishery experience
- Increase the percentage of citizens participating in kyoshoku in communities as they hope to
- Increase the initiatives to utilize local products in school lunches
- Increase the number of citizens following nutritionally balanced dietary habits
- Increase the number of citizens who choose agricultural, forestry, fishery, and food products in consideration of production areas and producers
- Increasing the number of citizens who choose environmentally friendly agricultural, forestry, fishery, and food products
- Increase the number of citizens who take action to reduce food loss
- Increase the number of citizens who have received and pass on traditional cuisine and table manners from their communities or families

Support local initiatives that contribute to the achievement of goals

Supported projects (examples)

Provision of agriculture, forestry, and fishery experience opportunities

Provision of places for kyoshoku in communities

Inheritance of local food culture

- Improvement of diet and awareness of food culture, etc.
- Increase in the proportion of use of locally produced ingredients, etc.

Aim to achieve the goals of the Basic Plan for the Promotion of Shokuiku (FY2025)

[Contact] Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau (03-3502-5723)

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Nationwide expansion of shokuiku activities [FY2023 rough estimate of budget determined: 65 (67) million yen]

<Key points of measures>Based on the Fourth Basic Plan for the Promotion of Shokuiku, MAFF promotes shokuiku nationwide by **holding a National Convention on Shokuiku Promotion, disseminating information on good practices in shokuiku activities, and raising awareness for the promotion of shokuiku that supports sustainable food and nutrition.**

<Project Objective>
More than 90% of citizens are interested in shokuiku (the Fourth Basic Plan for the Promotion of Shokuiku [by FY2025])

<Project details>

National Convention on Shokuiku Promotion, surveys on shokuiku, awareness-raising for the promotion of shokuiku that supports sustainable food and nutrition, etc.:
65 (67) million yen

MAFF holds a National Convention on Shokuiku Promotion, Awards for shokuiku activities, and promotes shokuiku nationwide while examining more effective measures to promote shokuiku by conducting surveys and analyses of the needs and characteristics of citizens through awareness surveys to grasp the status of shokuiku promotion. In order to promote shokuiku that promotes the public understanding and interest in food production and consumption in harmony with the environment, MAFF disseminates and raises awareness of food guide that incorporate the perspective of harmony with the environment.

<Flow of project>



<Project image>

National Convention on Shokuiku Promotion Awards for Shokuiku Activities

- A National Convention on Shokuiku Promotion is held jointly with local governments to deepen the understanding of shokuiku among citizens
- Awards for outstanding initiatives to promote shokuiku through volunteer activities, educational activities, agriculture, forestry, fisheries, and other business activities

Research and analysis on shokuiku and collection of examples

- Collecting examples, describing them in a feature article of the White Paper on Shokuiku, and providing information to those who implement shokuiku
- Survey and analysis of the initiatives for the Fourth Basic Plan for the Promotion of Shokuiku
- Survey of example cases of advanced shokuiku initiatives overseas

Awareness-raising to promote shokuiku that supports sustainable food and nutrition

- Awareness-raising of food guide with consideration of harmony with the environment



III. Shokuiku initiatives by MAFF — 17. Projects for Promotion of Shokuiku

Project for the promotion of innovation originated from rural areas

(support for creation of innovation originated from rural areas) among the rural area promotion grant (measures for innovation originated from rural areas)
[Included in FY2023 budget: 9,070 (9,752) million yen]

<Key points of measures>

In order to promote innovation originated from rural areas and secure income and employment opportunities in rural areas, MAFF supports the following: **the development of products and services utilizing diverse regional resources related to agriculture, forestry, and fishery products and agriculture, forestry, and fishery industries in new fields; research and development related to these; and the dispatch and training of human resources with specialized knowledge in the utilization of digital technologies.**

<Project Objective>

Increase in the number of excellent business entities engaged in innovation originated from rural areas (100 business entities [by FY2025])

<Project details>

1. **Support project for the promotion of innovation originated from rural areas**
MAFF supports initiatives such as **formulating management strategies, developing sales channels, generating business ideas, and conducting research and demonstration projects** necessary for implementing innovations originated from rural areas.
(Initiatives to be supported)

- (1) Initiatives (e.g. running direct sales outlets, and incorporating food processing business) in collaboration with secondary and tertiary industries
- (2) Initiatives to develop new products and sales channels
- (3) Diverse Initiatives to improve sales at direct sales outlets
- (4) Initiatives to utilize diverse regional resources in new fields
- (5) Initiatives for R&D and use of results utilizing diverse regional resources

2. **Central support project for innovation originated from rural areas**
(1) In collaboration with prefectural support centers, MAFF provides support at the central support center, such as **the dispatch of human resources (digital human resources) with specialized knowledge on the utilization of advanced digital technologies**, in addition to initiatives to dispatch experts such as central planners to business operators that have advanced issues related to innovation originated from rural areas.

(2) MAFF supports initiatives such as **matching the entrepreneurs who start new businesses** in rural areas with rural areas.

(3) MAFF supports initiatives to **dispatch and train coordinators to promote local production for local consumption** for food service in facilities.

3. **Prefectural support project for innovation originated from rural areas**
MAFF supports the **initiatives such as dispatching digital human resources and fostering digital human resources in communities** in addition to **dispatching experts to business operators facing various issues such as management improvement related to innovations originated from rural areas** at support centers in each prefecture.

<Flow of project>

National government

Fixed amount

Fixed amount

Fixed amount

Prefectures

Private organizations, etc.
(including private companies and general incorporated associations)

1/2, etc.

(Project No. 3)

(Project No. 2)


Workers and businesses in agriculture, forestry and fishery, municipalities, private businesses, etc.

(Project No. 1)


*The underlined part is the enhanced content.

