

Policies for the Promotion of Shokuiku
(White Paper on Shokuiku) The Fiscal
Year 2023 Edition
[Summary]

Ministry of Agriculture, Forestry, and Fisheries

- This report is the Policies for the Promotion of Shokuiku defined in Article 15 of the **Basic Act on Shokuiku (Food and Nutrition Education)** (Act No. 63 of 2005). The Act requires the national government to submit a report on the measures that were taken for the promotion of shokuiku to the Diet each year.
- In this report, we summarize and describe the measures that were taken for the promotion of shokuiku by relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Children and Families Agency (CFA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Ministry of the Environment (MOE).

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1. Basic Framework of the Policies for the Promotion of Shokuiku

○ Basic Act on Shokuiku (Food and Nutrition Education) (Act No. 63 of 2005)

- The Basic Act on Shokuiku (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote shokuiku policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society in the present and in the future.
- The Act states shokuiku “be promoted for the purpose of educating people to become a person who is able to acquire knowledge about ‘food and nutrition’ and ability to choose appropriate ‘food and nutrition’ for the person's own sake through their various experiences, which enables them to adopt healthy dietary habits.”
- The Act points out that we need to make efforts to promote shokuiku as a national campaign for the general public, specifically in places such as households, schools, day-care centers, and local communities to help each citizen maintain a sound diet that improves mental and physical health by raising awareness of food and learning skills to make the right judgment based on reliable food information.

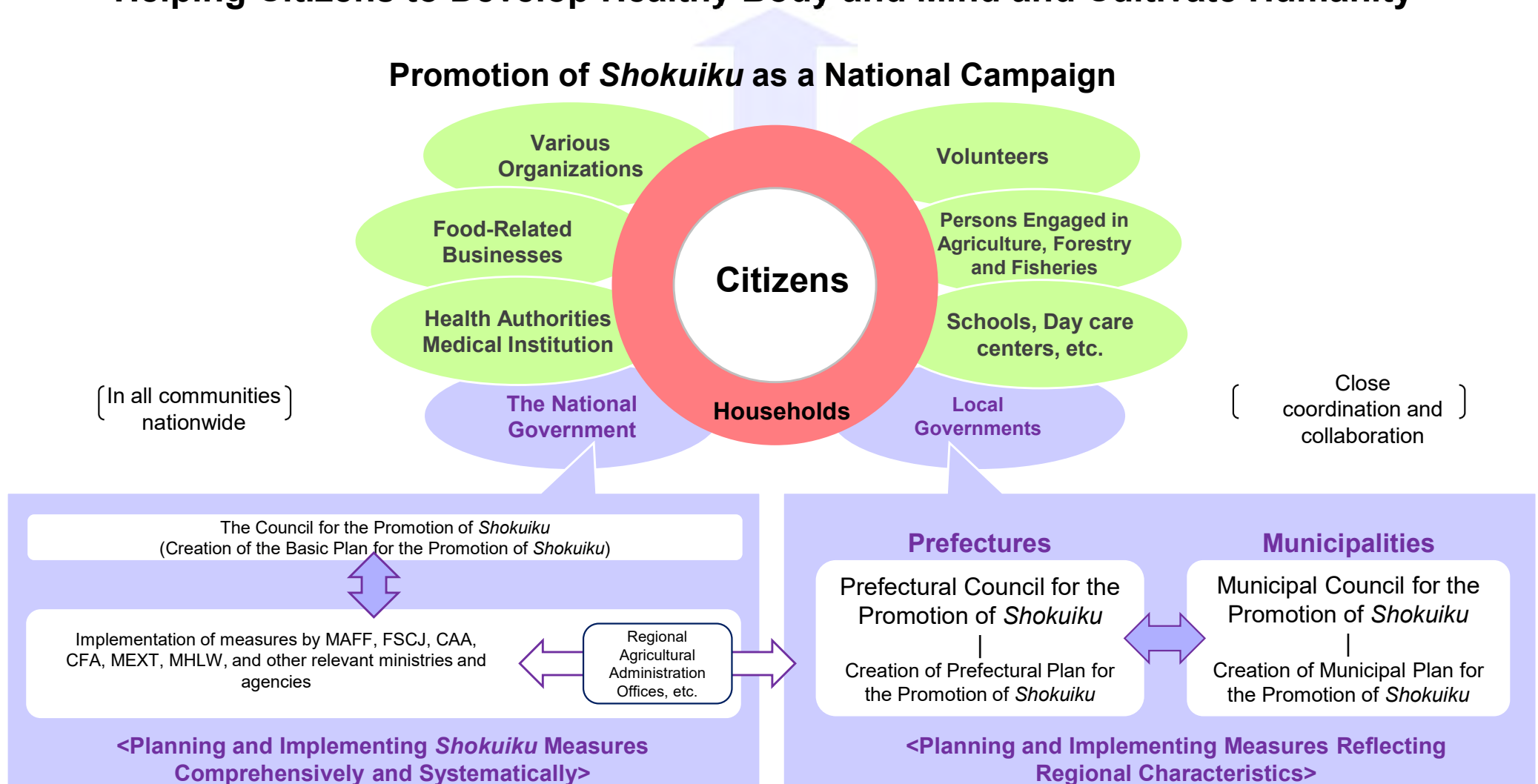
○ Basic Plan for the Promotion of Shokuiku

- In March 2021, the Fourth Basic Plan for the Promotion of Shokuiku was decided by the Council for the Promotion of Shokuiku. The plan, covering approximately five years from fiscal year 2021 to fiscal year 2025, provides specific priority issues to be tackled during this period.
- In particular, the following three priority issues are specified taking into account the situation surrounding shokuiku, which includes changes in the environment with regard to the people’s health and food and the digitalization of society:
 - (1) Promotion of shokuiku supporting lifetime physical and mental health
 - (2) Promotion of shokuiku supporting sustainable food and nutrition
 - (3) Promotion of shokuiku in response to the “new normal” and digitalization

2. System for the Promotion of Shokuiku

- In order to roll out *shokuiku* as a national campaign, Japan promotes close coordination and collaboration among various community-level stakeholders, including schools, day care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses and volunteers in addition to the national and local governments' efforts.

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity



1. Changes in Circumstances Around the Food Security of Japan

- Regarding global food supply and demand, while an increase in global food demand is expected, there are concerns about market tightness in the mid to long term. Additionally, disruptions in the supply chains due to the spread of COVID-19 as well as other factors, such as Russia's invasion of Ukraine in February 2022 have caused the prices of agricultural production materials like crude oil and fertilizers to soar. The domestic and international situations surrounding Japan's food are constantly changing, increasing the risks to food security.
- In June 2023, the “Headquarters for Stable Food Supply and Strengthening Agricultural, Forestry, and Fisheries Industries” decided on the “New Directions for Food, Agriculture, and Rural Policies,” which outlined three new pillars: establishing food security for each citizen from peacetime, transitioning to sustainable agriculture and food industries that consider the environment, and establishing a sustainable and robust food supply foundation even amid population decline.
- Since September 2022, discussions have been held under the Council for Policies on Food, Agriculture and Rural Areas to verify and review overall policies based on the Basic Act on Food, Agriculture and Rural Areas, and a report was compiled in September 2023. The council's report suggests that, from the perspective of food security, one direction for revising agricultural policies should involve broad cooperation between the public and private sectors in promoting shokuiku through agricultural experiences for all generations, from children to adults, and initiatives like local production for local consumption, thereby fostering public understanding of agriculture.
- A bill for an “Act Partially Amending the Basic Act on Food, Agriculture, and Rural Areas” was submitted to the 213th Diet session (2024 Ordinary Session). The bill stipulates that the government shall implement measures to enhance understanding of the necessity for sustainable food supply in the formation of food prices.

2. Promotion of Shokuiku to Foster Public Understanding of the Agriculture, Forestry, and Fisheries Industries

- Promotion of shokuiku is crucial for 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, contributing to the realization of a sustainable society.
- In particular, understanding agriculture, forestry, and fisheries as places where food is produced is important for fostering gratitude for food, and efforts to deepen the connection between “food” and “agriculture, forestry, and fisheries industries” is required.
- Therefore, the Fourth Basic Plan for the Promotion of Shokuiku includes measures to provide opportunities to understand the cycle of food from production to consumption and to participate in hands-on activities related to food.
- Additionally, given the significant changes in the circumstances around the food security of Japan mentioned in 1, it is necessary to further deepen public understanding of the processes and challenges from production to consumption in agriculture, forestry, and fisheries industries. The White Paper on Shokuiku Fiscal Year 2023 introduces initiatives that are particularly important for this purpose, such as providing agriculture, forestry, or fishery experiences and strengthening the connection between production areas and consumers, as well as enhancing educational opportunities related to agriculture, forestry, and fisheries.

Case Study

Learning the Importance of Food and Life through Tours of Farms and Dairy Factories

Meiji Co., Ltd. (Tokyo)

- At the Tokachi Factory in Hokkaido, a new initiative was planned for fiscal year 2023 with the theme “See, Eat, Experience, and Learn!” to help people understand dairy farming by allowing them to experience dairy-related activities.
- The initiative features not only tours of the factory to see the process of fresh milk being turned into products and dairy products being manufactured, but also hands-on experiences at affiliated farms, such as milking cows and tasting the finished dairy products.
- Through the process of dairy products being made from freshly milked milk, the initiative provides an opportunity for parents and children to feel the importance of food and life and increase their interest in livestock and dairy farming.



