



Current Dietary Situation in Japan and Promotion of Shokuiku (Food and Nutrition Education)

July 2019
農林水産省

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I. Frameworks and Schemes for Promoting Shokuiku

1. Basic Frameworks for Measures to Promote Shokuiku

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

- This Act was promulgated in June 2005 and enforced in July of the same year. Its purposes are to promote shokuiku in a comprehensive and strategic manner, and to contribute to bringing about a healthy and cultural life for all people and a rich and vibrant society for the present and in the future.
- Shokuiku is the basis of life and the foundation of intellectual education, moral education and physical education. It aims to foster people who can put into practice healthy eating habits by providing them with various experience opportunities where they can acquire knowledge about “food and nutrition” and ability to choose appropriate “food and nutrition” as to what they eat.
- In promoting shokuiku, it is important that each and every citizen has the opportunity to raise their food awareness and acquire the ability to make appropriate decisions on “food and nutrition” based on reliable information, which will allow them to adopt healthy dietary habits that will promote their physical and mental health. It is also necessary that shokuiku programs help people understand and appreciate the fact that their diet is possible thanks to deepening their gratitude and understanding towards nature as well as towards various activities that people involved in “food and nutrition” engage in.

○Basic Plan for the Promotion of Shokuiku

- In March 2016, the Third Basic Plan for the Promotion of Shokuiku was adopted based on the results of past efforts concerning shokuiku and challenges identified over the past five years. The above Plan sets out basic policies, targets, and measures to address matters that are necessary for the comprehensive promotion of shokuiku for the five years from 2016 to 2020.
- The following five priorities are set out as basic policies.
 - (1) Promotion of shokuiku focused on the younger generation
 - (2) Promotion of shokuiku encompassing various lifestyles
 - (3) Promotion of shokuiku for the extension of healthy life expectancy
 - (4) Promotion of shokuiku that also considers the food cycle and environment
 - (5) Promotion of shokuiku with an eye to passing down food culture to younger generations

I. Frameworks and Schemes for Promoting Shokuiku

2. Third Basic Plan for the Promotion of Shokuiku

Basic Act on Shokuiku (Food and Nutrition Education)
(Act No. 63 of June 17, 2005 (Bill of the House of Representatives))

Purpose:
To promote measures for shokuiku in a comprehensive and systematic manner, and thereby contribute to bringing about a healthy and cultural life for all people and a rich and vibrant society for the present and in the future.

**Council for the Promotion of Shokuiku
(Article 26 of the Basic Act on Shokuiku)**

Chairperson: Minister of Agriculture, Forestry and Fisheries
Members: Persons designated by the Prime Minister from among the Ministers of State upon request from the Minister of Agriculture, Forestry and Fisheries, and experts from the private sector appointed by the Minister of Agriculture, Forestry and Fisheries

**Shokuiku Promotion Review Committee
(Decision of the Chairperson of the Council for the Promotion of Shokuiku)**

Members
Experts from the private sector who are members of the Council for the Promotion of Shokuiku
Special members of the Promotion of Shokuiku

**Basic Plan for the Promotion of Shokuiku
(Article 16 of the Basic Act on Shokuiku)**

This Plan sets out basic matters necessary for comprehensively and systematically implementing measures for the promotion of shokuiku

Third Basic Plan for the Promotion of Shokuiku (FY2016 to 2020) Decision of the Council for the Promotion of Shokuiku of March 18, 2016

Introduction

1. Current Dietary Situation in Japan
2. Past Initiatives and Measures for the Future

No. 1 Basic Policies on the Promotion of Shokuiku

1. **Priorities**
2. Basic Policies
 - (1) Promotion of shokuiku focused on the younger generation
 - (2) Promotion of shokuiku encompassing various lifestyles
 - (3) Promotion of shokuiku for the extension of healthy life expectancy
 - (4) Promotion of shokuiku that also considers the food cycle and environment
 - (5) Promotion of shokuiku with an eye to passing down food culture to younger generations

No. 2 Matters Related to the Goals for the Promotion of Shokuiku

1. Concepts and Ideas Underlying the Goals
2. **Goals** for the Promotion of Shokuiku

No. 3 Items for the Comprehensive Promotion of Shokuiku

- Measures**
1. Promotion of shokuiku at home
 2. Promotion of shokuiku at schools, nurseries, etc.
 3. Promotion of shokuiku in communities
 4. Implementation of shokuiku promotion campaigns
 5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.
 6. Support for activities to pass down food culture to younger generations
 7. Investigation, research, provision of information on food safety, nutrition and eating habits and promotion of international exchange
- *The Plan sets out the following for each of the above items:
(1) Current situation and future policy, and (2) measures to be taken

No. 4 Matters Necessary for Comprehensively and Strategically Promoting Measures for Promoting Shokuiku

I. Frameworks and Schemes for Promoting Shokuiku—2. Third Basic Plan for the Promotion of Shokuiku

(1) Priorities

Third Basic Plan for the Promotion of Shokuiku

Past initiatives	Shokuiku has been promoted at home and in school and communities based on the Second Basic Plan for the Promotion of Shokuiku (FY2011 to FY2015)
Changes surrounding the dietary situation in Japan	<ul style="list-style-type: none">(1) Improvement and enhancement of shokuiku practices for younger generations(2) Changes in household structure(3) Promotion of support for children in poverty(4) Inclusion of the extension of healthy life expectancy in the new growth strategy(5) Starting a national campaign to reduce food loss(6) Registration of washoku (Japanese cuisine) as UNESCO Intangible Cultural Heritage(7) Challenges concerning the ratio of municipalities that have prepared Municipal Plan for the Promotion of Shokuiku

Priorities

- | | |
|---|---|
| <1> Promotion of shokuiku focused on the younger generation | ➤ Promote shokuiku that young people work on at their own initiative, promotion of shokuiku that can be passed down to the next generation |
| <2> Promotion of shokuiku encompassing various lifestyles (new item) | ➤ Provide food experiences and kyōshoku [meaning eating with someone] opportunities that allow all generations from children to the elderly to have a healthy and fulfilling diet, which encompass various family situations and diversifying lifestyles. |
| <3> Promotion of shokuiku for the extension of healthy life expectancy | ➤ Promote a low-sodium diet for health and the prevention of lifestyle-related diseases; and the prevention of metabolic syndrome, obesity, excessive thinness, and malnutrition |
| <4> Promotion of shokuiku that also considers the food cycle and environment (new item) | ➤ Understand the food cycle from food production to consumption, and reduce food loss |
| <5> Promotion of shokuiku with an eye to passing down food culture to younger generations (new item) | ➤ Promote understanding of traditional food culture, including washoku, local cuisine, traditional ingredients, and dining manners |

Approach

- (1) Promote life-long initiatives in all generations from children to the elderly
- (2) The government, local governments, educators, companies and workers in the agriculture, forestry, fisheries, and food-related businesses, volunteers, etc. voluntarily collaborate and cooperate with each other in various forms as they promote their initiatives.

I. Frameworks and Schemes for Promoting Shokuiku—2. Third Basic Plan for the Promotion of Shokuiku

(2) Measures

<Priorities>

<1> Promotion of shokuiku focused on the younger generation

- ◆ **Promotion of shokuiku initiatives (such as kyōshoku) as a means to support the development of children and young people**
(1. Promotion of shokuiku at home)
→ Promoting kyōshoku; increasing opportunities to learn about food and experience activities; and other measures
- ◆ **Promotion of shokuiku for the younger generation**
(3. Promotion of shokuiku in communities)
→ Providing effective information to the younger generation; promoting kyōshoku in communities, and other measures
- ◆ **Industry-academia-government initiatives to preserve washoku and passing it down to the next generation**
(6. Support for activities to pass down food culture to younger generations)
→ Promote the passing down of washoku to younger generations

<2> Promotion of shokuiku encompassing various lifestyles (new item)

- ◆ **Nutrition guidance for pregnant women and infants**
(1. Promotion of shokuiku at home)
→ Providing nutrition guidance embracing differences and diversity in individual and home environments; and other measures
- ◆ **Promotion of shokuiku for children in poverty**
(3. Promotion of shokuiku in communities)
→ Promoting shokuiku based on the General Principles of Policy on Poverty among Children ; creating a place to spend time for children in single-parent homes; supporting NPOs involved in the National Campaign to Support Children's Future .
- ◆ **Promotion of shokuiku for the elderly**
(3. Promotion of shokuiku in communities)
→ Introduction to best practices on preventing older people from koshoku (meaning eating alone); and other measures

<3> Promotion of shokuiku for the extension of healthy life expectancy

- ◆ **Promotion of shokuiku for the extension of healthy life expectancy**
(3. Promotion of shokuiku in communities)
→ Preventing and improving lifestyle-related diseases; promoting a low-sodium diet; promoting nutrition labeling; and other measures
- ◆ **Promotion of shokuiku in dental health activities**
(3. Promotion of shokuiku in communities)
→ Promotion of the “8020 (Hachimaru-Niimaru) exercise” and “Chewing 30”; and other measures
- ◆ **Promotion of shokuiku for the elderly**
(3. Promotion of shokuiku in communities)
→ Preventing malnutrition of the elderly; securing dietitians; and other measures
- ◆ **Promotion of shokuiku by food-related businesses**
(3. Promotion of shokuiku in communities)
→ Proactively providing healthy products and menus; providing food-related information and opportunities for experience activities; and other measures
- ◆ **Provision of information that contributes to the shokuiku promotion campaign**
(4. Implementation of shokuiku promotion campaigns)
→ Giving awards for excellent companies from the Smart Life Project; and other measures

<4> Promotion of shokuiku that also considers the food cycle and environment (new item)

- ◆ **Enhancement of school lunch**
(2. Promotion of shokuiku at schools, nurseries, etc.)
→ Stable supply of local agricultural, forestry and fishery products; and using local and domestic ingredients
- ◆ **Promotion of shokuiku by the agriculture, forestry and fisheries industry**
(5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.)
→ Providing opportunities for a wide range of generations to experience agriculture, forestry and fisheries; and other measures
- ◆ **Promotion of rural-urban symbiosis and exchange**
(5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.)
→ Promoting exchange between the residents of urban and rural areas through green tourism; and other measures
- ◆ **Promotion of local production for local consumption**
(5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.)
→ Implementing public campaigns to expand consumption of domestic agricultural, forestry and fishery products; and other measures
- ◆ **Implementation of a national campaign to reduce food loss**
(5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.)
→ Implementing a national campaign for food loss reduction under cooperation between the government, local governments, food-related businesses, consumers, and other stakeholders; and other measures
- ◆ **Promotion of biomass utilization and food recycling**
(5. Promotion of exchange between producers and consumers, invigoration of environmentally friendly agriculture, forestry and fisheries, etc.)
→ Effective use of biomass; promoting food recycling initiatives; and other measures

I. Frameworks and Schemes for Promoting Shokuiku—2. Third Basic Plan for the Promotion of Shokuiku

(2) Measures

<5> Promotion of shokuiku with an eye to passing down food culture to younger generations (new item)

◆ Active incorporation of local dishes in school lunches and utilizing food events

(6. Support for activities to pass down food culture to younger generations)

→ Incorporating local cuisine into school lunch menus; passing down washoku through the initiatives of the Washoku School Lunch Project in Japan ; sharing information on local cuisines from across Japan at the National Cultural Festival ; and other measures

◆ Industry-academia-government initiatives to preserve washoku and pass it down to the next generation

(6. Support for activities to pass down food culture to younger generations)

→ Expanding opportunities to serve washoku; communicating the beauty of Japanese culture; industry-academia-government collaboration for the preservation and succession of Japanese food; and other measures

◆ Efforts to rediscover local food cultures

(6. Support for activities to pass down food culture to younger generations)

→ Promoting shokuiku activities in communities to rediscover traditional ingredients

<Measures to Achieve the Goals>

◆ Development of a basic lifestyle for children

(1. Promotion of shokuiku at home)

→ Promoting the “Go to Bed Early, Wake up Early, and Eat Breakfast” campaign; and other measures

◆ Promotion of work-life balance, such as “Yu-Katsu” (meaning early evening activities)

(1. Promotion of shokuiku at home)

→ Promoting shokuiku at home (such as kyōshoku) in line with the promotion of work-life balance

◆ Enhancement of school lunch

(2. Promotion of shokuiku at schools, nurseries, etc.)