<Project image>

Support project for the promotion of innovation originated from rural areas



Development of new products utilizing agricultural products



Utilization of diverse regional resources in new fields

Central and prefectural support project for innovation originated from rural areas

Central support center

Dispatch of planners, etc.

Dispatch of digital human resources

Entrepreneurs in urban areas, etc.

Request for support

Matching

Prefectural support center

Inquiry/ Consultation

Digital human resources development

Various types of support for business operators

Rural area

Hospitals, companies, schools, etc.

Local production for local consumption coordinators

Dispatch

[Contact] Interaction Between Urban and Rural Areas Division, Rural Development Bureau (03-6744-2497) 53

III. Shokuiku initiatives by MAFF — 17. Projects for Promotion of Shokuiku

Collaborative support project for export promotion through responses to foreigners visiting Japan among the market-oriented export business expansion support project [FY2023 rough estimate of budget determined: 80 (80) million yen]

<Key points of measures>

MAFF supports initiatives to establish a virtuous cycle in which inbound tourism is recovered and increased by **the attractiveness of food and food culture in Japan that leads to the export of agricultural, forestry, fishery, and food products**. In order to develop new demand, it also supports initiatives to **organize and disseminate higher value-added information on food and food culture in Japan**, which is attracting growing interest mainly from foreigners visiting Japan and overseas consumers.

<Project Objectives>

- Increased demand for inbound tourism (number of foreigners visiting Japan: 60 million, travel consumption: 15 trillion yen [by 2030])
- Expansion of export amount of agricultural, forestry, fishery, and food products (2 trillion yen [by 2025], 5 trillion yen [by 2030])

<Project details>

1. Supporting the creation and provision of food experience content

Focusing on priority areas (SAVOR JAPAN) that seek to attract foreigners visiting Japan through the attractiveness of local food and culinary culture, MAFF **supports initiatives to develop and polish food experience content** that meets the needs of foreigners visiting Japan and connect inbound tourism to exports while also supporting effective and centralized information dissemination through the promotion of DX.

2. Organizing and disseminating information on the multifaceted value of food culture

Information on the multifaceted value* of food culture is **systematically organized and multilingualized**, and is **disseminated in an easy-to-understand manner** both in Japan and overseas.

[* History, culture, traditions such as manufacturing methods, characteristics, health benefits, sustainability, etc.]

3. Developing highly skilled human resources related to food culture content

MAFF **promotes the development of core human resources who promote food culture** in Japan and overseas.

<Flow of project>

National government


Consignment

Private organizations, etc.

<Project image>

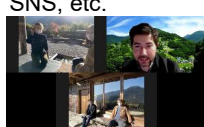
Organizing and disseminating information on the multifaceted value of food culture

Systematically organizing and disseminating information on historicity, diversity of tastes (such as vegan), etc.




Supporting the creation and provision of food experience content

Virtual trips, information dissemination via SNS, etc.

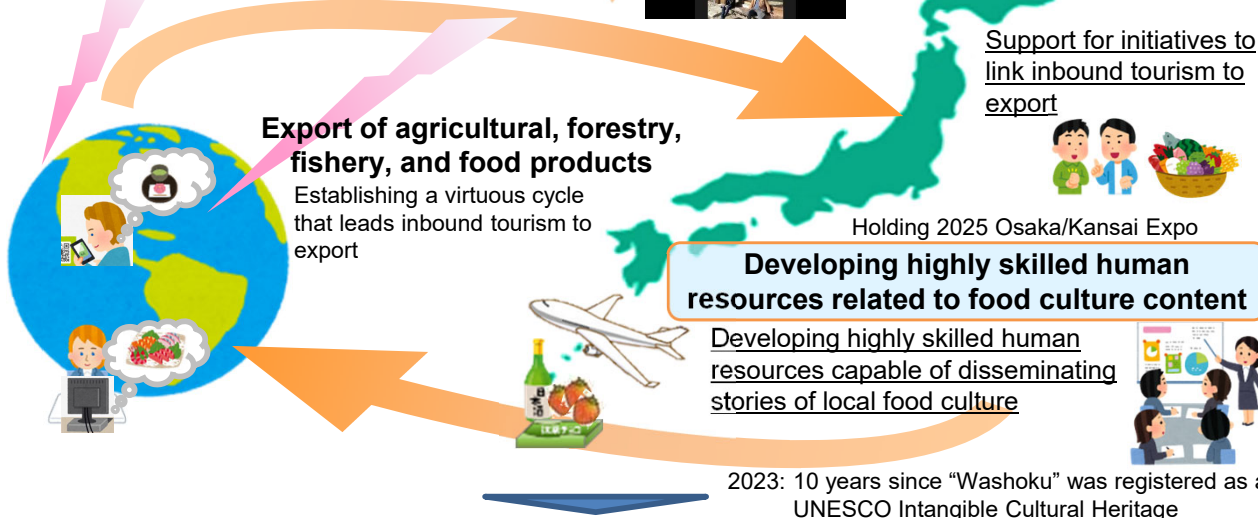


Creating an attractive food experience that meets the needs of foreigners visiting Japan



Export of agricultural, forestry, fishery, and food products

Establishing a virtuous cycle that leads inbound tourism to export




Support for initiatives to link inbound tourism to export

Holding 2025 Osaka/Kansai Expo

Developing highly skilled human resources related to food culture content

Developing highly skilled human resources capable of disseminating stories of local food culture



2023: 10 years since "Washoku" was registered as a UNESCO Intangible Cultural Heritage

Number of foreigners visiting Japan: 60 million, Travel consumption: 15 trillion yen (by 2030)
Export amount of agricultural, forestry, fishery, and food products (2 trillion yen (by 2025), 5 trillion yen (by 2030))