Cow Milking Experience

Case Study

Bridging Producers and Consumers through Cooking Classes Using Local Ingredients and Agricultural Experiences (The “7th Shokuiku Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries)

Community Cafe Gokko (Toyama Prefecture)

- At a community cafe that uses locally produced agricultural products as ingredients, cooking classes and food education lectures using local vegetables are held.
- Additionally, participants can visit farms where vegetables are grown and take part in agricultural experiences. Through the process from soil preparation to vegetable production, they learn about the dedication of the producers to agriculture and communicate consumer needs to the producers, thereby fostering a mutual understanding where consumers appreciate the efforts behind production and producers are aware of consumer demands.
- By providing a place where participants can experience the cycle of food from vegetable production to eating the dishes, the cafe serves as a bridge between producers and consumers.



Experiencing the Flow from Soil Preparation to Vegetable Production

Case Study

Conveying the Charm of Agriculture and the Importance of Food through Picture Books (The “7th Shokuiku Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries)

AGRI BATON PROJECT (Ibaraki Prefecture)

- Inspired by agricultural women, a picture book conveying the charm of agriculture and the importance of food was created and published. Farmers in the local communities read it to children and talk about vegetable growing, conducting food education activities that help children feel closer to agriculture and food.
- Furthermore, by sharing this method with farmers participating in an online community from all over the country, it enables the expansion of food education activities in various regions through the accessible method of picture book reading.
- Feedback from children who listened to the picture book readings includes comments like “I feel like I can eat vegetables I didn't like before,” and “I want to try growing vegetables from seeds,” providing an opportunity to deepen their interest in food and agriculture.



A Picture Book Full of the Charm of Agriculture with QR Codes

Case Study

An Initiative to Learn about Kesennuma's Fish and Fisheries, and Fostering Appreciation for the Nature of the Area and Food through Living Fish as Live Education Materials

Kesennuma Fish in School Lunches Promotion Association (Miyagi Prefecture)

- Activities include on-site classes by fishermen where children learn about fisheries, and hands-on activities such as tours of fish markets, fishing boats, and processing plants. Also, free pamphlets showing the process from food production to school lunches are distributed, deepening the understanding of this cycle.
- Feedback from children includes comments like “I learned that school lunches require a lot of effort, and I want to eat everything without leaving anything,” and “I want to express gratitude when eating fish.”
- By utilizing fish produced in the children's local environment as a living education material through the use of fish landed in Kesennuma or caught by Kesennuma fishing boats in school lunches, the initiative fosters children's love of the nature of the local communities and culture, and gratitude for food.



Children Eating Swordfish Croquettes at School Lunch

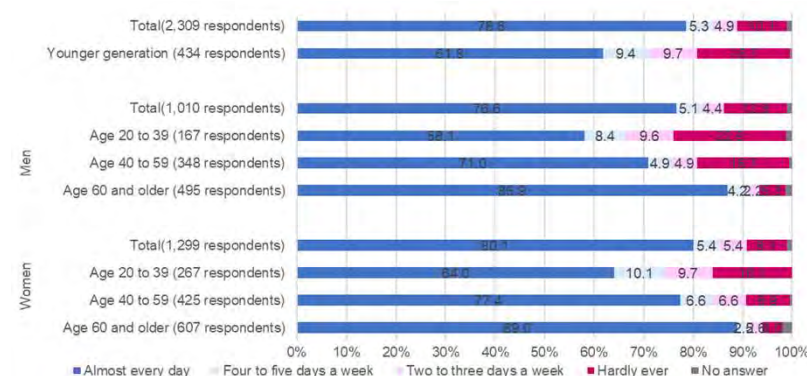
1. Positioning in the Fourth Basic Plan for the Promotion of Shokuiku

- In the “Fourth Basic Plan for the Promotion of Shokuiku,” promotion of shokuiku supporting lifetime physical and mental health is emphasized. It aims to promote continuous and lifelong shokuiku that addresses various life stages, lifestyles, and diverse living situations, and to promote lifelong shokuiku in various settings such as homes, schools, day-care centers for children, workplaces, and local communities.
- Establishing healthy eating habits in childhood is the foundation for cultivating a healthy mind and body and nurturing a well-rounded personality throughout life. To build children's basic life habits, it is necessary for local communities, schools, and private organizations, including businesses, to cooperate and collaborate with families and promote initiatives that encourage children and their parents to enhance their awareness of and engage in developing healthy life habits together.
- Additionally, the 20s and 30s age group (hereafter referred to as the “younger generation”) still faces many issues, including skipping breakfast. It is important to engage this generation in shokuiku, as they play a key role in passing on shokuiku to the next generation, to deepen their understanding and interest in food.
- To enhance interest and understanding related to food, it is important for children to participate in hands-on activities related to the production of agricultural, forestry, and fishery products, thereby deepening their awareness and understanding of these industries.
- In light of this, this special feature focuses on shokuiku initiatives for children and the younger generation, describing the awareness and practice of shokuiku and introducing case studies of these initiatives.

2. Current Status of Children and the Younger Generation’s Interest in Shokuiku and Eating Habits

- In the younger generation, the percentage of people who skip breakfast (those who eat breakfast “two to three days a week” and “hardly ever”) is 28.3%, which is higher compared to the total. Particularly among male respondents, 22.8% responded that they “hardly ever” eat breakfast.

The percentage of people who skip breakfast (by sex and age)



2. Current Status of Children and the Younger Generation's Interest in Shokuiku and Eating Habits

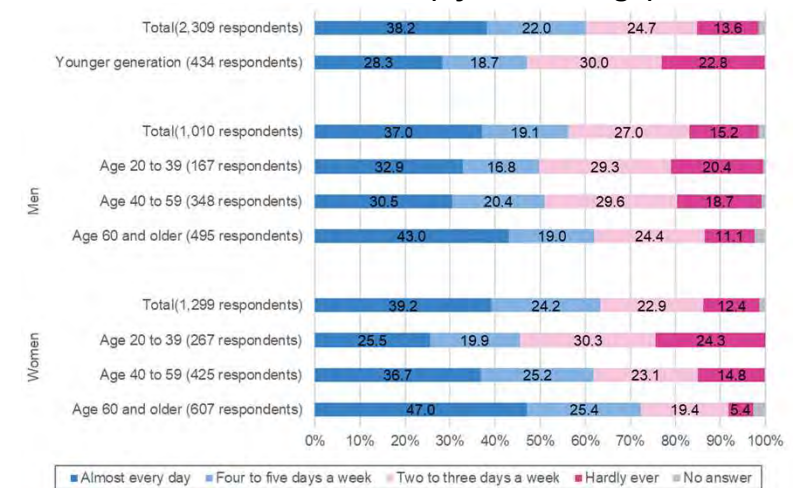
- The percentage of people who eat at least two meals consisting of a staple food, a main dish, and side dishes almost every day is 28.3% in the younger generation, which is lower compared to the total.

- When asked about what is needed to increase the frequency of meals consisting of a staple food, a main dish, and side dishes, the younger generation frequently cited “having time” and “having sufficient money for food.”

- In households living with children*, a higher percentage cited “having time,” “not time-consuming,” and “having sufficient money for food.”

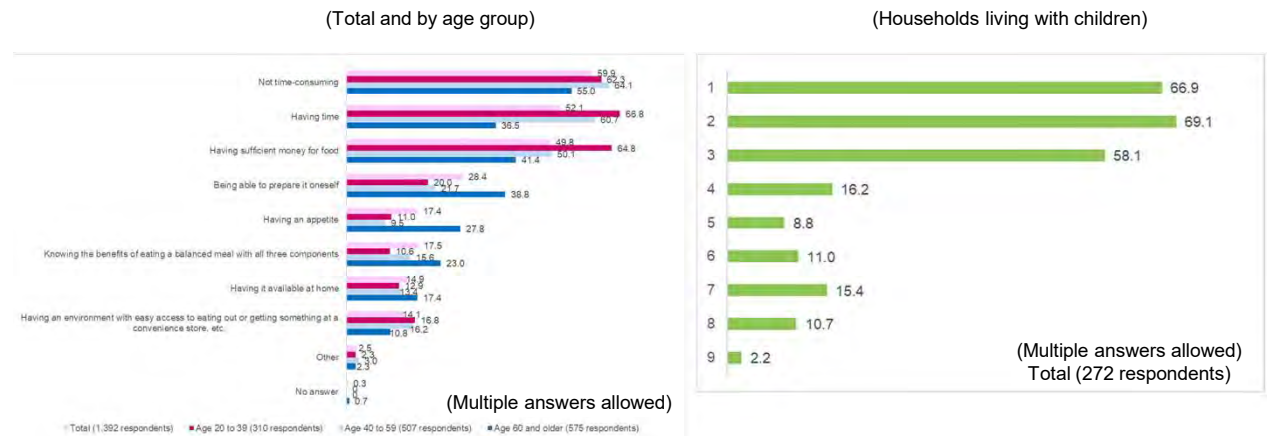
*Households living with children who are infants, toddlers, elementary school students, junior high school students, high school students, or technical college students (excluding households living with grandchildren).