→ Enhancing school lunches at junior high schools; incorporating food education in other school subjects; and other measures

◆ Promotion of utilization of A Guide to Shokuiku

(3. Promotion of shokuiku in communities)

→ Disseminating A Guide to Shokuiku, the Japanese Food Guide Spinning Top , and the Dietary Guidelines for Japanese ; and other measures

◆ Promote public understanding of shokuiku

(4. Implementation of shokuiku promotion campaigns)

→ Promoting public understanding by presenting specific food-related practices and activities suitable for each life phase; and other measures

◆ Support and awards for private initiatives such as volunteer activities

(4. Implementation of shokuiku promotion campaigns)

→ Developing an environment to promote volunteer activities and improve their results; and other measures

◆ Enhancement of risk communication

(7. Investigation, research, provision of information on food safety, nutrition and eating habits and promotion of international exchange)

→ Actively implementing risk communication on food safety

◆ Promotion of appropriate food labeling

(7. Investigation, research, provision of information on food safety, nutrition and eating habits and promotion of international exchange)

→ Promotion of appropriate food labeling; promoting understanding of the labeling system for food functionality; and other measures

◆ Communicating shokuiku, Japanese food and food culture to overseas, and the promotion of overseas investigations

(7. Investigation, research, provision of information on food safety, nutrition and eating habits and promotion of international exchange)

→ Exporting Japanese food culture by tapping into the Tokyo Olympic and Paralympic Games and other opportunities; and other measures

◆ Development of promotion plans by local governments and promotion of measures based on them

(No. 4 Matters Necessary for Comprehensively and Strategically Promoting Measures for Promoting Shokuiku)

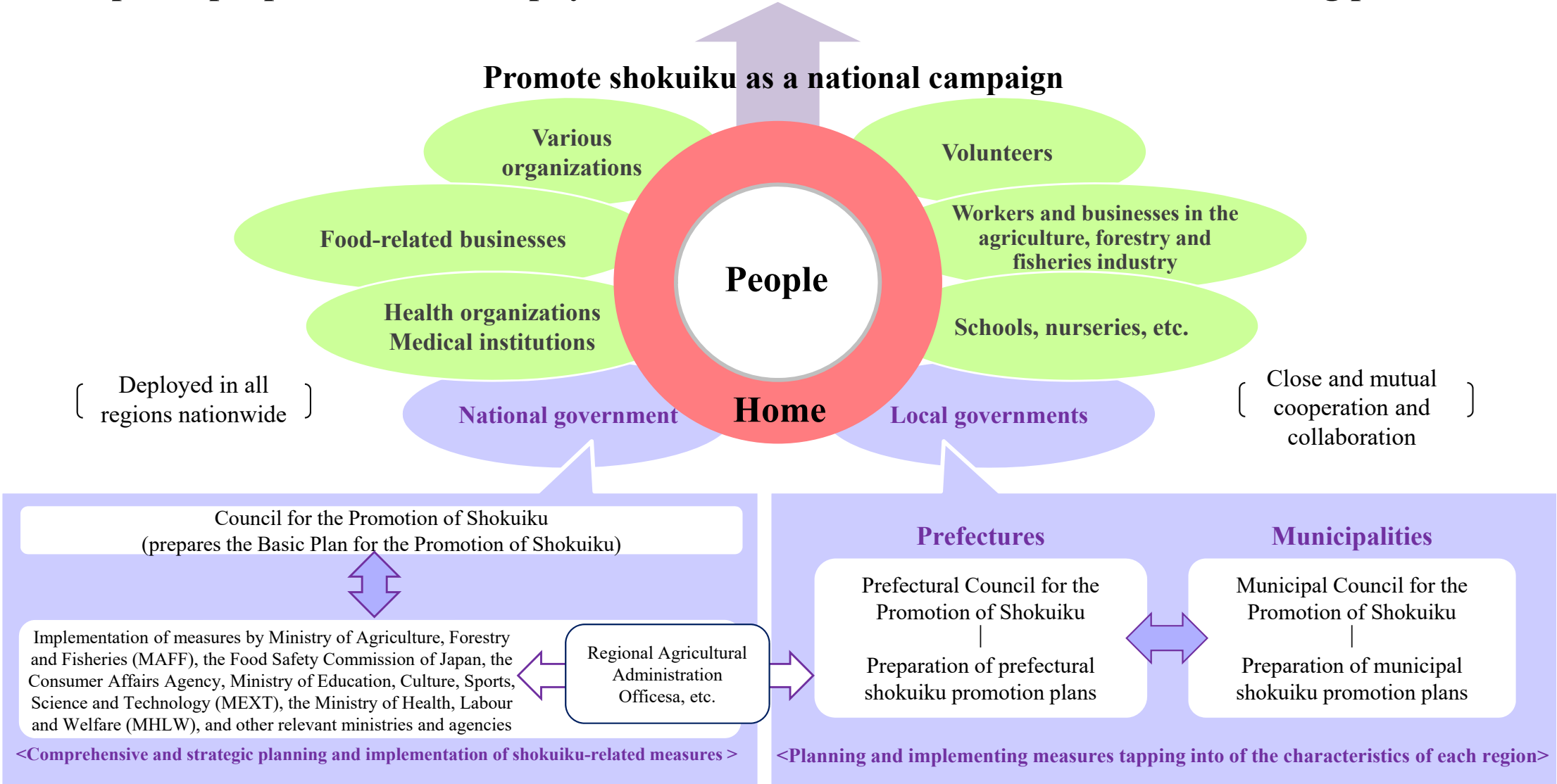
→ Proactively encouraging municipalities to create municipal promotion plans and providing them with appropriate support, such as the provision of necessary materials and information

I. Frameworks and Schemes for Promoting Shokuiku

3. Schemes for Promoting Shokuiku (1) Overview

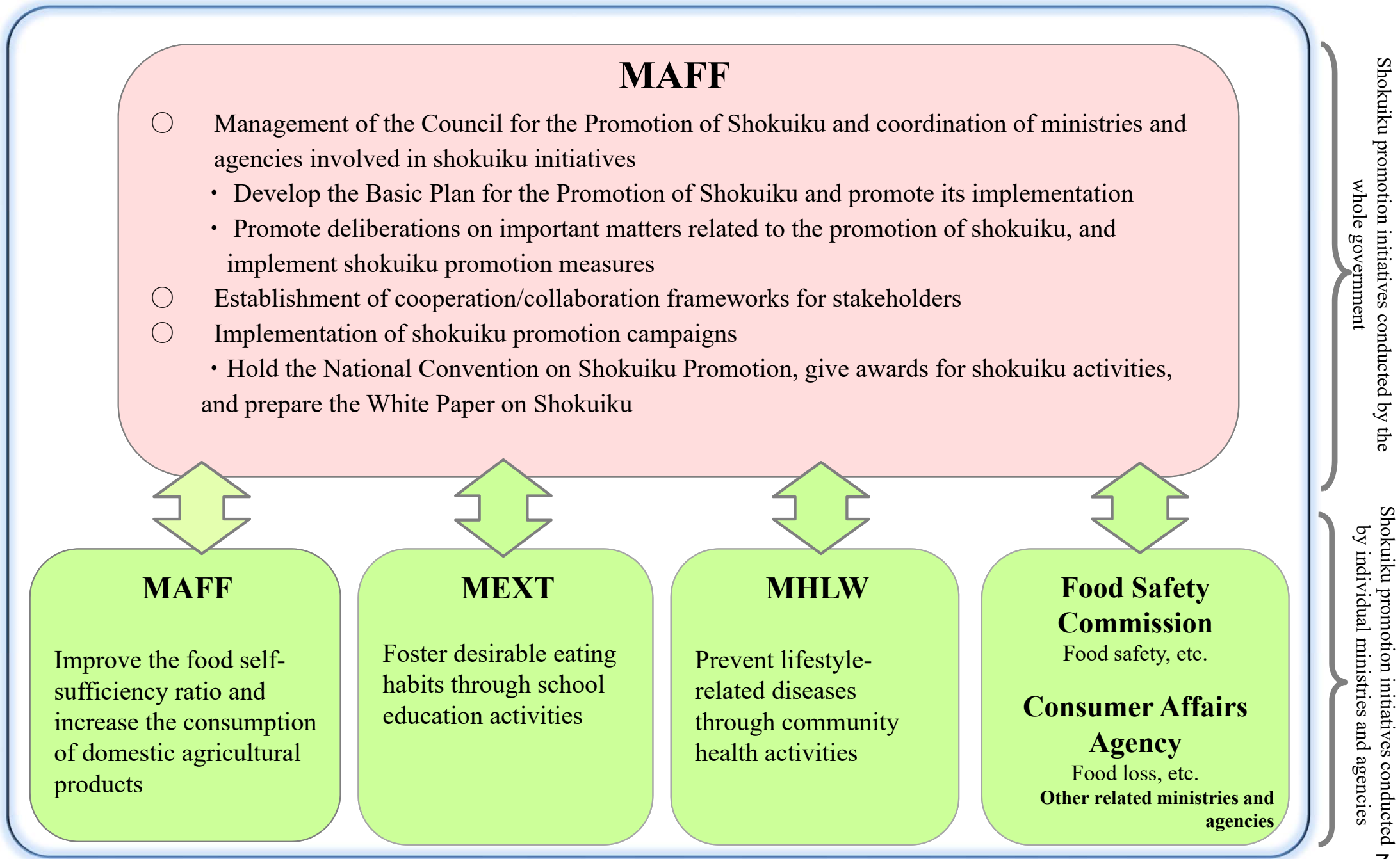
- The national and local governments will work together to promote shokuiku as a national campaign. At the same time, regional communities will promote shokuiku in cooperation with various stakeholders, including schools, nurseries, workers and businesses in the agriculture, forestry, fisheries, and food-related industries, and volunteers.

Improve people’s mental and physical health and ensure a rich character-building process



I. Frameworks and Schemes for Promoting Shokuiku

3. Schemes for Promoting Shokuiku (2) Governmental Scheme for Promoting Shokuiku



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

Targets and Current Values Concerning Shokuiku Promotion

Target			
Criteria	Value as of the time of development of the Third Basic Plan (FY2015)	Current value (FY2018)	Target (FY2020)
1 Increase the number of citizens who are interested in shokuiku			
(1)Percentage of citizens who are interested in shokuiku	75.0%*1	76.0%*2	90% or higher
2 Increase the number of kyōshoku occasions [breakfast or dinner with family members]			
(2)Number of kyōshoku occasions [breakfast or dinner with family members]	9.7 times a week*1	10.0 times a week*2	More than 11 times a week
3 Increase the percentage of citizens participating in kyōshoku in communities as they hope to			
(3)Percentage of citizens participating in kyōshoku in communities as they hope to	64.6%*1	77.6%*2	70% or higher
4 Decrease the percentage of children skipping breakfast			
(4)Percentage of children skipping breakfast	4.4%*3	5.5%*4	0%
(5)Percentage of young people skipping breakfast	24.7%*1	26.9%*2	15% or lower
5 Increase the percentage of junior high schools that provide school lunches			
(6)Percentage of junior high schools that provide school lunches	87.5%*5 (FY2014)	93.2%*6	90% or higher
6 Increase the percentage of use of locally produced food in school lunches			
(7)Percentage of use of locally produced food in school lunches	26.9%*7 (FY2014)	26.4%*8 (FY2017)	30% or higher
(8)Percentage of use of domestically produced food in school lunches	77.3%*7 (FY2014)	76.7%*8 (FY2017)	80% or higher
7 Increase the number of citizens having a balanced diet			
(9)Percentage of citizens who eat at least two well-balanced meals consisting of staple food, main dish, and side dishes almost every day	57.7%*1	58.6%*2	70% or higher
(10)Percentage of young citizens who eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes almost every day	43.2%*1	39.7%*2	55% or higher
8 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			
Percentage of citizens who put into practice a healthy diet from day to day			
(11)where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases	69.4%*1	67.7%*2	75% or higher
(12)Number of registered companies striving to reduce salt and fat in their food products	67 companies*9 (FY2014)	103 companies*10 (FY2016)	100 companies or more

Target			
Criteria	Value as of the time of development of the Third Basic Plan (FY2015)	Current value (FY2018)	Target (FY2020)
9 Increase the percentage of citizens who take time to eat and chew well			
(13)Percentage of citizens who take time to eat and chew well	49.2%*1	50.2%*2	55% or higher
10 Increase the number of volunteers engaging in the promotion of shokuiku			
(14)Number of citizens participating in volunteer groups that promote shokuiku	344,000*11 (FY2014)	356,000*12 (FY2017)	370,000 or more
11 Increase the number of citizens who have agriculture, forestry or fishery experience			
(15)Percentage of citizens (households) who have agriculture, forestry or fishery experience	36.2%*13	37.3%*14	40% or higher
12 Increase the number of citizens who take action to reduce food loss			
(16)Percentage of citizens who take action to reduce food loss	67.4%*15 (FY2014)	71.0%*16	80% or higher
13 Increase the percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families			
(17)Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families	41.6%*1	49.6%*2	50% or higher
(18)Percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families	49.3%*1	66.3%*2	60% or higher
14 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it			
(19)Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it	72.0%*1	77.0%*2	80% or higher
(20)Percentage of young citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it	56.8%*1	67.3%*2	65% or higher
15 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku			
(21)Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku	76.7%*11	84.8%*12	100%

Source:

- *1 FY2015 Survey on Attitudes Towards Shokuiku (Cabinet Office)
- *2 FY2018 Survey on Attitudes Towards Shokuiku (MAFF)
- *3 FY2015 National Academic Ability and Learning Status Survey (MEXT)
- *4 FY2018 National Academic Ability and Learning Status Survey (MEXT)
- *5 FY2014 Survey of School Lunch Provision (MEXT)
- *6 FY2018 Survey of School Lunch Provision (MEXT)
- *7 FY2014 Report on School Lunch Nutrition (MEXT)
- *8 FY2017 Report on School Lunch Nutrition (MEXT)
- *9 Number of Companies Registered under the Smart Life Project in FY2014 (MHLW)
- *10 Number of Companies Registered under the Smart Life Project in FY2016 (MHLW)

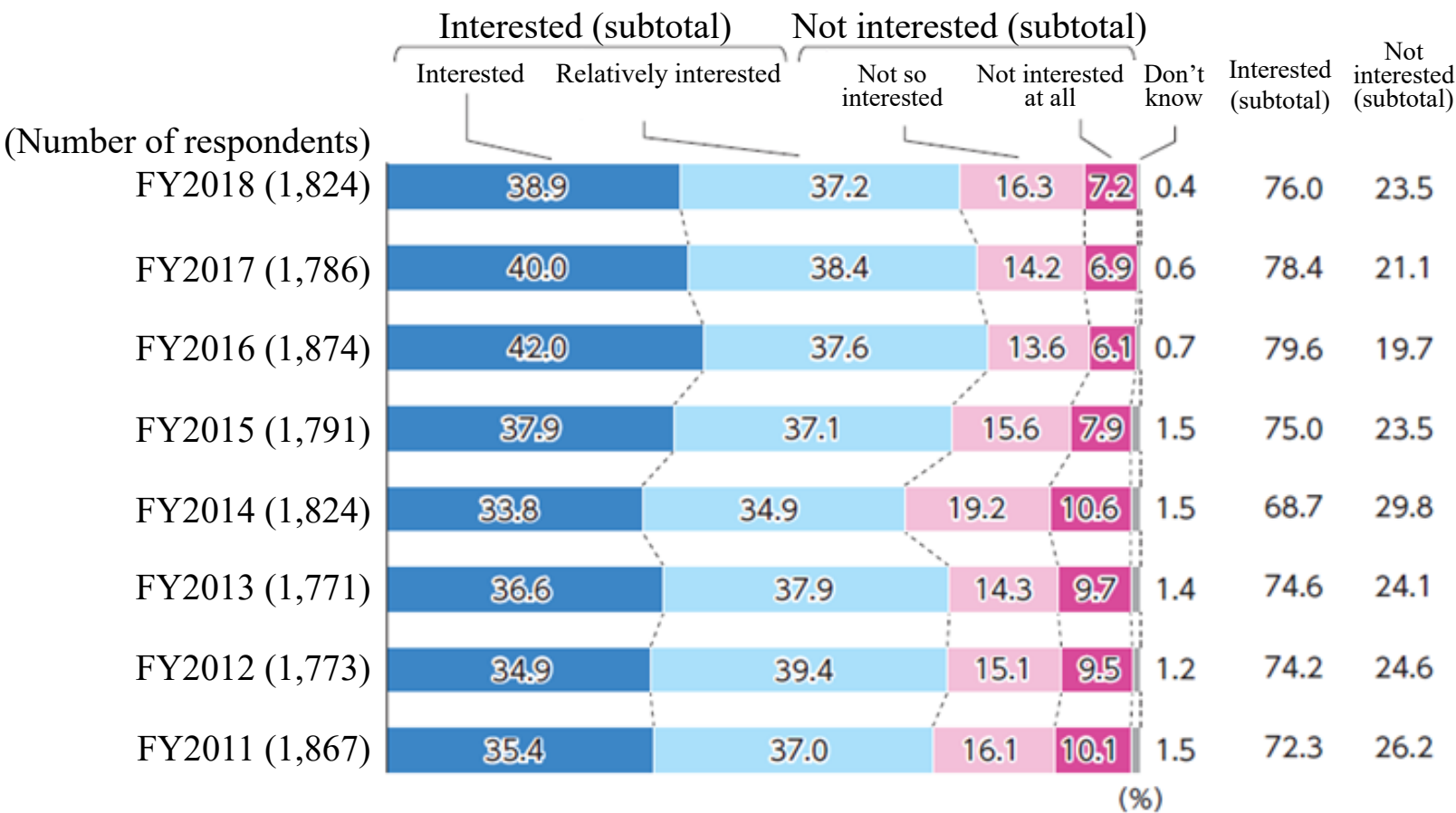
- *11 FY2015 survey by the Shokuiku Promotion Office, Cabinet Office
- *12 FY2018 Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau , MAFF
- *13 FY2015 Survey on Eating Habits and Agriculture, Forestry and Fishery Experience (MAFF)
- *14 FY2018 Survey on Eating Habits and Agriculture, Forestry and Fishery Experience (MAFF)
- *15 FY2014 Basic Survey on Consumer Life (Consumer Affairs Agency)
- *16 FY2018 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives (Consumer Affairs Agency)

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

(1) Percentage of citizens who are interested in shokuiku

- The percentage of citizens who are interested in shokuiku (those who responded that they were “interested” or “relatively interested” in shokuiku) was 76.0%, an increase of 1.0 percentage point from the result of the survey conducted at the time of issuance of the Third Basic Plan (75.0% in FY2015).

Changes in the percentage of citizens who are interested in shokuiku



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

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

(2) Number of kyōshoku occasions [breakfast or dinner with family members]

- The percentage of those who eat breakfast or dinner with their families “almost every day” was 57.3% for breakfast and 67.2% for dinner, increasing by 2.8 percentage points and 3.2 percentage points respectively from the results of the survey conducted at the time of issuance of the Third Basic Plan (54.5% and 64.0% in FY2015).
- The number of kyōshoku occasions per week was 10.0 times a week (4.5 times for breakfast and 5.5 times for dinner), an increase of 0.3 times compared to the result of the survey conducted at the time of issuance of the Third Basic Plan (9.7 times per week; 4.4 times for breakfast and 5.3 times for dinner in FY2015).

Changes in the number of kyōshoku occasions [breakfast or dinner with family members]



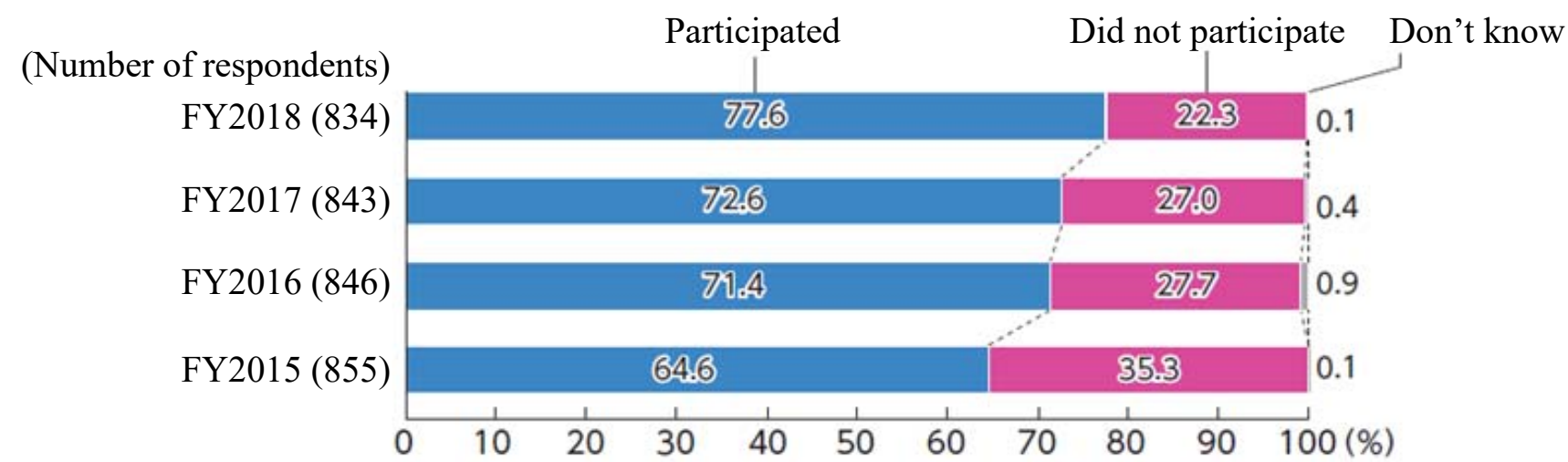
Source: Survey on Attitudes Towards Shokuiku (MAFF) (data up to FY2015: Cabinet Office)

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

(3) Percentage of citizens participating in kyōshoku in communities as they hope to

- Among those who answered that they would like to have meals with people in their local and other communities (including their workplaces) if they had any such opportunities (such as dinner parties) (those who responded “very much” or “I would like to”), the proportion of those who responded that they actually “participated” in any kyōshoku opportunities in their communities over the past year was 77.6%, an increase of 13.0 percentage points from the result of the survey conducted at the time of issuance of the Third Basic Plan (64.6% in FY2015).

Changes in the percentage of citizens participating in kyōshoku in communities as they hope to



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

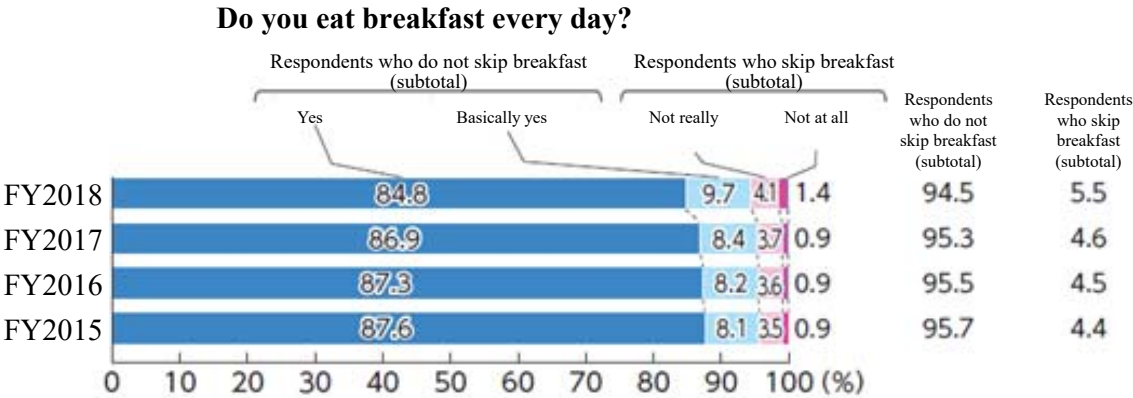
Note: Respondents who answered that they would like to have meals with people in their local and other communities (including their workplaces) if they had any such opportunities (such as dinner parties) (those who responded “very much” or “I would like to”)

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

(4) Percentage of children skipping breakfast / (5) Percentage of young people skipping breakfast

- The percentage of children who skip breakfast (6th graders in elementary school who answered that they never or seldom eat breakfast) was 5.5%, an increase of 1.1 percentage points from the result of the survey conducted at the time of issuance of the Third Basic Plan (4.4% in FY2015).
- The percentage of young people who skip breakfast (those who “eat breakfast a few days a week” and those who “hardly eat breakfast”) was 26.9%, an increase of 2.2 percentage points from the result of the survey conducted at the time of issuance of the Third Basic Plan (24.7% in FY2015).