Frequency of people eating a meal consisting of a staple food, a main dish, and side dishes (by sex and age)



Data Source: MAFF. The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2023.

Necessary factors for eating a meal consisting of a staple food, a main dish, and side dishes

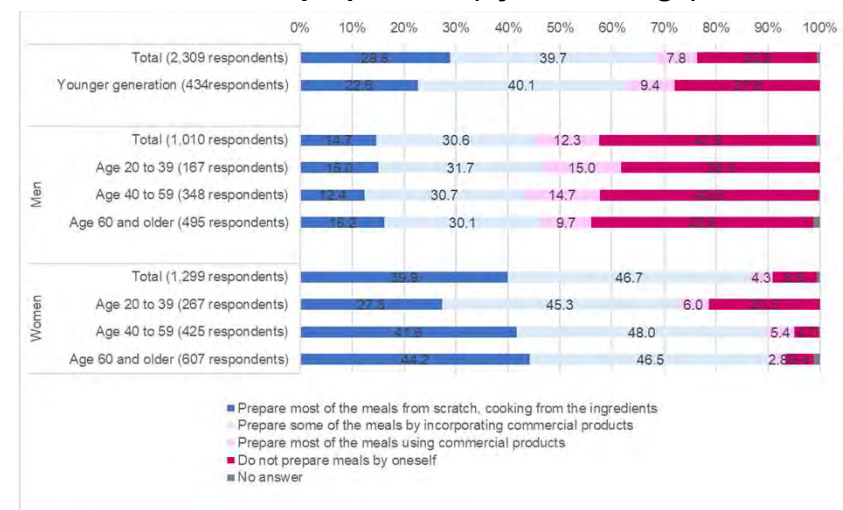


Data Source: MAFF. The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2023.

2. Current Status of Children and the Younger Generation's Interest in Shokuiku and Eating Habits

- Regarding usual meal preparation, 27.9% of the younger generation responded that they “do not prepare meals by oneself,” which is higher compared to the total. Additionally, across all generations, male respondents significantly outnumber female respondents in this category.
- In households with infants, the percentage of those who “prepare some of the meals by incorporating commercial products” is higher compared to the total.

Status of usual meal preparation (by sex and age)



Data Source: MAFF. The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2023.

Article

Kodomo Wakamono ★ Iken Plus “Iken Hiroba” – Promoting Shokuiku for Children and Youth

- CFA has launched a new initiative in fiscal year 2023 called “Program to Promote Reflection of Opinions and Views of Children and Young People (Kodomo Wakamono ★ Iken Plus),” which provides opportunities for children and young people to express their views and participate in society in various ways.
- To understand the challenges and needs of the children and young generation, MAFF conducted a survey within the “Kodomo Wakamono ★ Iken Plus” project with the theme of “Promoting Shokuiku for Children and Youth.” This involved an online survey (81 responses) and face-to-face views exchange with those who volunteered to participate (22 participants) with elementary school fifth graders to high school third-year students.
- Participants were divided into groups to exchange views about “skipping breakfast,” “agriculture, forestry or fishery experience,” “using digital technology for shokuiku,” and “developing the ability to formulate meals based on nutritional balance.” They exchanged views on the challenges and support needed for implementing initiatives in each area.
- The online survey and face-to-face views exchange revealed views such as actively thinking about their eating habits in everyday life and having interest and knowledge but lacking opportunities to practice or incorporate.

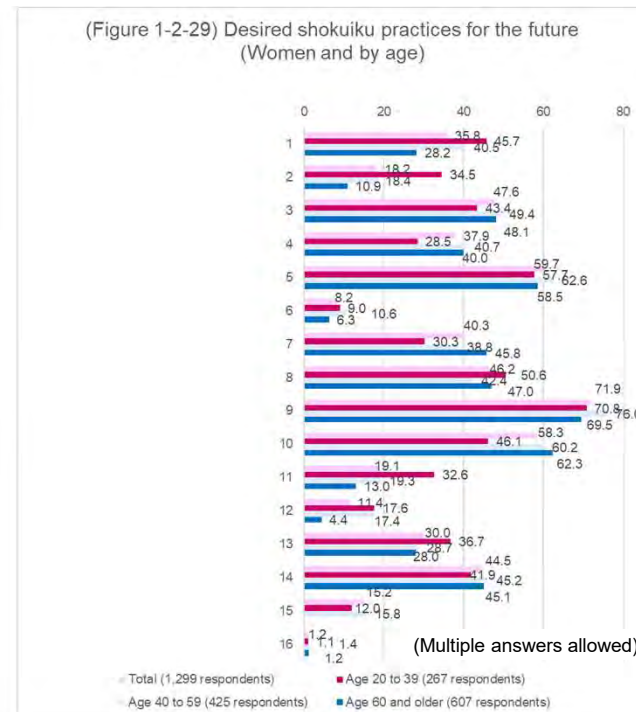
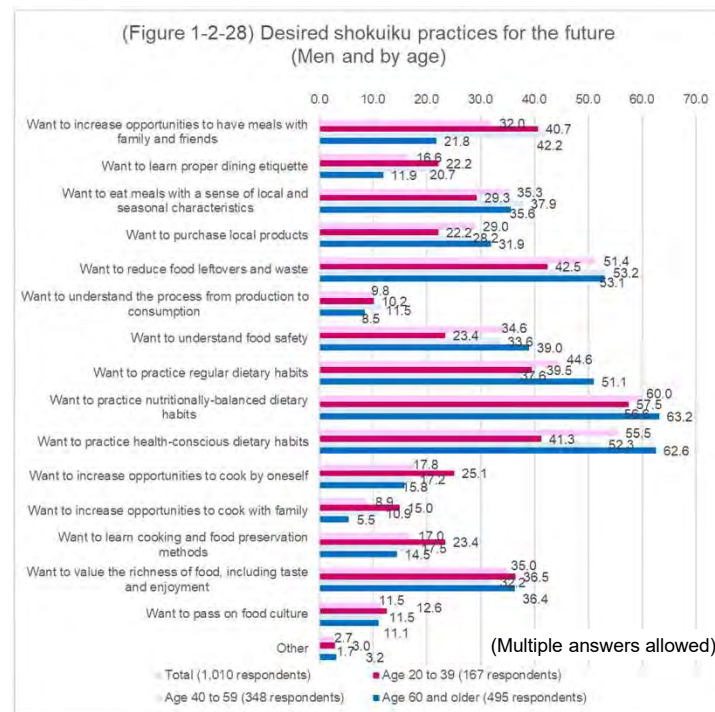


Exchanging Views in Groups

2. Current Status of Children and the Younger Generation's Interest in Shokuiku and Eating Habits

- When asked about the shokuiku practices they would like to implement over the next year, the most common response from both male and female respondents was “want to practice nutritionally-balanced dietary habits.” Compared to other generations, the younger generation shows a greater tendency to want to increase “opportunities for cook by oneself” and “opportunities to cook with family.”
- Additionally, when examining the percentages of those who want to implement each item by sex, male respondents generally had lower percentages, while female respondents had higher percentages overall.

Desired shokuiku practices for the future (by sex and age)



Data Source: MAFF. The Survey on Attitudes towards Shokuiku (Annual). Conducted in November 2023.

3. The Need for Shokuiku for Children and the Younger Generation

- The reasons why the younger generation struggles to eat breakfast and meals consisting of a staple food, a main dish, and side dishes include “not having time” and “not having sufficient money for food.”
- For households with children, barriers to increasing the frequency of meals consisting of a staple food, a main dish, and side dishes include “not having time,” “not time consuming,” and “not having sufficient money for food.”
- Additionally, regarding daily meal preparation, a higher percentage of male respondents compared to female respondents do not prepare meals by themselves. Furthermore, in households with infants, the percentage of those who “prepare some of the meals by incorporating commercial products” is higher compared to the total.
- Meanwhile, in the younger generation, desired future practices include “practicing nutritionally-balanced dietary habits” and “cooking by oneself.” However, although they want to cook for themselves while being mindful of nutritional balance, aspects such as not having time make it difficult to put this into practice.
- It is important for national and local governments, relevant organizations, and food-related businesses to work together to create an environment where necessary foods and ingredients for practicing a healthy diet are easily accessible. Additionally, it is necessary to create opportunities that lead to practice by providing accessible spaces for those who wish to cook for themselves and by disseminating information about such spaces.
- To understand the food cycle from production to consumption and to cultivate a sense of gratitude for receiving life as a natural blessing and for everyone involved in bringing food to the table, it is essential to provide shokuiku through opportunities such as hands-on activities at schools and day-care centers, and agriculture, forestry or fishery experience.
- When it comes to shokuiku for children and the younger generation, it is essential to view it not as an individual or family issue to be overlooked but as a societal issue that needs to be addressed comprehensively.

Case Study

Initiatives in Student and Employee Dormitories Centered Around Meal Provision

Kyoritsu Maintenance Co., Ltd. (Tokyo)

- In student and employee dormitories, well-balanced meals devised by registered dietitians are provided.
- Homemade meals are provided starting with breakfast, along with special event meals, local cuisine, and efforts to increase vegetable intake.
- After moving out of the dormitory, students have reported, “feeling the difficulty of preparing their own meals, and gaining a renewed appreciation for the provided meals at the dormitory.”



Example of Provided Meals Using Seasonal Ingredients

Case Study

Towards Shokuiku that Parenting Households can Easily and Naturally Engage In – Supporting Parenting Households in Terms of Dietary Habits

Niigata Prefecture

- For the fiscal year 2023 Shokuiku Month, a leaflet titled “Easy and Attainable Shokuiku!” was created for parenting households.
- As one of the initiatives to support parenting households in terms of their dietary habits, this approach introduces the use of “Karada ga Yorokobu Deli” (Delicious Deli for a Healthy Body), a range of prepared foods and box lunches that meet the prefecture’s unique standards for energy and sodium content. This allows for a reduction in cooking time and the provision of balanced meal options.
- Additionally, the Minami-Uonuma Health Center in the prefecture conducted a shokuiku survey targeting parenting households, in collaboration with day-care centers and Integrated centers for early childhood education and care. In the future, the survey results are planned to be used as foundational material for disseminating information and raising awareness at home.



“Easy and Attainable Shokuiku!” Leaflet for Parenting Households

Case Study

Learning about Sustainable Resource Cycles in Food and Agriculture, with a Focus on School Lunches

Yokohama National University Faculty of Education Affiliated
Kamakura Elementary School (Kanagawa Prefecture)

- Compost is created from leftover school lunches, and vegetables are grown without pesticides using this compost on school grounds. The harvested vegetables are then used as ingredients in the school lunches.
- By experiencing the sustainable circulation of food and agriculture, students develop the ability to understand and practice desirable healthy eating habits.
- Through the active implementation of shokuiku classes by diet and nutrition teachers in collaboration with various subjects and the use of foods covered in these classes in school lunches, students’ interest in food and their range of choices are being expanded.

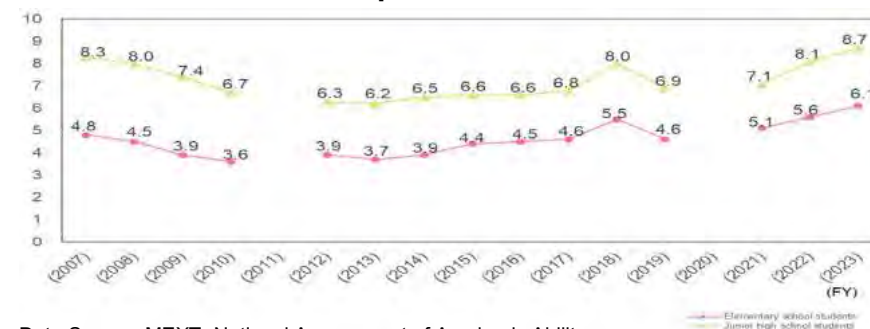


A Shokuiku Class Integrated with A School Subject

Formation of Basic Lifestyle Habits in Children

- Eating breakfast is necessary not only for nutrition but also for regulating our biological clock, which contributes to the formation of suitable lifestyle habits and maintenance of mental and physical health.
- Rate of elementary and junior high school students skipping breakfast has been increasing in recent years.
- MEXT is promoting the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” national campaign, in cooperation with the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” National Council and the National Institution For Youth Foundation.

Changes in the percentages of elementary and junior high school students who skip breakfast



Data Source: MEXT. National Assessment of Academic Ability.

Note: 1) The survey was not conducted in fiscal year 2011, due to the impact of the Great East Japan Earthquake.

2) The survey was not conducted in fiscal year 2020, due to the impact of the spread of COVID-19.

3) For the question “Do you eat breakfast every day,” the total percentage of answers “Rarely” and “Never.”

4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

Case Study

“Early to Bed, Early to Rise, and Don't Forget Your Breakfast - Small Habits, Big Impact” (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” Promotion Schools Program)

Wakayama Prefecture, Tanabe City, Kamiakizu Junior High School

- Following a survey on students' lifestyles, it was determined that improvements were needed in their lifestyle habits. As a result, efforts were made to advance these improvements with a unified approach involving both the school and the local communities.
- Information dissemination through monthly school and health newsletters, hosting lectures on the importance of nutrition during growth periods, breakfast, and other aspects of meals, conducting shokuiku classes, and displaying slogans related to the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promotion campaign led by the Health Committee have been used to raise awareness not only among students but also within their homes and local communities.



At a Shokuiku Lecture

Families and Local Communities Collaborate to Promote Shokuiku

- It has been pointed out that the habit of skipping breakfast in the children's parents' generation may have made an impact on the household environment, and MEXT has been promoting efforts to support family education in the local communities, including providing learning opportunities related to children's lifestyle habits.
- On December 22, 2023, the government approved the “General Principles for Child-Related Measures” at a cabinet meeting, which sets out the fundamental guidelines for children's policies. This policy promotes collaborative shokuiku efforts involving families, schools, and local communities. By providing seamless support throughout children and young people's life stages, it aims to foster their healthy development with the backing of society as a whole.

Encouraging Shokuiku for Expectant and Nursing Mothers and Infants

- On March 2023, the Basic Policy on Child and Maternal Health and Child Development* was modified and “Healthy Parents & Children 21” for education of citizens was positioned as a national campaign based on the basic policy. CFA will continue to promote shokuiku activities for people in their growing process and expectant and nursing mothers.

*Basic policy on comprehensive promotion of measures for provision of child health and development care, etc.

- In local communities, registered dietitians and others provide nutrition guidance for infants mostly at municipal health centers. They use the “Guidelines for Nursing/ Bottle Feeding, and Baby Food” revised in March 2019 and leaflets that clearly explain breastfeeding and weaning to promote dissemination and awareness.



Breastfeeding Start Guide



Weaning Start Guide

Enhancement of Food-related Guidance in Schools

➤ MEXT promoted seamless shokuiku from kindergartens to high schools by using the “Food Guidance Companion—the Second Revised Edition” and other materials so that children can acquire desirable healthy eating habits.

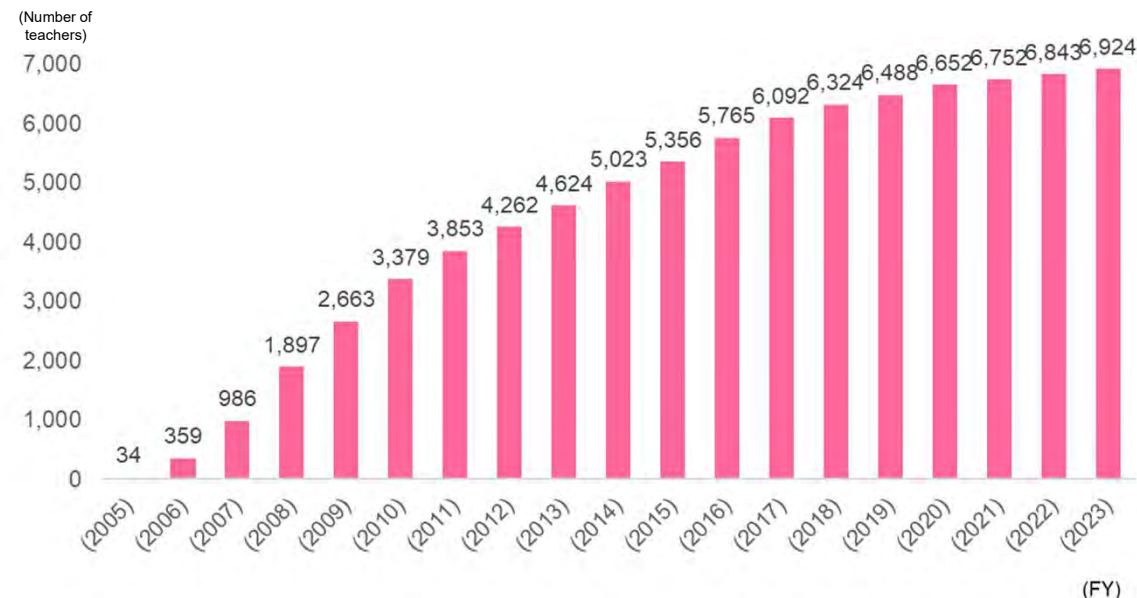
➤ Diet and nutrition teachers are the keystone in shokuiku promotion at schools, where they offer both food guidance and school lunch management.

➤ The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. reached 6,924 nationwide (as of May 1 2023).

➤ Assignment of diet and nutrition teachers was further promoted so that all students can receive food-related guidance taking advantage of their expertise.

➤ In March 2022, a “Research and Study Cooperation Meeting on Improving the Competence of School Nurses and Diet and Nutrition Teachers” was established to examine and enhance the qualifications and abilities of school nurses and diet and nutrition teachers. The discussions were compiled in January 2023. Based on this, in July 2023, reference examples of school management regulations for clarifying the standard duties of school nurses and diet and nutrition teachers were created and notified to the education boards of prefectures and ordinance-designated cities. Efforts are being made to further promote the placement of diet and nutrition teachers.

Number of Diet and Nutrition Teachers in Public Elementary, Junior High Schools, etc.