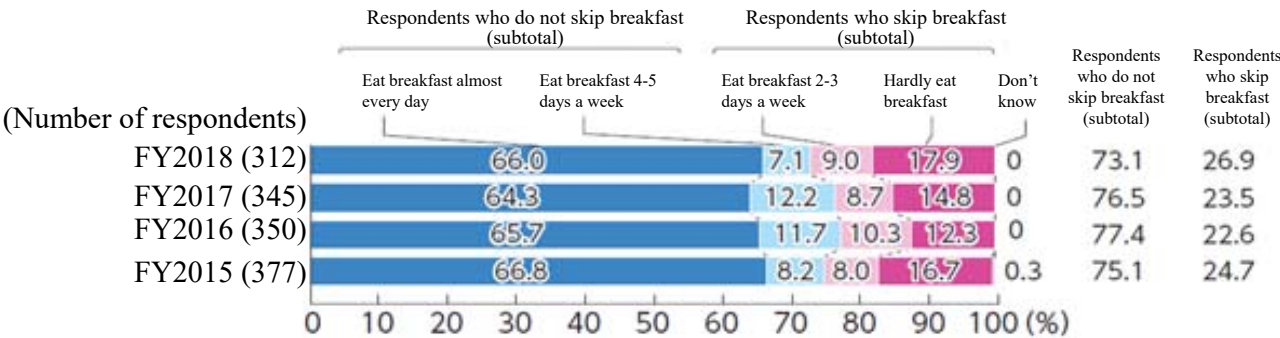
Changes in the percentage of children skipping breakfast



Source: National Academic Ability and Learning Status Survey (MEXT)

Note: The respondents are 6th graders in elementary school

Changes in the percentage of young people skipping breakfast



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

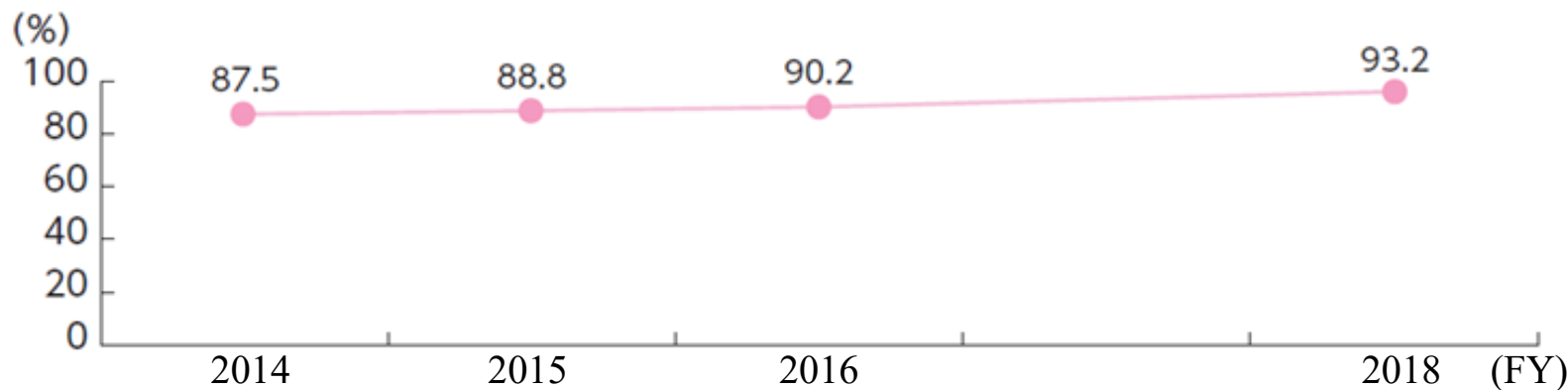
Note: The respondents are aged 20-39.

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

(6) Percentage of junior high schools that provide school lunches

- The school lunch provision rate in junior high schools (the ratio of the number of public junior high schools that provide full school meals) was 93.2%, an increase of 5.7 percentage points from the result of the survey conducted at the time of issuance of the Third Basic Plan (87.5% in FY2014).

Changes in the percentage of junior high schools that provide school lunches



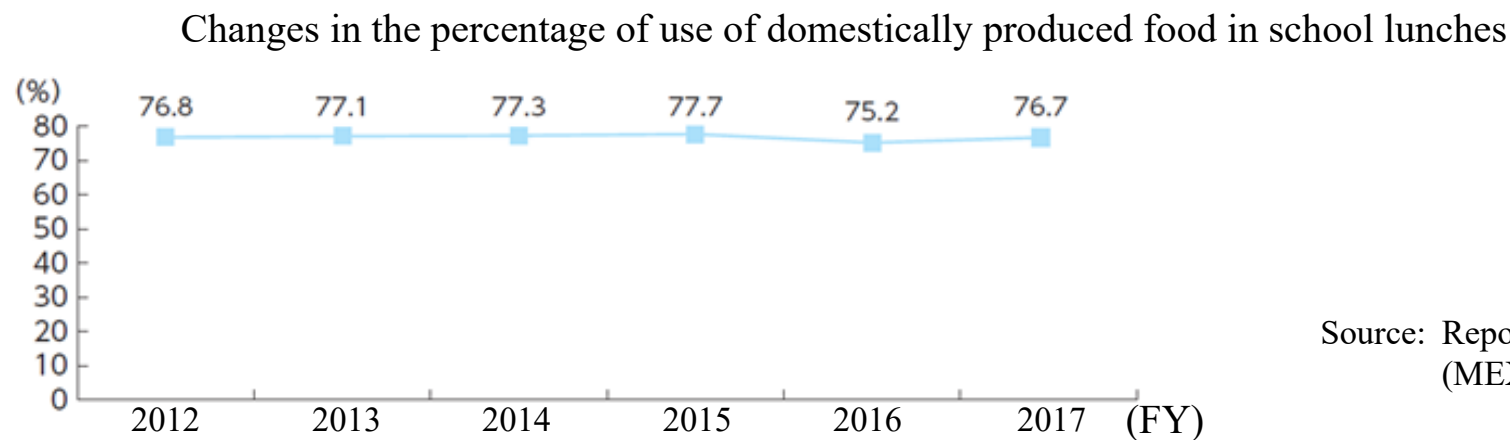
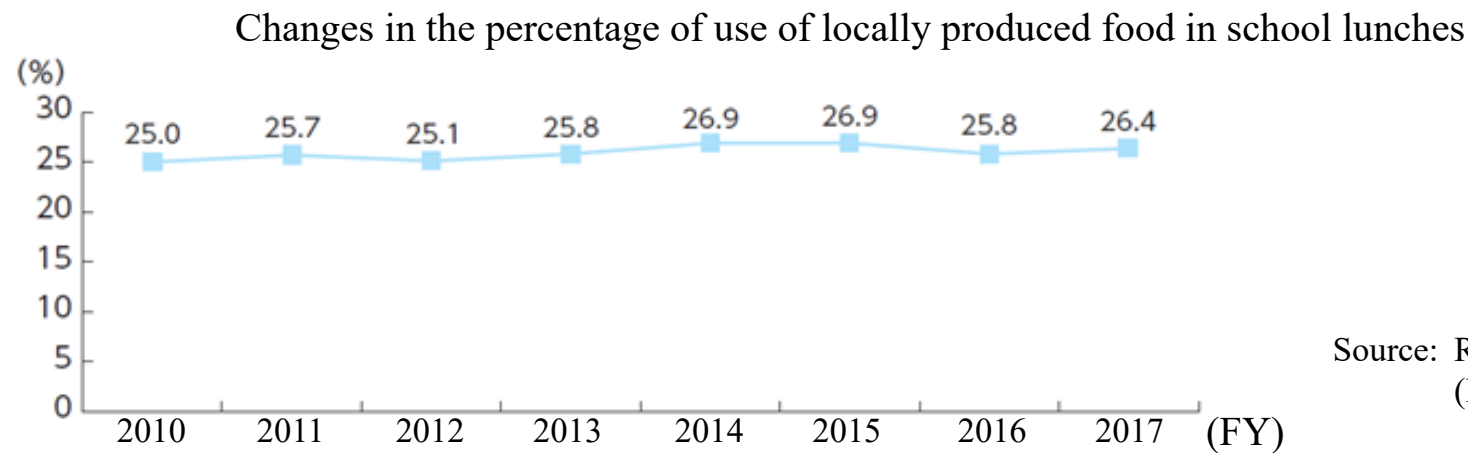
Source: Survey of School Lunch Provision (MEXT)

Note: Since the survey was conducted every other year since FY2016, no survey was conducted in FY2017.

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

- (7) Percentage of use of locally produced food in school lunches /
- (8) Percentage of use of domestically produced food in school lunches

- The percentage of use of locally produced food in school lunches (based on the number of ingredients) was 26.4%, a 0.5 percentage point decrease from the result of the survey conducted at the time of issuance of the Third Basic Plan (26.9% in FY2014).
- The percentage of use of domestically produced food in school lunches (based on the number of ingredients) was 76.7%, a 0.6 percentage point decrease from the result of the survey conducted at the time of issuance of the Third Basic Plan (77.3% in FY2014).

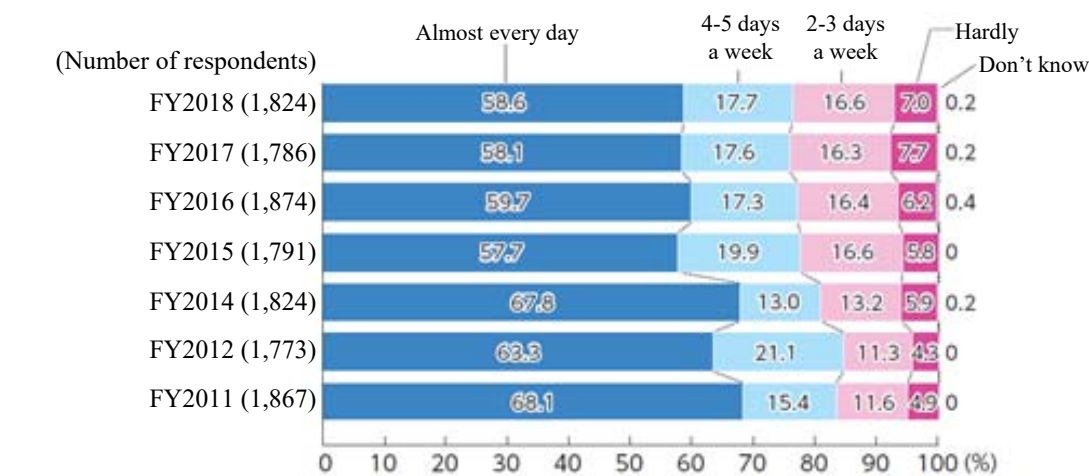


II. Targets Set out in the Third Basic Plan for the Promotion of Shokuiku and Current Values

- (9) Percentage of citizens who eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes almost every day
- (10) Percentage of young citizens who eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes almost every day

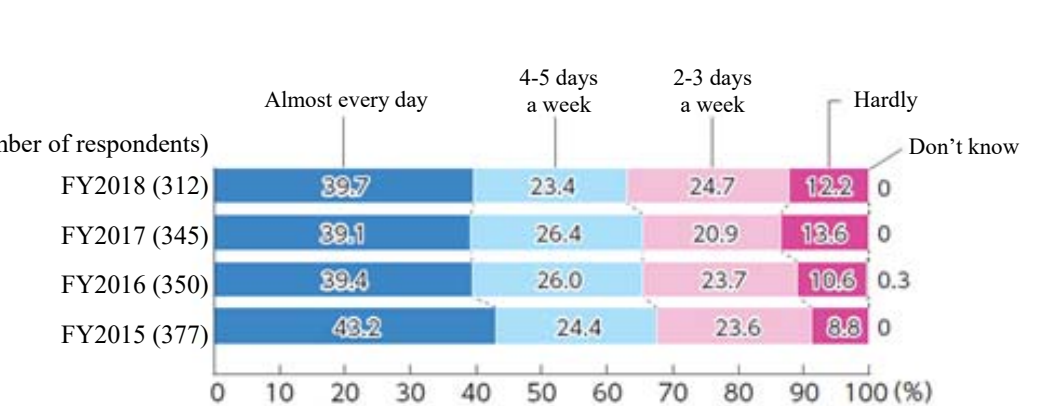
- The percentage of citizens who responded that they eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes “almost every day” was 58.6%, a 0.9 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (57.7% in FY2015).
- The percentage of young citizens who responded that they eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes “almost every day” was 39.7%, a 3.5 percentage point decrease from the result of the survey conducted at the time of issuance of the Third Basic Plan (43.2% in FY2015).

Changes in the percentage of citizens who eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes almost every day



Source: Survey on Attitudes Towards Shokuiku (MAFF)
(data up to FY2015: Cabinet Office)
Note: No survey was conducted for this item in FY2013.

Changes in the percentage of young citizens who eat at least two well-balanced meals consisting of staple food, a main dish, and side dishes almost every day



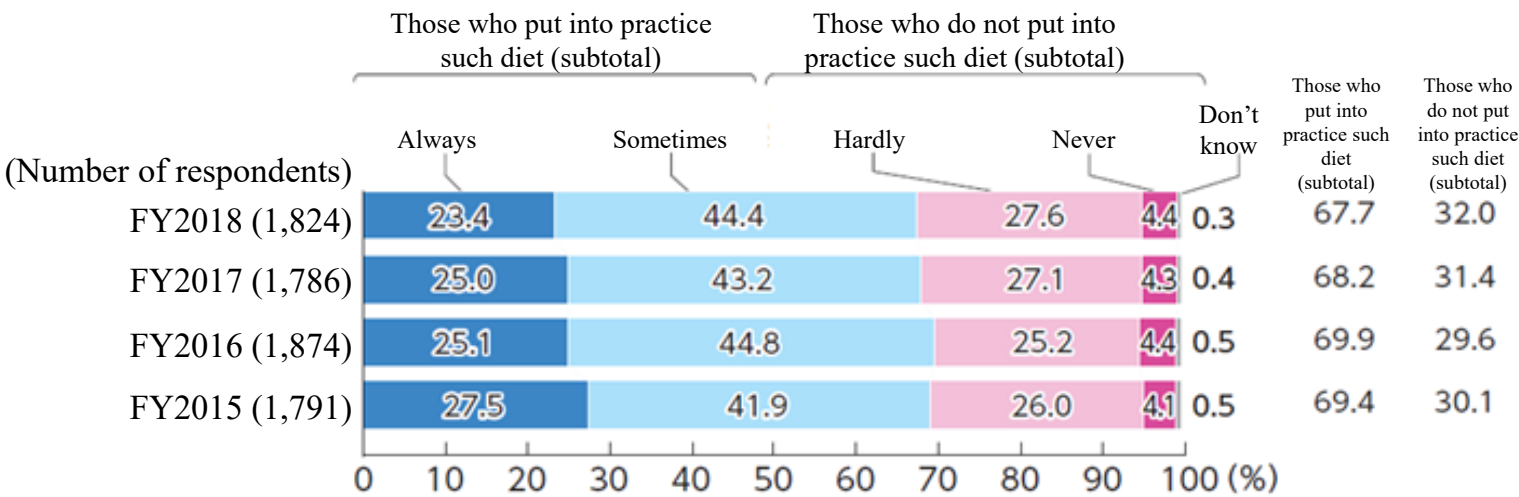
Source: Survey on Attitudes Towards Shokuiku (MAFF)
(data up to FY2015: Cabinet Office)
Note: The respondents are aged 20-39.

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

(11) 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

- 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 (those who responded “always” and “sometimes”) was 67.7%, a 1.7 percentage point decrease from the result of the survey conducted at the time of issuance of the Third Basic Plan (69.4% in FY2015).

Changes in 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



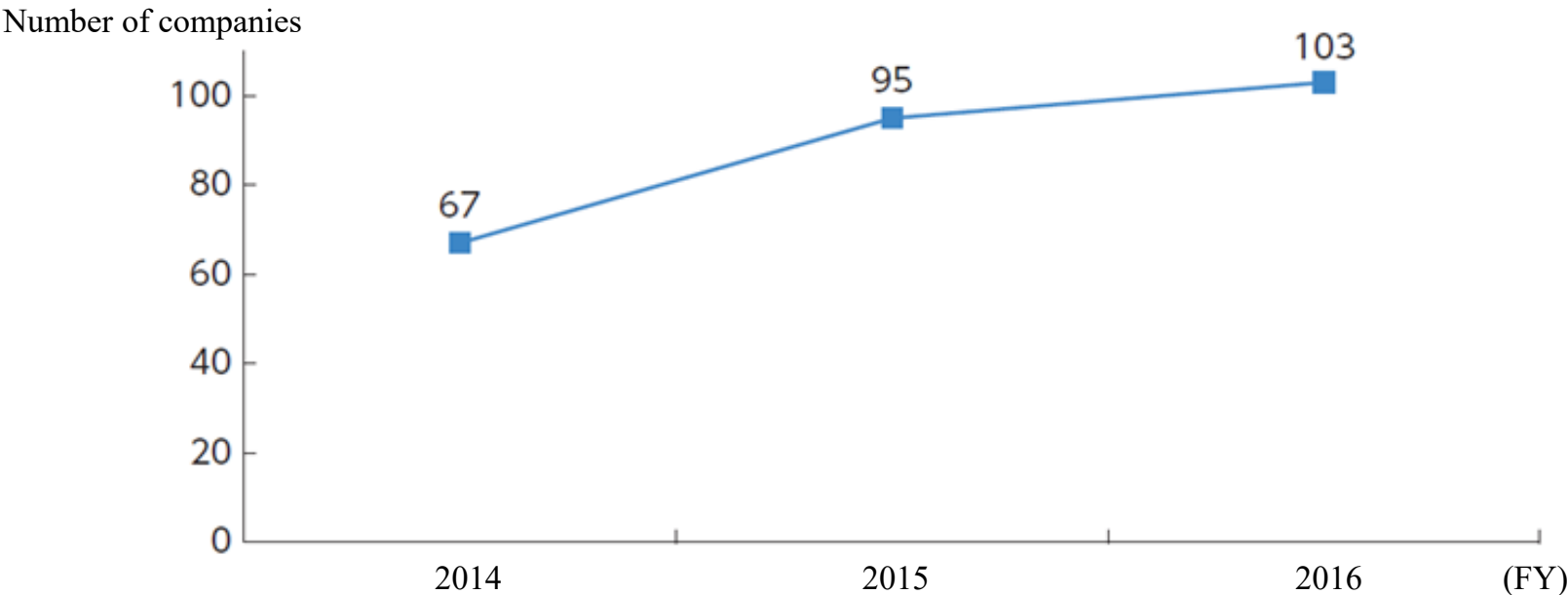
Source: Survey on Attitudes Towards Shokuiku (MAFF) (data up to FY2015: Cabinet Office)

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

(12) Number of registered companies striving to reduce salt and fat in their food products

- The number of registered companies striving to reduce salt and fat in their food products (companies registered under the MHLW Smart Life Project) was 103 in FY2016, an increase of 36 companies from the result of the survey conducted at the time of issuance of the Third Basic Plan (67 companies in FY2014).

Changes in the number of registered companies striving to reduce salt and fat in their food products

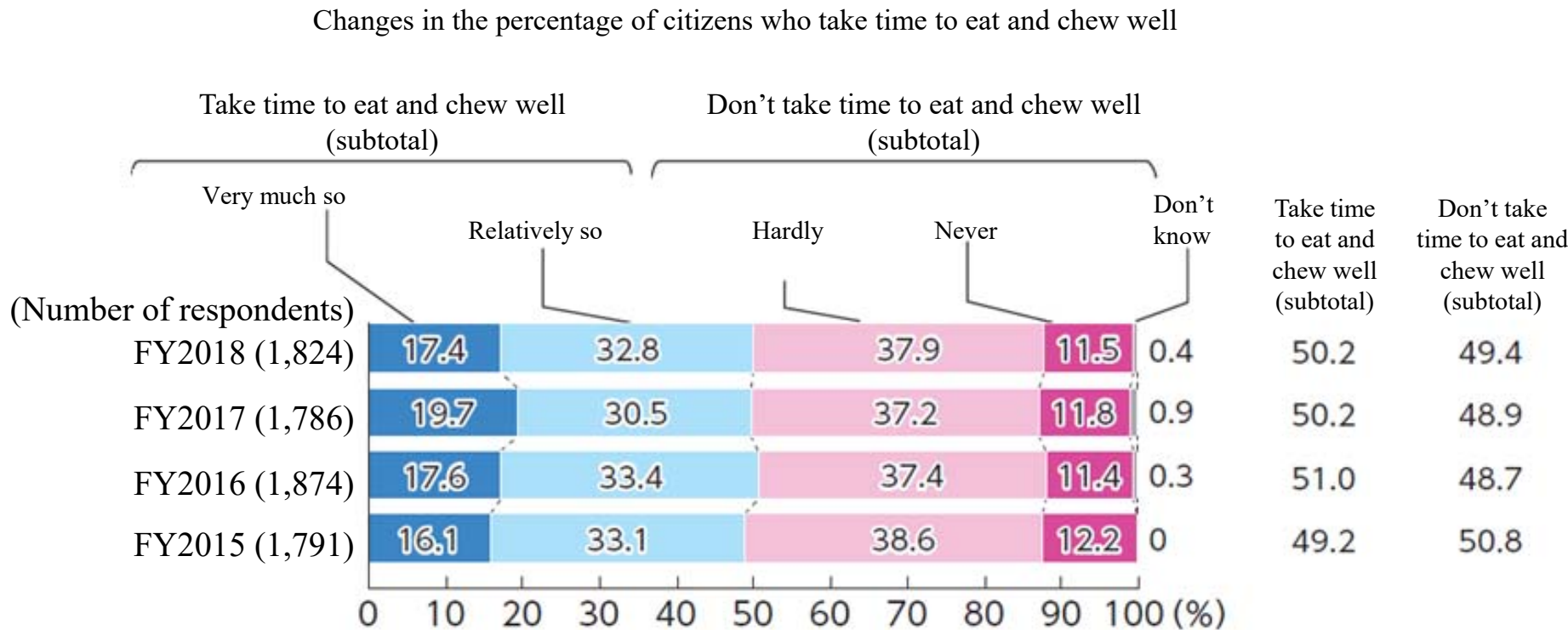


Source: Number of Companies Registered under the Smart Life Project (MHLW)

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

(13) Percentage of citizens who take time to eat and chew well

- The percentage of citizens who responded that they take time to eat and chew well (those who responded, “very much so” and “relatively so”) was 50.2%, a 1.0 percentage point decrease from the result of the survey conducted at the time of issuance of the Third Basic Plan (49.2% in FY2015).



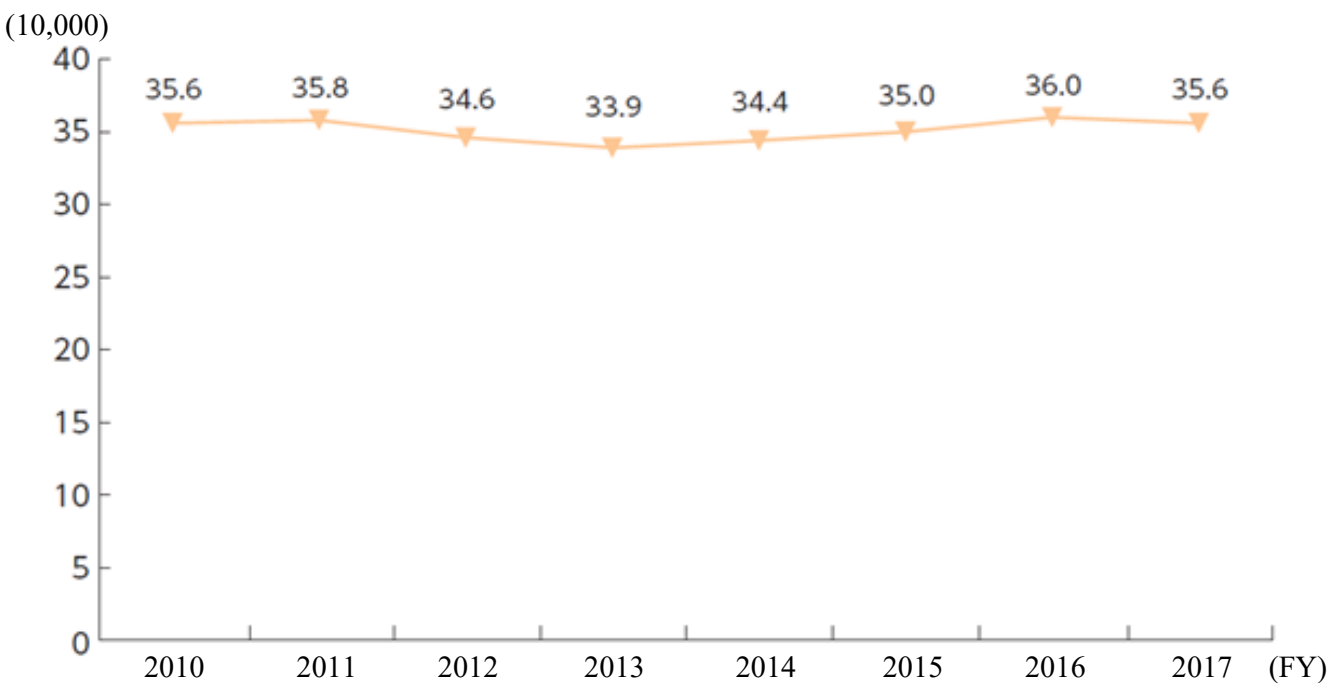
Source: Survey on Attitudes Towards Shokuiku (MAFF) (data up to FY2015: Cabinet Office)

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

(14) Number of citizens participating in volunteer groups that promote shokuiku

- The number of citizens participating in volunteer groups that promote shokuiku was 356,000 in FY2017, increasing by 12,000 from the result of the survey conducted at the time of issuance of the Third Basic Plan (344,000 in FY2015).