Data Source: Issued on April 1, each fiscal year until fiscal year 2015: Health Education and Shokuiku Division, Elementary and Secondary Education Bureau,

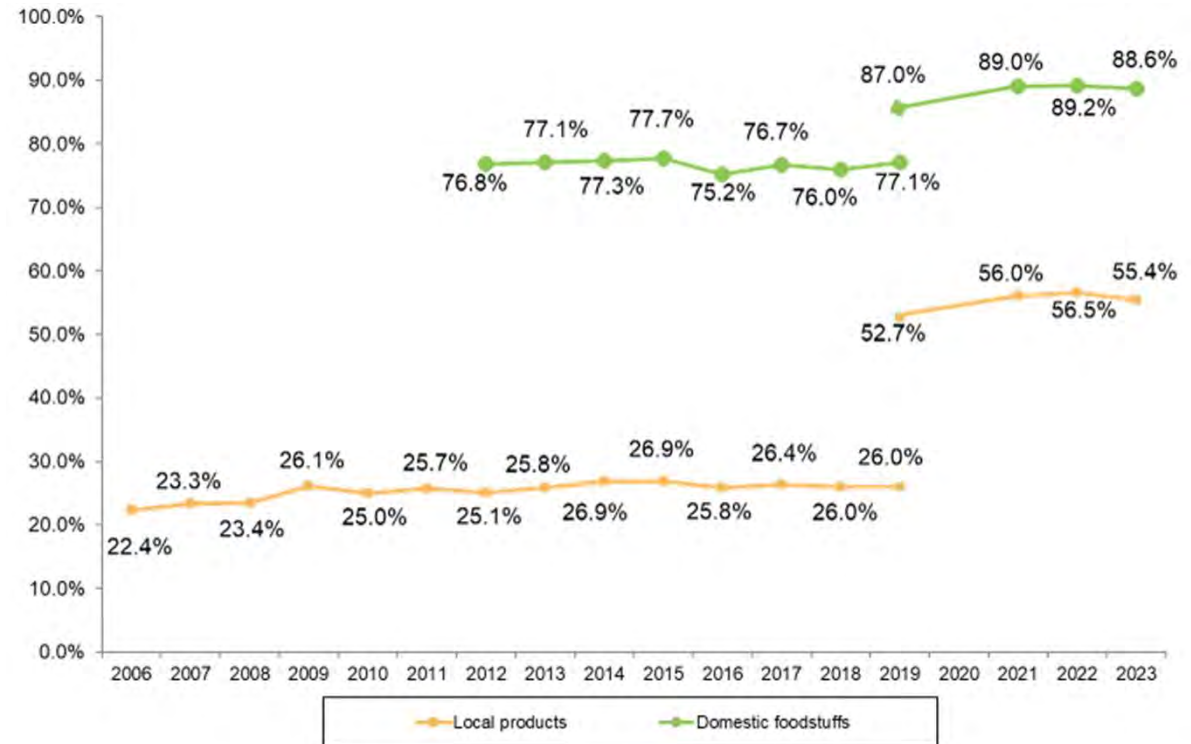
MEXT Issued on May 1, each fiscal year 2016 to present: MEXT. School Basic Survey.

Note: “Elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Enriching School Lunches

- School lunches are provided at 99.0% of all elementary schools and 91.5% of all junior high schools (as of May 2021, values are for national, public, and private schools).
- Based on the Fourth Basic Plan for the Promotion of Shokuiku, MEXT is promoting shokuiku guidance involving local products by diet and nutrition teachers, and use of local products in school lunches with cooperation of relevant ministries and agencies.
- In fiscal year 2023 school lunches, the use rate of local products was 55.4%, and the usage rate of domestic foodstuffs was 88.6% (National average, based on monetary amount).
- Since fiscal year 2021, MEXT has been implementing “project to promote use of local products in school lunches” and provides subsidies for costs to solve problems faced when using local products in school lunches.
- In response to rising prices, efforts to reduce the financial burden on guardians continued, as they did in fiscal year 2022, utilizing local creation emergency grants provided to regional public organizations.
- When selecting service providers for outsourcing school lunch services, it is important that appropriate measures are taken to ensure stable operations by service providers, such as allowing contract modifications that account for price increases, including those due to fluctuations in energy, food, labor costs, and minimum wage adjustments during the contract period. Additionally, factors beyond price, such as business stability, should be considered. It is also necessary to notify that local creation emergency grants can be utilized and to promote its use.

Changes in Percentage of Using Local Products and Domestic Foodstuffs in School Lunches



Data Source: MEXT “Report on School Lunch Nutrition” (based on the number of food items) up to fiscal 2019;
MEXT “Survey on Use of Local Products/Domestic Food stuff in School Lunches” (based on monetary amount) for 2019 and after

Promotion of Shokuiku for Preschool Children

- Systematic shokuiku efforts are made as a part of the childcare and educational activities based on “The National Curriculum Standards for Day-Care Center,” “The National Curriculum Standard for Kindergartens” and “The National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for day-care centers, kindergartens and Integrated center for early childhood education and care .

Case Study “Valuing Hands-On Experiences” - Fostering the Foundation of Mindful Eating Habits While Having Fun

Chichiicho Day-Care Center, Miyagi Welfare Association
(Miyagi Prefecture)

- To encourage children's enthusiasm for eating, shokuiku is provided by incorporating seasonal ingredients and aligning with seasonal events, ensuring that children have enjoyable eating experiences.
- Children engage in local traditions and food culture, enhancing their interest in ingredients, fostering gratitude towards producers. This also cultivates a desire to cook for themselves, thereby laying the foundation for “mindful eating habits.”



Challenging Mochi Flower Making with Pounded Mochi

Case Study Shokuiku Activities to Foster Community Engagement Through Sweet Potatoes

Yoshino Kindergarten, Eiheiji Town, Fukui Prefecture

- Each year, the kindergarten borrows fields from local farmers to conduct “sweet potato seedling planting and harvesting experiences” with local community members.
- By touching the soil and eating the harvested produce with local residents, young children develop a sense of gratitude towards the local community and expand their interest and curiosity about food.



Digging for Sweet Potatoes

Case Study “Aim to Be a Food Lover! Connecting Children, Families, and the Integrated center for early childhood education and care to Create a Positive Food Environment”

Musashi Kodomoen Integrated center
for early childhood education and
care, Wajunkai Social Welfare
Corporation (Oita Prefecture)

- Various shokuiku activities are implemented to ensure that children can eat happily and eagerly, focusing on nurturing their “desire to eat.”
- In addition to providing repeated opportunities for children to interact with ingredients, the center thoroughly shares information with parents about the children's daily behaviors, mealtime situations, and the center's shokuiku efforts. Support is also provided for meal preparation at home, considering the parents' burden.



Onion Peeling Experience

Promotion of Shokuiku to Encourage Practice of Healthy Dietary Habits

- Disseminating and promoting the following guidelines to promote healthy dietary habits: the “Dietary Guidelines for Japanese,” which serves as a framework for improving individual health of citizens, quality of life (QOL), and ensuring a stable food supply and the “Japanese Food Guide Spinning Top,” which links these guidelines to specific actions by clearly illustrating recommended meal combinations and approximate quantities.
- MAFF is promoting the practice of the nutritionally well-balanced “Japanese-style dietary habits” and highlighting the central role of rice (a staple food) by showcasing how the carbohydrates and proteins in rice serve as important sources of energy and protein on dedicated websites. Using social media platforms, “Yappari Gohan Desho! (Rice is Awesome!)” campaign is also being conducted to boost rice consumption.
- By posting videos on BUZZ MAFF, where MAFF officials disseminate information as a YouTuber, the ministry is encouraging the consumption of rice and rice flour.
- Additionally, a conference focusing on the functional benefits of “rice and health” was held in December 2023, where experts presented the latest findings on “rice and health” and shared examples of ongoing efforts.



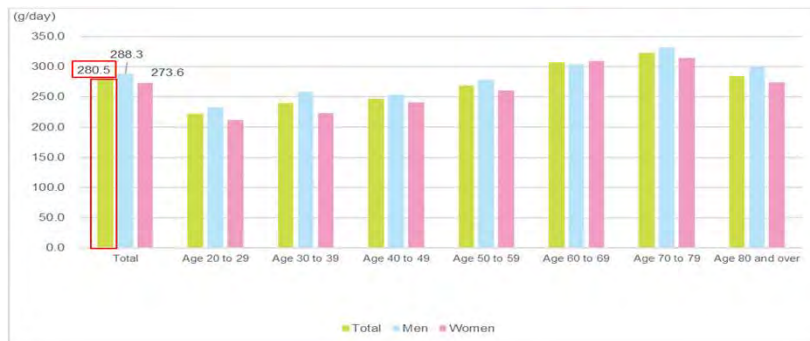
At a Conference Focusing on the Functional Benefits of “Rice and Health”

Promotion of Shokuiku Contributing to Extension of Healthy Life Expectancy

- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy. The ministry promotes the “Smart Life Project” in partnership with companies, relevant entities and local governments with the aim of further spreading and developing initiatives to achieve the goals.
- In addition, MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment, while supporting participating businesses in setting action goals and taking actions to address nutritional issues, including excess salt intake, thinness in young women, and nutritional disparities associated with socioeconomic status, which is also expected to improve public evaluation of their environmental, social and governance (ESG) status.