Changes in the number of citizens participating in volunteer groups that promote shokuiku

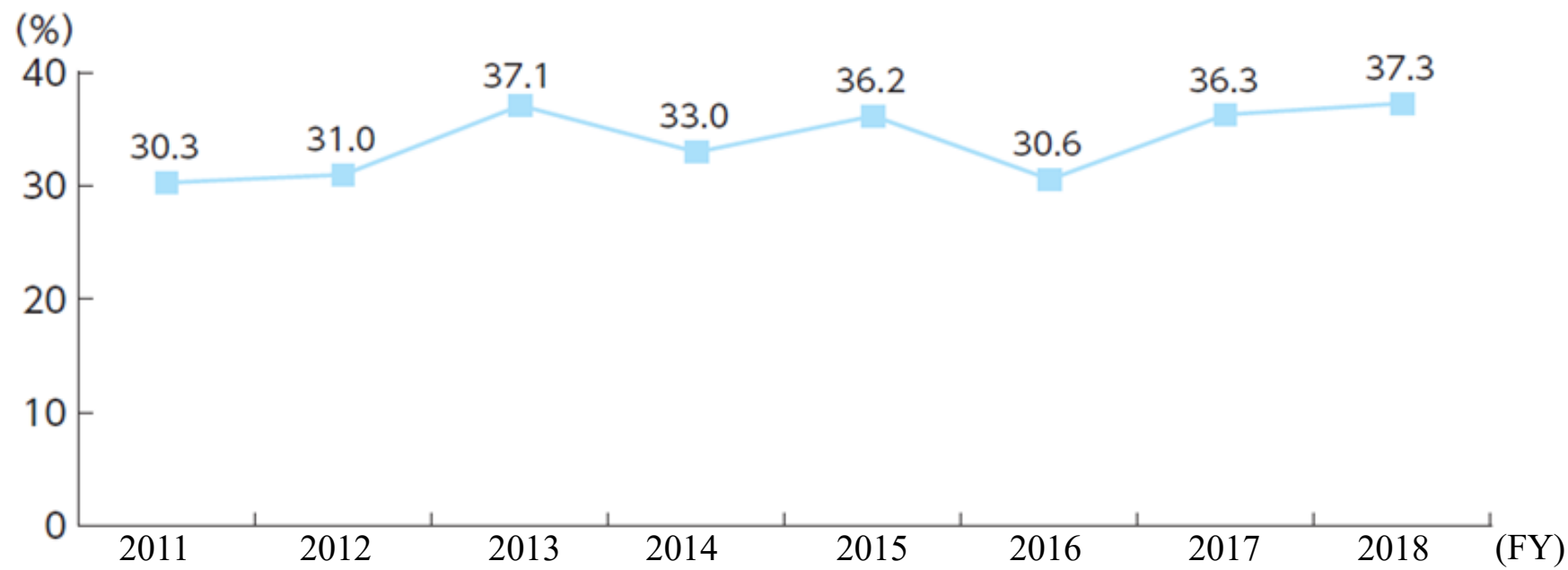


Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (data up to FY2014: Cabinet Office)

II. Targets Set out in the Third Basic Plan for the Promotion of Shokuiku and Current Values
(15) Percentage of citizens (households) who have agriculture, forestry or fishery experience

- The percentage of citizens (households) who have agriculture, forestry or fishery experience (the proportion of respondents who have participated in such experience or have a family member who has participated in such experience) was 37.3%, a 1.1 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (36.2% in FY2015).

Changes in the percentage of citizens (households) who have agriculture, forestry or fishery experience



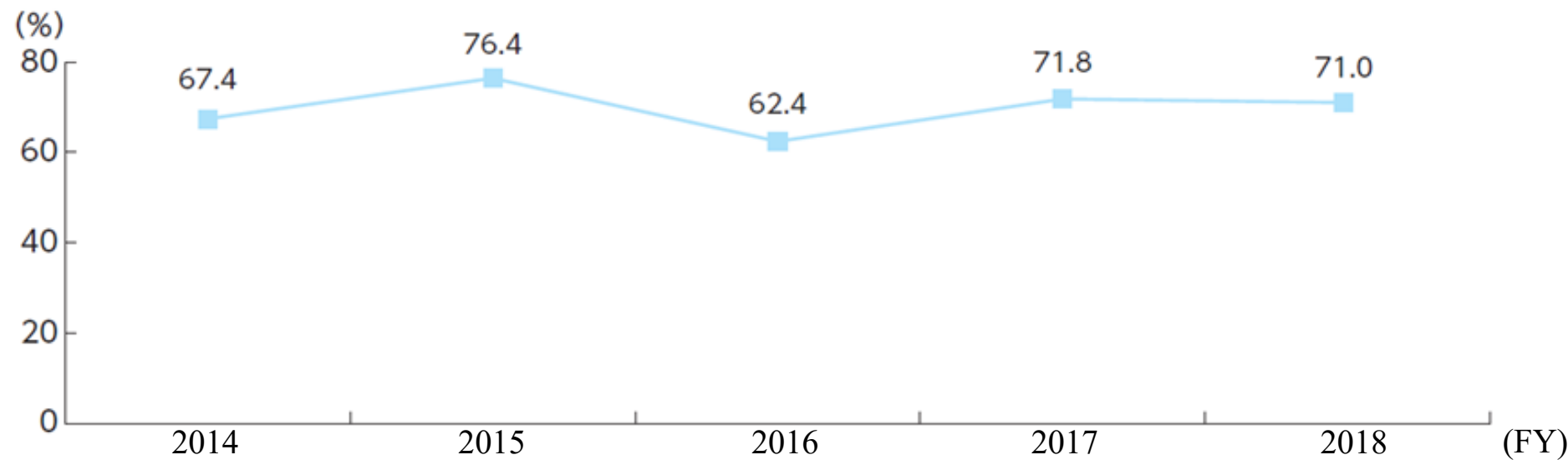
Source: Survey on Eating Habits and Agriculture, Forestry and Fishery Experience (MAFF)

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

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

- The percentage of citizens who take action to reduce food loss was 71.0%, a 3.6 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (67.4% in FY2014).

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



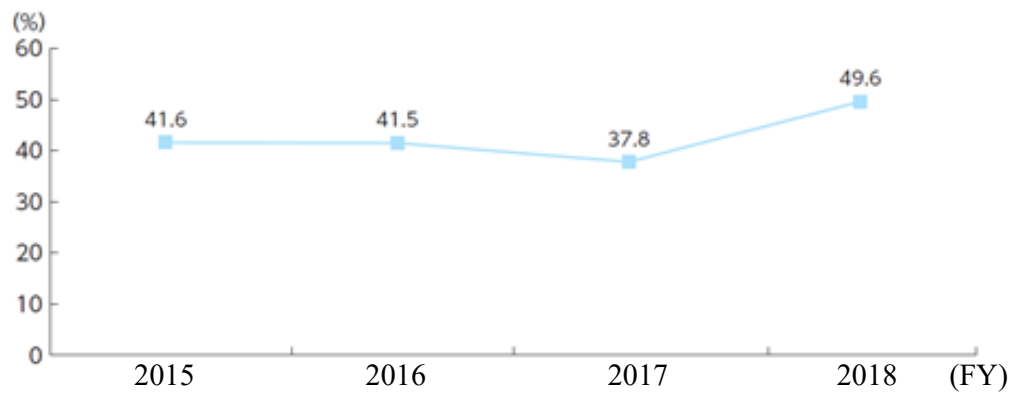
Source: FY2014 Basic Survey on Consumer Life; FY2016 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives; FY2017 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives; FY2018 Report on the Survey on Consumer Awareness of Food Loss and Status of Implementation of Initiatives (Consumer Affairs Agency)

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

- (17) Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families
- (18) Percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families

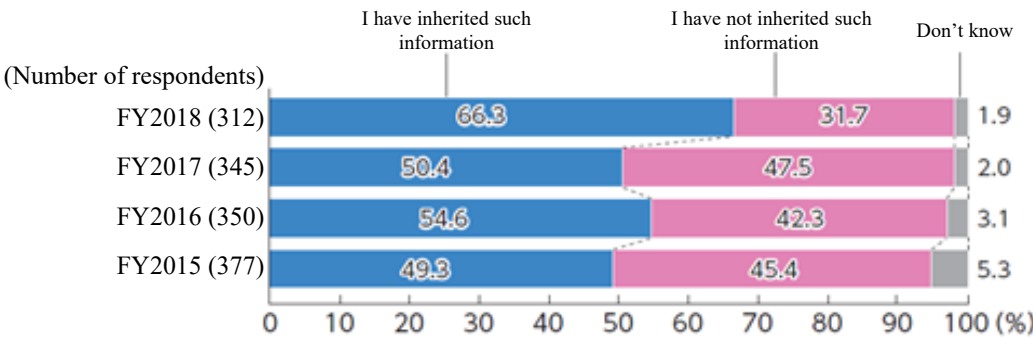
- The percentage of citizens who have received and pass on local and traditional cuisines, dishes and recipes that have been passed down from their ancestors in their community or family, and table manners (such as how to use chopsticks) was 49.6%, a 8.0 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (41.6% in FY2015).
- The percentage of young citizens who responded that they “have inherited” local and traditional cuisines, dishes and recipes that have been passed down from their ancestors in their community or family, and table manners (such as how to use chopsticks) was 66.3%, a 17.0 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (49.3% in FY2015).

Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families



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

Percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families



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

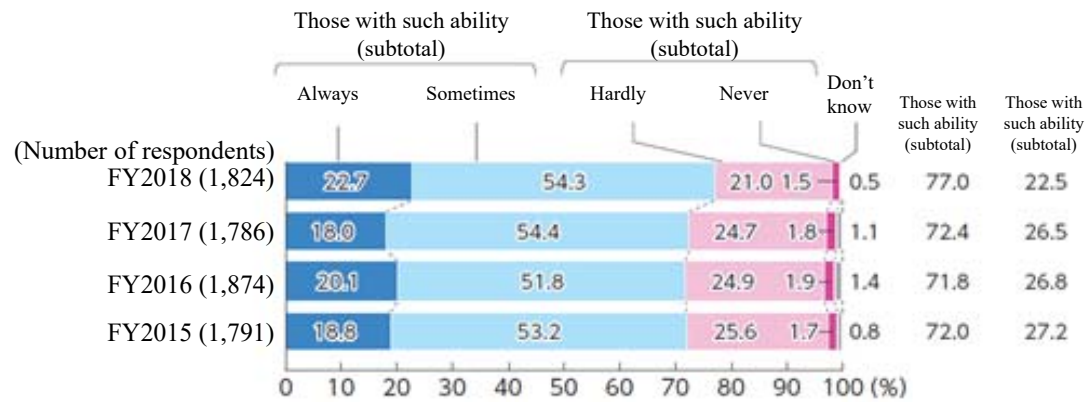
Note: The respondents are aged 20-39.

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

- (19) Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it
- (20) Percentage of young citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it

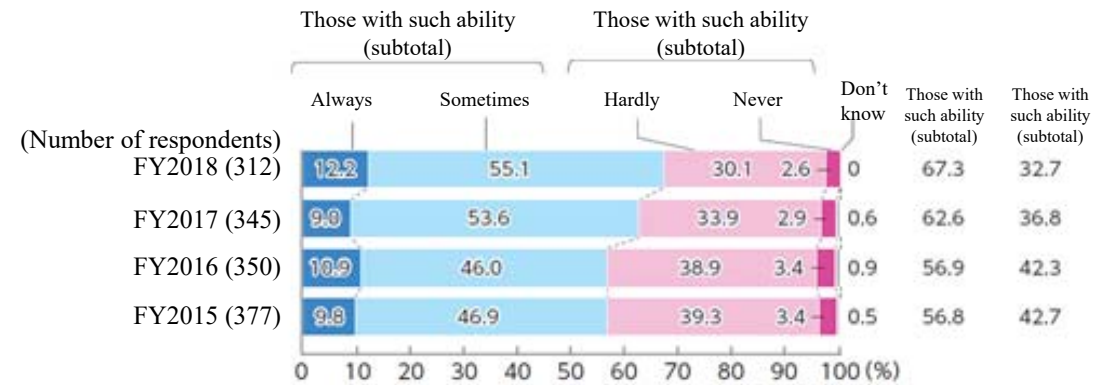
- The percentage of citizens who responded that they thought they made appropriate decisions to ensure safe eating habits (those who responded “always” and “sometimes”) was 77.0%, a 5.0 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (72.0% in FY2015).
- The percentage of young citizens who responded that they thought they made appropriate decisions to ensure safe eating habits (those who responded “always” and “sometimes”) was 67.3%, a 10.5 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (56.8% in FY2015).

Percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it



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

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

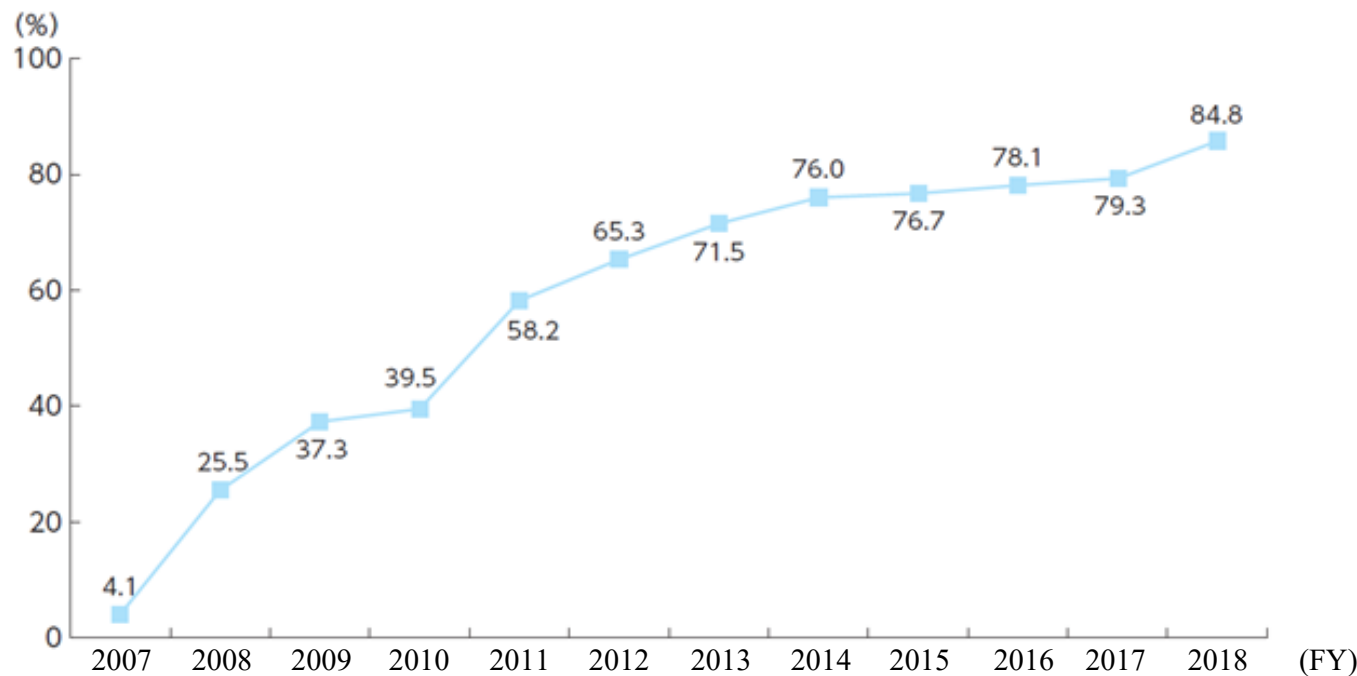


Source: Survey on Attitudes Towards Shokuiku (MAFF)
(data up to FY2015: Cabinet Office)
Note: The respondents are aged 20-39.

II. Targets Set out in the Third Basic Plan for the Promotion of Shokuiku and Current Values
(21) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku

- The percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku as of the end of March 2019 was 84.8%, a 8.1 percentage point increase from the result of the survey conducted at the time of issuance of the Third Basic Plan (76.7% in FY2015).

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



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

III. Shokuiku Initiatives by MAFF

1. Shokuiku Month

- The Basic Act on Shokuiku requires the government to “designate a period for the intensive and effective promotion of activities regarding promotion of shokuiku.” The Basic Plan for the Promotion of Shokuiku defines June as Shokuiku Month.
- During Shokuiku Month, the National Convention on Shokuiku Promotion is held every year with the cooperation of local governments and private organizations. Local governments also actively hold seminars and events that contribute to the promotion of shokuiku.
- In addition, MAFF has held shokuiku-related exhibitions for the general public in the Consumers’ Room.



Initiatives during Shokuiku Month

[Left] Dazaifu City, Fukuoka Prefecture (FY2019); [Middle] Kobe City (FY2019); [Right] MAFF Consumers’ Room

Poster for Shokuiku Month in FY2020

●Shokuiku Month (MAFF website)

<http://www.maff.go.jp/j/syokuiku/gekkan/index.html>

III. Shokuiku Initiatives by MAFF

2. National Convention on Shokuiku Promotion

- The Basic Plan for the Promotion of Shokuiku provides that “the government holds a core national event every year with the cooperation of local governments and private organizations.” Accordingly, the national government co-hosts the National Convention on Shokuiku Promotion with local governments every year.
- The 14th National Convention on Shokuiku Promotion in FY2019 was held in Kofu City, Yamanashi Prefecture on June 29 and 30 by MAFF, Yamanashi Prefecture, Kofu City, and the 14th National Convention on Shokuiku Promotion Yamanashi Prefecture Executive Committee . The theme of the Convention was “People and Future Connected through Food: From Yamanashi, the Home of Mt. Fuji That Boasts the Nation’s Longest Healthy Life Expectancy, to the Whole Country.” Various events were held to give visitors opportunities to understand and put into practice shokuiku while having fun, along with different seminars, workshops, and exhibition booths.

第14回 食育推進全国大会
in
やまなし
約150団体による
食育に関する展示・PRブース
飲食ブース、各種食育講演会
ワークショップ
ステージイベントなど
盛りだくさん!

日時 6/29(土) 10:00~17:00 6/30(日) 10:00~16:00

会場 《メイン会場》山梨県立産業展示交流館アイメッセ山梨
《サブ会場》甲府駅北口よっちゃばれ広場

入場無料

メイン会場(アイメッセ山梨)

6/29(土) 10:30~12:00 開会式・第3回食育活動表彰 授賞式
13:00~14:30 第3回食育活動表彰 受賞事例発表会
15:00~16:00 食育トークショー
石田ひかり氏
13:00~14:30 「やまなしの食」を寄るランボロウム
「食」を寄るランボロウム
6/29(土)・6/30(日) 両日開催
「やまなしの食」を寄るランボロウム
6/29(土)・6/30(日) 両日開催
「やまなしの食」を寄るランボロウム

6/30(日) 10:15~11:30 食育推進全国大会
11:30~12:45 「食とスポーツ・アスリート」
13:00~14:30 食育トークショー
今中大介氏・日向涼子氏
13:00~14:30 特別講演
「きょうぎョウ山梨のおいしいお魚のお話し」
さかなクン

サブ会場(甲府駅北口よっちゃばれ広場) 飲食ブースをはじめ、ステージショーやマーケットなど、イベントが目白押し!

6/29(土) 12:30~13:30 アスリートトークショー
萩原智子氏
6/30(日) 14:30~15:30 ワンダーフォーレ甲府競馬場手による
食育トークショー
「ご飯のチカラ」

6/29(土)・6/30(日) 両日開催
全日限定300席販売
新着・山梨・長野・静岡の
地産が一度で味わえます。



Third Shokuiku Activity Awards Ceremony
(14th Convention)



Shokuiku seminar for children
(14th Convention)

Poster for the 14th National Convention on Shokuiku Promotion

● National Convention on Shokuiku Promotion (MAFF website)
<http://www.maff.go.jp/j/syokuiku/taikai/gaiyo.html>

III. Shokuiku Initiatives by MAFF

3. Commendation of Shokuiku Activities

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

第3回

食育活動表彰

食育を推進する
優れた取組を募集します！

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

募集締切

ボランティア部門

2018年(平成30年)
11月22日(木) 必着

教育関係者・事業者部門

2018年(平成30年)
11月22日(木) 必着

表彰式

日時

2019年
6月29日(土)

会場

アイメッセ山梨
山梨県甲府市大津町2192-8

主催：農林水産省 後援：内閣府(予定)、消費者庁、文部科学省、厚生労働省

お問合せ
(事業委託先) 「第3回 食育活動表彰運営事務局」株式会社日本旅行 ECP営業部
TEL:03-5402-6401(平日9:30~17:30、土日祝日除く)
Email:syokuiku_ntadesk@nta.co.jp

農林水産省

第3回 食育活動表彰の概要

食育活動表彰

検索

部門及び募集対象者

【ボランティア部門】 都道府県、政令指定都市、大学等の長からの推薦

①食生活改善推進員及び食生活改善推進員で構成される団体(市区町村を単位とするものを含む。)

②大学(短期大学を含む。)、高等専門学校及び専門学校の学生並びに学生を主体とする団体

③食育推進ボランティアとして活動している個人及び団体

【教育関係者・事業者部門】 推薦及び自薦

①教育・保育、介護その他の社会福祉、医療・保健に関する職務従事者並びに関係機関及び関係団体

②農林漁業者(法人を含む。)、農林漁業者を組合員とする協同組合及び集落営農等農林漁業者グループ

③食品製造・販売その他の事業活動に従事する者(①及び②に該当する者を除く。)

④地方公共団体(食育推進会議が置かれている地方公共団体にあつては、食育推進会議)

受賞

農林水産大臣賞 7点以内 消費・安全局長賞 14点以内

募集締切

【ボランティア部門】…………… 2018年(平成30年)11月22日(木)必着

【教育関係者・事業者部門】 …… 2018年(平成30年)11月22日(木)必着

推薦方法

●以下のホームページにアクセスしていただき、専用の推薦書をダウンロードしてご記入下さい。

農林水産省ホームページ/食育活動表彰
http://www.maff.go.jp/j/syokuiku/hyousyo/161102.html

●推薦書、添付書類及び写真等は、表彰運営事務局までE-mail(4MBまで)で送付又はCD-R等にて電子ファイルを郵送してください。

E-mail: syokuiku_ntadesk@nta.co.jp

郵 送: 〒105-0001 東京都港区虎ノ門3-18-19 虎ノ門マリンビル11階 株式会社日本旅行 ECP営業部内
「第3回 食育活動表彰運営事務局」宛

審査方法

有識者等で構成される審査委員会において、応募関係書類により書面審査等を行い、受賞者を決定します。

※受賞決定の場合は、2019年(平成31年)3月中に推薦者の方を通じてご連絡申し上げます。

表彰式へのご参加(代表者1名分の往復旅費は農林水産省負担)をお願いします。

●Shokuiku Activity Awards (MAFF website)

<http://www.maff.go.jp/j/syokuiku/hyousyo/161102.html>



III. Shokuiku Initiatives by MAFF

3. Commendation of Shokuiku Activities

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

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

In accordance with the Hirono Town Shokuiku Promotion Plan, the Committee promotes shokuiku activities designed for residents in different life stages.

Ever since it was established, the Committee has promoted various measures such as spreading recipes for handmade snacks for infants, cooking lessons in nurseries and elementary and junior high schools aimed at promoting the understanding of shokuiku and enhancing shokuiku in school, and developing menu ideas for adults to prevent lifestyle-related diseases.



Shokuiku class using local products at junior high school

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

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



Miso soup—a side dish for any occasion



Healthy exercises for older people

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

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

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



Opening a Yoshida-no-Udon shop in a supermarket



III. Shokuiku Initiatives by MAFF

3. Commendation of Shokuiku Activities

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

(4) Kimagure Vegetable Shop Dandan (Tokyo)


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



People eating together are always full of smiles

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


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



Elementary school students visiting the museum (tunnel to human body)

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

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



Children interacting with cows at the farm

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

With its slogan, “Everyone’s Sabae Connected through Food,” the Committee members living in Sabae City and the local government promote comprehensive shokuiku projects. Nutrition teachers who are deployed in all elementary schools in the city work as a bridge between the Committee and students, providing shokuiku classes tailored for individual grades.



Agricultural experience using a school lunch farm

III. Shokuiku Initiatives by MAFF

4. White Paper on Shokuiku



*Image: FY2017 White Paper on Shokuiku

MAFF issues an annual report on the government’s measures and shokuiku events (White Paper on Shokuiku). Each year, the White Paper is adopted by the Cabinet, submitted to the Diet, and published between May and June.