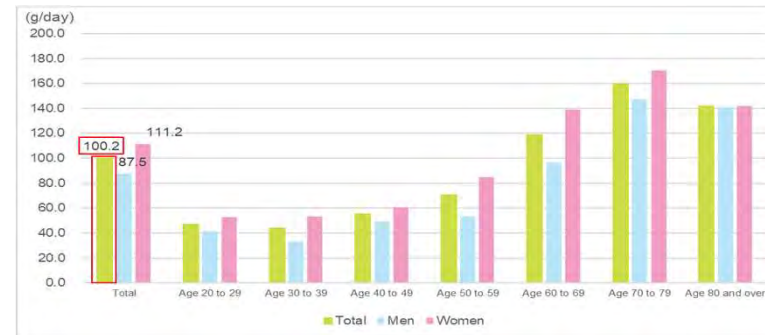
- The Fourth Basic Plan for the Promotion of Shokuiku sets new goals to increase the mean daily vegetable intake to 350g or more, and to decrease the ratio of individuals with a fruit intake of less than 100g to 30% or less by fiscal 2025.
- MAFF is promoting activities to increase vegetable and fruit intake by implementing “Let's Eat Vegetables project” in cooperation with enterprises, groups and other “Vegetable Supporters” and “200 Grams of Fruits Every Day! campaign” in cooperation with producers’ groups.

The average vegetable intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.

The average fruit intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.

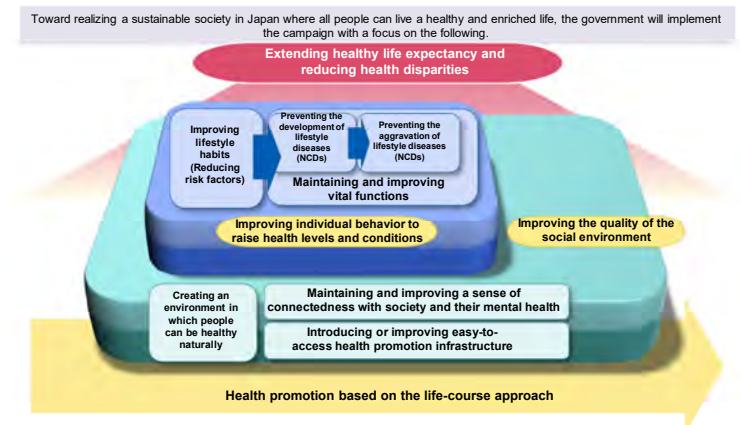


“Let's Eat Vegetables Project” indicates “350g per day” as a rough standard of intake.
Logomark

Article “Health Japan 21 (the 3rd term)”

- “The 3rd term National Health Promotion Movement in the 21st Century (Health Japan 21 (the 3rd term))” a 12-year plan starting from fiscal year 2024 aimed at achieving a sustainable society where all citizens can live healthily and with a fulfilling quality of life. To advance this plan, the Minister of the MHLW issued the “A Basic Direction for Comprehensive Implementation of National Health Promotion” in May 2023.
- The goals related to nutrition and eating habits are specified, emphasizing that, more than ever, stakeholders such as the national government, prefectures, municipalities, health insurers, industry, and academic institutions will work together to enhance and strengthen health promotion measures.

Conceptual Diagram of Health Japan 21 (the 3rd term)



Promotion of Shokuiku for Children in Poverty

- According to a survey, 16.9% of households with a child (children) have experienced being unable to buy food at least once. To address this situation, we support Kodomo Shokudo, Kodomo Takushoku and similar activities that are spreading as independent initiatives of local community residents.
- The government leads the public-private collaborative project “Children’s Future Support National Movement.” The project includes support for activities, such as Kodomo Shokudo, that promote shokuiku for children in poverty and work to stop the perpetual cycle of poverty.
- In fiscal year 2023, CFA has expanded its “Children’s Life and Learning Support Program,” which provides support for the acquisition of basic life skills and educational assistance, to include not only children from single-parent families but also those from low-income households. Additionally, new subsidies have been introduced to cover the expenses related to meal provision.
- To promote shokuiku in local communities in collaboration with Kodomo Shokudo, the MAFF introduces relevant information on its website. Additionally, it supports efforts to improve the quality of food access, including initiatives that provide kyoshoku opportunities at Kodomo Shokudo, etc., so that children in situations of poverty can experience the joy of eating and acquire the basics of a healthy diet.

Case Study

Food Support Activities by University Students Aspiring to Become Registered Dietitians for Kodomo Shokudo, etc. (The “7th Shokuiku Activity Awards”—Special Jury Award)

Okinawa University Department of Health and Nutrition Kodomo Shokudo Support Team (Okinawa Prefecture)

- In cooperation with related organizations, Kodomo Shokudo, and volunteer groups in Naha City, the team supports children facing issues such as poverty in the prefecture from the food aspect.
- For single-parent households, they provide 50 free box lunches, considering nutritional balance and incorporating local vegetables and local cuisine.
- They hold preliminary workshops with instructors from the Naha City Social Welfare Council and local organizations to understand the realities of single-parent households and the types of meals needed, which guides the menu choices for the box lunches.
- Feedback from parents and children who ate the box lunches includes comments like, “The box lunch contained ingredients we usually can’t afford, and the colorful and carefully prepared box lunch was very touching.”



Students Preparing Box Lunches for Single-parent Households

Promotion of Shokuiku pertaining to the Younger Generation and the Elderly

- As highlighted in Featured Article 2, the younger generation faces more challenges in their eating habits compared to other generations, making it essential to promote shokuiku to raise awareness about food-related issues.
- MAFF is promoting shokuiku efforts led by the younger generation, such as supporting online workshops conducted by students and businesses, as part of the 2023 National Shokuiku Promotion Network.
- For the elderly, it is necessary to promote shokuiku aimed at improving quality of life (QOL) in accordance with individual characteristics toward extension of the healthy life expectancy.
- MHLW is working on creating an appropriate food environment for elderly individuals living at home in local communities by preparing informational pamphlets for both meal delivery providers and users, and compiling examples of good case studies.

Promotion of Shokuiku with Consideration to Employees' Health in Workplace

- Healthy employees vitalize the organization, which in turn is anticipated to lead to improved business performance.
- As part of the “Smart Life Project,” which collaborates with businesses, private organizations, and local governments to extend healthy life expectancy, the MHLW has published “Smart Meal Exploration” on the project’s website. This resource organizes and showcases best practices, such as revisions to employee cafeteria menus.

Promotion of Kyoshoku in Local Communities

- In recent years, there has been an increase in single-parent households, households in poverty, and elderly individuals living alone, leading to situations where practicing a healthy diet through kyoshoku with family becomes challenging.
- MHLW has created public awareness tools on dietary practices for frailty prevention and has also featured them on the senior-focused website, “Communities Thriving Together: Kayoinoba.”
- MAFF supported shokuiku activities in local communities by promoting the acquisition of table manners through kyoshoku at Kodomo Shokudo and intergenerational exchange venues, as well as by holding local cuisine workshops using these kyoshoku spaces.

Promotion of Shokuiku in Preparation for Disaster

- In preparation for large-scale natural disasters, etc. it is important that each household stockpiles food in addition to the food stockpiled by local governments and private enterprises.
- MAFF published “Guide for Food Stockpile in Preparation for Disaster,” which outlines methods to make it easier for households to practice food stockpiling on a regular basis in preparation for emergencies. In April 2022, the MAFF published the guide for persons living alone to disseminate information on food reserves at home through plain explanation of the need for storing food, how to start this, and other matters.
- For the fiscal year 2023, efforts continued to encourage the use of these guidebooks in schools, local governments, and neighborhood associations, while also giving presentations at disaster prevention-related exhibitions hosted by private companies to promote and raise awareness about household food stockpiling.



“Guide for Food Stockpile in Preparation for Disaster”

Case Study

Awareness and Promotion Activities for Food Preparedness in Disasters (The “7th Shokuiku Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau)

Bizen City Nutrition Committee
(Okayama Prefecture)

- The committee started “Disaster-Preparedness Pack Cooking Workshops” in fiscal year 2016. From fiscal year 2020, to raise awareness about disaster preparedness and encourage households to prepare for emergencies, they expanded to include local stores that handle stockpiled items and organized exhibitions of stockpiled goods. These exhibitions displayed the quantity of items needed for a three-day supply and provided guidance on what should be prepared.
- In the future, they will continue to emphasize disaster preparedness and also aim to instill the skills for everyday living, conveying the importance of food to local residents.



At the Exhibition

Promoting Shokuiku in Dental and Oral Health

- In order to extend healthy life expectancy through food, it is important to maintain dental and oral health for chewing and swallowing from infancy through old age. To this end, shokuiku in dental and oral health is promoted, including activities to encourage regular dental examination.
- In October 2023, the MHLW, Akita Prefecture, Akita City, the Japan Dental Association, and the Akita Prefecture Dental Association jointly held “the 44th National Dental Health Conference” in Akita Prefecture, themed “Healthy Mouth, Beautiful Life! Come to the Beautiful Country of Akita.”

Promotion of Shokuiku by Food-Related Businesses

- Food-related businesses, etc. perform shokuiku efforts as part of their corporate social responsibility (CSR) activities. Companies tackling shokuiku from the SDGs perspective are also increasing.
- MAFF supports food-related businesses, etc. in their efforts toward local production for local consumption, events for exchange with local consumers, and other activities.

Case Study

Shokuiku Initiatives for Nurturing the Future of Diverse Generations (The “7th Shokuiku Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries)

- To address social issues such as the observed lack of knowledge about food among children, Tokyo Gas started cooking classes for children in fiscal year 1992. Since fiscal year 2014, the company has established the “Eco-Friendly Shokuiku Council” with external experts, holding regular symposiums for schools, food-related stakeholders, and other groups interested in food.
- Currently, Tokyo Gas has expanded its shokuiku activities to a wide range of generations, from children to the elderly, promoting initiatives that support sustainable food practices tailored to the target audience.

Tokyo Gas Co., Ltd. (Tokyo)



Cooking Class for Children

Shokuiku Promotion through Volunteer Activity

- Shokuiku volunteer members including Diet Improvement Promoters implemented community-based shokuiku activities, based on the understanding of factors such as regional health issues, healthy eating habits, and food cultures.
- Japan Dietetic Life Association implemented shokuiku activities for health promotion in response to the demands of the time with a focus on lifestyle disease prevention.

Development and Utilization of Human Resources with Expertise

- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing shokuiku activities taking advantage of their expertise.
- The Japan Dietetic Association has organized events nationwide under the theme “The Benefits of Snacking!” as a method to address nutrition issues such as “obesity and lifestyle disease prevention” and “thinness in young women.” Registered dietitians and other human resources working in medical institutions, facilities, schools, administrative agencies, and companies across the country supported individuals by providing guidance on appropriate snacking times according to their lifestyles.

“Shokuiku Month” Activities

- The 18th National Convention on Promotion of Shokuiku in Toyama was held in June 2023.
- Various awards related to shokuiku are given out at this event. Videos were produced to introduce activities of the organizations that won the “7th Shokuiku Activity Awards.”
- Publicizing the National Network for Shokuiku Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of Shokuiku. The percentage of local municipalities that have created Municipal Plans for the Promotion of Shokuiku is 90.3%.

Changes in the Percentages of Prefectures and Municipalities that Have Created Plans for the Promotion of Shokuiku



Data Source: MAFF. Survey by the Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, the same survey was conducted by the Cabinet Office until fiscal 2015.

Article Raising Awareness of Shokuiku through “the 18th National Convention on Promotion of Shokuiku in Toyama” of “Shokuiku Month” and “Shokuiku Month Seminars”

- The event was held over two days, on June 24 and 25, 2023, under the theme “Happiness for the Mind and Body through Food: Spreading Well-being from Toyama - Connecting the Foundation of Happiness to the Future.”
- Various events including Shokuiku Activity Awards ceremony, workshops by sports teams from Toyama Prefecture, shokuiku talk shows, and exhibitions by 135 booths on shokuiku provided opportunities to think about shokuiku while having fun.
- At the “Shokuiku Month Seminar” held on June 30, 2023, keynote lectures and panel discussions were conducted on the practice of shokuiku in collaboration with professional sports teams, government, companies, and organizations.



“The 7th Shokuiku Activity Awards” ceremony

Promotion of Interaction between Producers and Consumers

- In order to ensure the stable supply of food for the future, it is important to raise public awareness about the necessity of securing farm land, farmers, and other agricultural resources. Additionally, it is crucial that as many citizens as possible have opportunities to learn about the roles of food, agriculture, forestry and fisheries and Japan's rural areas whose economy is based on these industries, as well as the significance of choosing domestic foodstuffs. This will encourage people to consider these issues as their own, think about the future, and take independent action to support each other from their respective positions.
- MAFF has implemented support for shokuiku activities in local communities by focusing on efforts to provide opportunities for agriculture, forestry and fishery experiences.
- In addition, to promote “Nohaku [Countryside Stay],” in which participants stay in rural areas, enjoy dining and have experiences that utilize regional resources during their stay, in conjunction with the development of implementation systems, strengthening of management, and other related aspects, the ministry has supported the development of accommodation and experience facilities utilizing old folk houses in an integrated manner.
- Furthermore, under the collaboration of the Cabinet Secretariat, Cabinet Office, MIC, MEXT, MAFF, and MOE, urban and rural interactions that contribute to factors such as shokuiku are promoted through “the exchange project for children experiencing farming and rural lives” providing children with agriculture, forestry, and fishery experiences in rural areas.

Case Study

Shokuiku Initiative Through “Fureai Kyushoku” for Promoting Underutilized Fish in Elementary Schools (The “7th Shokuiku Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau)

- For fifth-grade students, local fishermen visit elementary schools to conduct lessons about local fisheries and fish, followed by a “fureai kyushoku” where students share a school lunch featuring fish.
- By incorporating underutilized fish like small mackerel and dolphinfish into school lunches, children have a valuable opportunity to interact with local fishermen and learn about fisheries.

Hiratsuka City Fisheries Cooperative
(Kanagawa Prefecture)



Demonstration of Fish Filleting Techniques

Promotion of Local Production for Local Consumption

- Initiative of local production for local consumption is an important initiative for vitalization of rural areas.
- “Food mileage” is an indicator calculated by multiplying the transportation distance by the volume of food shipped. In this respect, expansion of domestic production and consumption and promotion of local production for local consumption are expected to contribute to the reduction of environmental burdens as well.
- MAFF selected good practices for vitalization including local production for local consumption and income increase of rural areas whose economy is based on agriculture, forestry, and fisheries and disseminated the information of the activities nationwide. Additionally, the ministry supported shokuiku initiatives utilizing local products in school lunches and the development of new products leveraging regional resources as part of sixth industrialization efforts.
- “Nippon Food Shift: We think about Japan from the viewpoint of food” is carried on as a national movement in public-private collaboration focusing on young people (generation Z). The aim of the movement is to attract people’s sympathy and support for agriculture, forestry, fisheries and rural areas mainly engaged in these industries, which is expected to encourage specific behaviors, including active use of domestic agricultural products.

Promotion of Shokuiku Considering Sustainable Food Production and Consumption in Harmony with the Environment

- Based on the “ MIDORI Strategy for Sustainable Food Systems ” and the “ Act to Promote Low Environmental Impact Business Activities for the Establishment of Environmentally Harmonized Food Systems ”, which is called “MIDORI Act” (Act No. 37 of 2022), shokuiku that considers environmentally friendly food production and consumption is being promoted.
- Based on the Fourth Basic Plan for the Promotion of Shokuiku, efforts are being made to increase public understanding and interest in initiatives such as sustainable agricultural production, including organic farming, and sustainable fisheries management, as well as maintaining biodiversity and natural material cycles and managing or increasing natural capital.
- To share examples of initiatives of local communities to support organic farming, such as the use of organic food in school lunches, various local government case studies were shared at the Organic Village National Assembly held in January 2024.
- Additionally, “visualization” initiative is implemented to clearly display the environmental burden reduction efforts by producers and support consumer choices. Demonstration sales of agricultural products with grade labels indicating their contribution to greenhouse gas reduction by the number of stars started in 2022. Starting from March 2024, an evaluation of biodiversity conservation efforts for rice was also added, and a new label design was introduced for full-scale operation in accordance with the guidelines.

Launching National Campaign to Reduce Food Loss and Waste (FLW)

- In Japan, the volume of FLW was estimated 5.23 million tons in fiscal year 2021.
- The targets set in the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs) include halving per capita food waste at the retail and consumer level and reducing FLW along production and supply chains. Based on the “2030 Agenda” and other policies, Japan set a goal to reduce household and commercial FLW by half compared with fiscal 2000 by fiscal 2030.
- To promote reduction of FLW as a national campaign, the “Act on Promotion of Food Loss and Waste Reduction” (Act No.19 of 2019) came into effect in October 2019.
- The rising prices for energy, food, and other essentials demands efforts facilitate the flow of food to Kodomo Shokudo (community cafeterias providing free or low-cost meals for children), people in financial distress. For food banks, support is provided for costs necessary to expand their activities to receive and provide food, and specialists are dispatched to help with problem-solving, including securing of food donors.
- MOE established a portal site that aggregates information on FLW. Environments were developed in which each entity will be able to obtain accurate and easy-to-understand information on FLW.
- In addition to the enlightenment activities using a character named “Sugutabekun,” the ministry worked to make it natural for consumers to take home leftover food when eating out (“mottECO”).
- The CAA, MAFF, and MOE, along with the National Deliciously ‘Tabekiri (no leftovers)’ Movement Committee, implemented the “Deliciously ‘Tabekiri’ National Joint Campaign” from December 2023 to January 2024.
- The CAA launched the “Consumer Affairs Agency Certified for Food Loss and Waste Reduction” program in fiscal year 2022 to develop individuals who promote FLW reduction in each region. And the agency continued to certify supporters in fiscal year 2023.
- MOE started “Decokatsu” (a national campaign to create new and prosperous lifestyles that contribute to decarbonization) to achieve the 2050 carbon neutrality goal and the 2030 GHG emission reduction target. As one of the “Decokatsu Actions,” the ministry promotes FLW reduction, strongly supporting changes in behavior and lifestyle among the public and consumers.



“mottECO”
awareness raising material



Decokatsu Logomark

Shokuiku that Contributes to Passing Down of Diverse Food Culture of Communities Through Efforts in Utilization of Licensed Expert Cooks in Volunteer and other Activities

- Diet Improvement Promoters conducted programs, such as “Local and Traditional Cooking Classes,” to pass down local cuisine and food culture, and offered hands-on learning experiences in making local cuisine and traditional cuisine in different areas. The All Japan Chefs Association and the Nihon Chourishikai (Japanese Licensed Cooks Association) worked to promote shokuiku for the passing down of food culture through cooking classes and other activities.
- The registration of “Washoku; Traditional Dietary Cultures of the Japanese” as a UNESCO Intangible Cultural Heritage celebrated its 10th anniversary on December 4, 2023. MAFF held events across three locations nationwide, including keynote speeches and panel discussions by chefs, to promote Washoku culture. Additionally, the Agency for Cultural Affairs held seminars and events utilizing Japan's registered intangible cultural assets, such as “Unbaked Sweets with Confectionery Name,” “Traditional Kyoto Cuisine,” and “Traditional Knowledge and Skills of Making Sake,” to foster enthusiasm for promoting food culture.
- The Agency for Cultural Affairs promotes registration of cultural properties based on the Law for the Protection of Cultural Properties (Act No.214 of 1950) and supports local governments that are promoting or working on the passing down and promotion of unique food culture in creating model cases to develop and disseminate the “Food Culture Story” that conveys the cultural background in an easy-to-understand manner.



Keynote Speech by a Chef

Case Study

Regional Development Through the Preservation of Local Cuisine (The “7th Shokuiku Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau)

- The association launched the “Food Culture Festival” with the theme of “Rediscovering Nostalgic Mountain Village Cuisine,” featuring local cuisine.
- The festival inspired the creation of “Yamaai Kobo,” a local food processing group led predominantly by women, which has been active for 20 years. They are bringing vitality to the local communities through diverse food-related activities such as processing and selling locally inspired box lunches and side dishes, providing meal delivery services to elderly households, and offering lectures at elementary and junior high schools.

Kyotsu Hata Residents' Association (Iwate Prefecture)



Local Cuisine Seminar by “Yamaai Kobo”

Enhancement of Risk Communication

- As one of many approaches for risk communication on food safety, CAA, FSCJ, MHLW and MAFF worked together to organize meetings to exchange opinions among governments, consumers and other stakeholders. In particular, initiatives concerning “radionuclides in food” were strengthened.
- In fiscal year 2023, opinion exchange meetings regarding the producers’ efforts to reduce radionuclides, actual inspection results of radionuclides in food and other related topics were conducted in a hybrid format, both in-person and online, in Osaka Prefecture and Tokyo. Additionally, the opinion exchange meetings with university students were held in person at five locations across the country, while also connecting online with other universities.

Providing Information on Food Safety

- It is important to provide consumers with accurate information so that they can make rational decisions on their food choices based on scientific knowledge. For this purpose, relevant ministries and agencies collaborated to deliver clear and easy-to-understand information to consumers.
- In fiscal year 2023, MAFF created a video summarizing the characteristics and preventive measures of food poisoning related to various pathogens, including clostridium perfringens, which requires careful cooking and storage, particularly in stews, campylobacter, which needs thorough heating during meat preparation, and anisakis, which requires proper removal of internal organs and cooking of seafood. The content was made approachable for a wide range of generations, including children, by featuring a food safety mascot, for example.



To Safely Enjoy Seafood
–Prevention of Anisakis infection
(Left: Mikke, Right: Food Safety Doctor)

Implementing Basic Survey and Studies and Providing Information on the Results

- In April 2023, MEXT published its “Standard Tables of Food Composition in Japan - 2023 (Eighth Revised Edition),” which includes a total of 2,538 foods. It will continue to enhance the content by adding newly listed foods and other items in accordance with the actual state of people’s diet.
- MAFF provided the public with basic statistical data on the state of agriculture, forestry and fisheries, food production, distribution and consumption, which are necessary for the promotion of shokuiku.

Promoting Understanding of Food Labeling

- In recent years, there has been an increase of consumers' awareness of food safety and health, and consequently, the need for plain food labeling.
- CAA has been making efforts to promote understanding of food labeling among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In the “Food Guidance Companion–Second Revised Edition,” created by MEXT for teachers and school employees, there is a passage which is utilized at schools that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labeling.”

Article

Initiatives to Enhance Understanding of Health-Promoting Foods Using Video Education Materials

- CAA has created the video “What Are Health-Promoting Foods?” to help consumers acquire accurate knowledge about health-promoting foods and make informed and autonomous choices about the foods they need. The video is utilized in consumer seminars and other events.
- In Aomori City, a training course for Diet Improvement Promoters was held in fiscal year 2023 under the theme “Learn About Food Labeling.” By incorporating the CAA’s video, which is visually easy to understand, participant interest was increased and understanding was enhanced, making the course highly effective.




















“What Are Health-Promoting Foods” Video

State of Shokuiku Abroad, Promotion of International Exchange, etc.

- MAFF’s English website “Promotion of Shokuiku (Food and Nutrition Education)” provides “Dietary guidelines for Japanese,” “Japanese Food Guide Spinning Top,” “Interpretation of ‘Japanese Food Guide Spinning Top,’” “Recommendation of Japanese-style dietary habits,” and other documents. It also contains brochures to introduce shokuiku of Japan to the world.
- The Ministry of Foreign Affairs of Japan promotes and raises awareness of shokuiku-related topics in its overseas public relations and cultural activities, including the distribution of “niponica,” a magazine for informing international readers about Japanese affairs, through diplomatic missions overseas.

Part III: Goals and Evaluating Progress of Shokuiku Promotion Efforts

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2023)	Target Values (FY2025)
1 Increase the number of citizens who are interested in shokuiku				
(1)	Percentage of citizens who are interested in shokuiku	83.2%	78.1%	90% or more
2 Increase the number of “kyoshoku” occasions for breakfasts or dinners with family members				
(2)	Number of kyoshoku [breakfast or dinner eaten together with family members]	9.6 times/week	9.0 times/week	11 times or more/week
3 Increase the percentage of citizens participating in kyoshoku in communities as they hope to				
(3)	Percentage of citizens participated in kyoshoku in communities as they hope to	70.7%	62.8%	75% or more
4 Decrease the percentage of citizens skipping breakfast				
(4)	Percentage of children who skip breakfast	4.6% (FY2019)	6.1%	0%
(5)	Percentage of young people who skip breakfast	21.5%	28.3%	15% or less
5 Increase efforts to use local products in school lunches, etc.				
(6)	Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	12.4 times/month	12 times or more/month
(7)	Percentage of prefectures maintaining or improving the percentage of local products used in school lunches (on a value basis) from the current value (FY2019)	-	66.0%	90% or more
(8)	Percentage of prefectures maintaining or improving the percentage of domestic foodstuffs used in school lunches (on a value basis) from the current value (FY2019)	-	66.0%	90% or more
6 Increase the number of citizens who adopt dietary habits that are in consideration of balanced nutrition				 
(9)	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	36.4%	38.2%	50% or more
(10)	Percentage of the young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day	27.4%	28.3%	40% or more
(11)	Mean daily salt intake	10.1g (FY2019)	10.1g (FY2019)	8g or less
(12)	Mean daily vegetable intake	280.5g (FY2019)	280.5g (FY2019)	350g or more
(13)	Percentage of those with a fruit intake of less than 100 grams per day	61.6% (FY2019)	61.6% (FY2019)	30% or less
7 Increase the percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases				
(14)	Percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases	64.3%	63.1%	75% or more

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2023)	Target Values (FY2025)
8 Increase the percentage of citizens who take time to eat and chew well				
(15)	Percentage of citizens who take time to eat and chew well	47.3%	47.9%	55% or more
9 Increase the number of volunteers engaging in the promotion of shokuiku				
(16)	Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of shokuiku	362,000 (FY2019)	323,000 (FY2022)	370,000 or more
10 Increase the number of citizens who have agriculture, forestry, or fishery experience				
(17)	Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	63.2%	70% or more
11 Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer				 
(18)	Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	67.4%	80% or more
12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods				 
(19)	Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	60.2%	75% or more
13 Increase the number of citizens who take action to reduce food loss and waste				
(20)	Percentage of citizens who take action to reduce food loss and waste	76.5% (FY2019)	76.7%	80% or more
14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families				
(21)	Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	44.7%	55% or more
(22)	Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	54.5%	50% or more
15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it				
(23)	Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	76.4%	80% or more
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku				
(24)	Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku	87.5% (FY2019)	90.3%	100%

Data Sources for (1) to (3), (5), (9), (10), (14), (15), (17) to (19), (21) to (23): Survey on Attitudes Towards Shokuiku (Annual). (MAFF)

For (4): National Assessment of Academic Ability. (MEXT)

For (6): Survey on Efforts to Teach about Local Products in Schools. (MEXT)

For (7), (8): Survey on the Use of Local Products and Domestic Food Stuffs in School Lunches. (MEXT)

For (11) to (13): National Health and Nutrition Survey. (MHLW)

For (16), (24): Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF

For (20): The values of fiscal 2019 are based on the “Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (CAA).” The values of fiscal 2023 are based on “FY2023 Survey on Attitude and Awareness in Consumer Life (Second Survey) (CAA).”

Note: 1) The goals that have been achieved are colored in blue.

2) Shokuiku Pictogram “Don’t become overweight or underweight” of “(6) Increase the number of citizens who adopt dietary habits with consideration of balanced nutrition” corresponds to the target values of (11).