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

第1部 食育推進施策をめぐる状況

特集 健康寿命の延伸につながる食育の推進

第3次食育推進基本計画における位置付け

- 「健康寿命の延伸につながる食育の推進」を重点課題の一つとして位置付け。
- 様々な関係者が主体的かつ多様な連携・協働を図りながら、健康寿命の延伸につながる施策等の推進やメタリックシンジケート、肥満・やせ、低栄養の予防や改善等、食育を推進することが必要。
- 本特集では、健康寿命の延伸につながる食育の推進について、現状を分析するとともに、健康寿命の延伸のために大切な日々の食生活を取り巻く取組を紹介。

健康寿命とは

「健康上の問題で日常生活が制限されることなく生活できる期間」。

注：国民の健康の増進の観点から健康寿命を算出するための算出方法（平均年齢75歳を健康寿命の目安とする）。

2 健康寿命と栄養・食生活に関する現状と取組

（平均寿命の増加に伴い健康寿命の増加が上回る）

- 平均寿命は、2016年は男性80.98年、女性87.14年。2065年は、男性84.95年、女性91.35年と推計され、今後も平均寿命は延伸の見込み。
- 健康寿命は、2016年は男性72.14年、女性74.79年と延伸。
- 2010年より2016年の方が、平均寿命と健康寿命の差が小さくなった。男女とも、健康寿命の方が増加。

第2部 食育推進施策の具体的な取組

第1章 家庭における食育の推進

（子供の基本的な生活習慣の形成）

- 朝食を毎日食べる小学生の割合は84.8%、中学生の割合は79.7%。
- 文部科学省では、独立行政法人国立青少年教育振興機構と連携協力し、中学生の基本的な生活習慣の改善を図る。課題を明確化し、創意工夫した取組を行う「草場早起朝ごはん」推進事業を全国13府県で実施。

朝食をつくる1元献立学習（「草場早起朝ごはん」推進事業）

- 千葉県習志野市立高井中学校では、生徒の生活習慣づくりのため、家庭学習による「朝食の大切さ」などの学習教材、「生活習慣チェック」等を実施。
- 「朝食をつくる1元献立学習」を推進し、生徒が主体的となり、食育を通じて生活習慣の改善を図る。

（妊娠や子育て世代に対する食育の推進）

- 厚生労働省では、母子健康に合わせた「食育の推進」に向けた「食育の推進」の一環として、「妊娠中の食育」を推進する取組を実施。
- 内閣府では、2017年度から、子育て世代の食育の推進への取組を目的とした「おとろく」始めようキャンペーンを実施。

コラム 少年期における食育の取組

- 2013年に全国の少年期で実施した調査によると、入居後に朝食を「ほとんど食べなかった」と答えた割合が4割を超え、食生活の乱れは深刻。
- 少年期では適切な生活と栄養バランスや季節性にも配慮した食事の提供により、生活習慣の定着につながる取組が行われる。
- 食育推進や食育活動などについても実施。

事例 身近な情報発信で、大学生の食生活の自立をサポート

- 生活協同組合大学生協連では、大学の食育を通して、大学生の食生活の自立を支援。スマートフォンでも使いやすいホームページでは、「ヘルシー」「ガッツリ」などの区分や予算に見合ったメニューの紹介を簡単に検索可能。また、適切な管理栄養士のアドバイスも紹介。
- インスタグラム「スクリーンショット」や学生のための「カット野菜を使った簡単レシピ」などのレシピを制作するほか、年2回、無料の食生活相談会を開催。

●FY2018 White Paper on Shokuiku
(MAFF website)

http://www.maff.go.jp/j/syokuiku/wpaper/h30_index.html



III. Shokuiku Initiatives by MAFF

5. Dietary Guidelines for Japanese

- In March 2000, the then Ministry of Education, the then Ministry of Health and Welfare, and MAFF formulated the Dietary Guidelines for Japanese to improve people's health and the quality of life, and to secure a stable supply of food. In the same month, the Cabinet issued the Promotion of the Dietary Guidelines for Japanese, making a decision to promote the understanding and practice of the Dietary Guidelines for Japanese throughout the whole nation.
- In June 2016, the Guidelines were partially revised taking into account the recent developments concerning food after the Guidelines' issuance in 2000.

< Dietary Guidelines for Japanese >

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

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

<Key Points of the Guidelines>

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

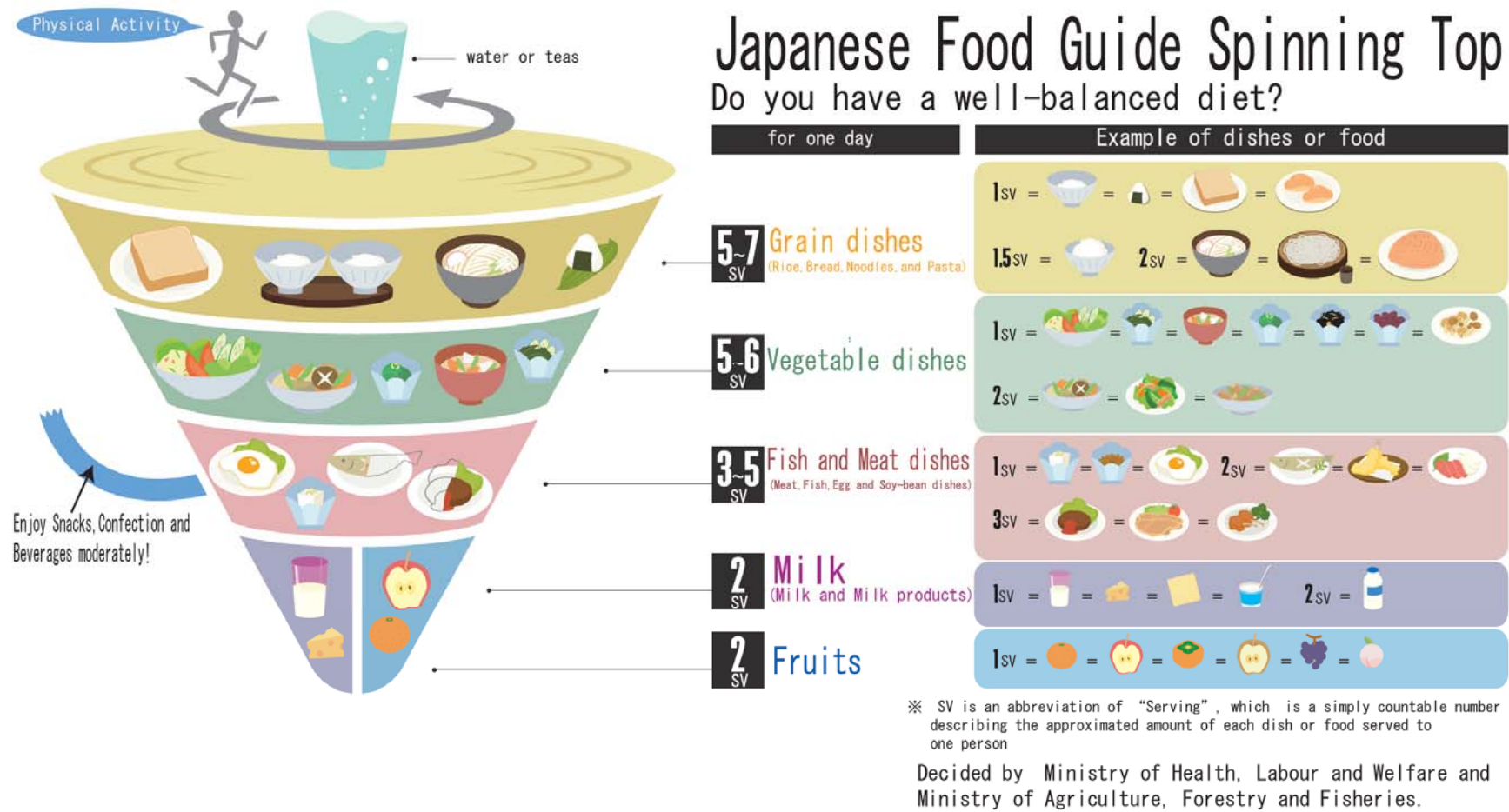
● Dietary Guidelines for Japanese (MAFF website)
<http://www.maff.go.jp/j/syokuiku/shishinn.html>



III. Shokuiku Initiatives by MAFF

6. Japanese Food Guide Spinning Top

- MHLW and MAFF adopted the Japanese Food Guide Spinning Top in June 2005 as a measure to link concrete actions to the Dietary Guidelines for Japanese (March 2000), which aimed to bring about a healthy and affluent diet.
- The Japanese Food Guide Spinning Top is a simple figure that shows the desired combination of meals and the appropriate approximate volume to help people consider what and how much they should eat per day.



● Japanese Food Guide Spinning Top (MAFF website)

http://www.maff.go.jp/j/balance_guide/index.html



III. Shokuiku Initiatives by MAFF

7. Promotion of Evidence-Based Shokuiku

- In order to publicize evidence that contributes to the promotion of shokuiku, MAFF issued pamphlets in collaboration with shokuiku researchers in FY2017 and FY2018, which provided evidence-based explanations on why shokuiku initiatives are important and the benefits of working on such initiatives.
- With a focus on topics such as Breakfast, a well-balanced diet, Kyōshoku, and Agriculture, Forestry and Fishery Experience, these pamphlets included messages based on the evidence, and “Research notes” which introduced relevant studies.



What Are the Benefits of Shokuiku?
–What We Know Based on Evidence

What Are the Benefits of Shokuiku?
–What We Know Based on Evidence (Part II)

● What Are the Benefits of Shokuiku? (MAFF website)

<http://www.maff.go.jp/j/syokuiku/evidence/index.html>

III. Shokuiku Initiatives by MAFF

8. Promotion of Shokuiku in Communities in Cooperation with Kodomo Shokudo

- Kodomo Shokudo, eateries where children can come alone and have free or inexpensive meals, are valuable places for children to have meals with other people, and are also places to spend time at for children in local communities. MAFF publishes on its website information on shokuiku promotion initiatives conducted in collaboration with Kodomo Shokudo, in order to help local governments and people involved in shokuiku promotion in communities to understand the significance of activities of Kodomo Shokudo and effectively work with them in promoting shokuiku.
- In FY2017, MAFF investigated and published information such as the current situation and challenges of Kodomo Shokudo, and the status of its cooperation with communities. It also released a case study introducing example cases of cooperation programs between communities and Kodomo Shokudo, categorized according to the topic and type of initiative.

農林水産省 English キッズサイト サイトマップ 文字サイズ 標準 大きく

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会見・報道・広報 政策情報 統計情報 申請・お問い合わせ 農林水産省について

ホーム > 食と農林水産省について知ろう。きょうよう（食育の推進） > 子供食堂と連携した地域における食育の推進

子供食堂と連携した地域における食育の推進

－「子供食堂」とは？－

近年、地域住民等による民間発の取組として無料または安価で栄養のある食事や温かな団らんを提供する子供食堂等が広まっており、家庭における共食が難しい子供たちに対し、共食の機会を提供する取組が増えています。

－食育の推進という観点から見た子供食堂の意義について－

子供食堂の活動は様々ですが、親子で参加する場合も含め、

- (a) 子供にとっての貴重な共食の機会の確保
- (b) 地域コミュニティの中で子供の居場所を提供

等の積極的な意義が認められます。

－地域と子供食堂の連携の必要性－

地方自治体は、地域住民、関係機関、関係団体・NPO等と適切に連携して、地域における食育を推進する役割を担っています。

地方自治体が、子供食堂を、そうした連携先の一つとして位置づけ、連携を深める中で、子供食堂の取組に地域ぐるみで協力し、子供食堂の活動遂行に役立つような環境整備を行うことが期待されます。

なお、国や地方自治体は、子供食堂の多くが民間のNPOや個人の善意に基づき、発足、運営されていることに十分留意し、子供食堂の自主的・自発的な取組を最大限尊重し、個人やNPOの善意で行われている子供食堂の活動の趣旨を理解することが



A Case Study on Shokuiku Initiatives Promoted under Collaboration with Kodomo Shokudo and Communities: Expanding the Circle of Shokuiku through Local Collaboration

- Shokuiku initiatives promoted under collaboration of Kodomo Shokudo and communities (MAFF website)

<http://www.maff.go.jp/j/syokuiku/kodomosyokudo.html>



III. Shokuiku Initiatives by MAFF

9. Promotion of a Japanese-Style Diet That Is Easy to Understand and Highly Effective

- The Third Basic Plan for the Promotion of Shokuiku states that it is “important to promote the practice of a well-balanced Japanese-style diet” from the viewpoint of preventing lifestyle-related diseases and fostering a healthy next generation.
- It is necessary to promote such diet in a way that is easy to understand and highly effective for all generations, while keeping in mind people’s current eating habits.



Recommend Japanese-style diet centered on rice

This is a diet with excellent nutritional balance, consisting of rice, fish, meat, milk and dairy products, vegetables, seaweed, beans, fruits, tea, and various other side dishes.

- (1) A Japanese-style meal should be incorporated every few days or every week, if not for every meal or every day.
- (2) A Japanese-style diet includes various dishes that work well with the climate of Japan. It is a healthy and well-balanced diet that uses abundant ingredients produced locally and throughout Japan.
- (3) The elements of a Japanese-style diet, i.e. a variety of side dishes combined with rice and soup, comprise the basics of washoku. It can easily incorporate various ingredients; for example, you can add wheat or millet to rice and different vegetables and proteins to soup, while the main dish can be different types of dishes, such as hamburger steak, vegetables, and dairy products.
- (4) Main and side dishes to be combined with rice do not have to be cooked at home; you can also use take-out and ready-made meals, frozen foods, retort foods, and combined seasonings.

(Cited from “Regarding Future Shokuiku Promotion Measures (Final)” issued in March 2015)

Examples of a Japanese-style diet consisting of rice and ready-made meals



● Recommended Japanese-style diet (MAFF website)

http://www.maff.go.jp/j/syokuiku/nihon_gata.html



III. Shokuiku Initiatives by MAFF

10. Promotion of Shokuiku through Agriculture, Forestry and Fishery Experience (Education Farm)

- MAFF proactively provides agriculture, forestry and fisheries opportunities, such as at educational farms in order to enhance people’s interest in and understanding of food and nutrition and to deepen appreciation and understanding of the blessings of nature and the various activities of people whose work is related to food and nutrition.
- This initiative is aimed at promoting the understanding of importance of food and the agricultural, forestry and fisheries industry and increasing “supporters” of domestic agricultural, forestry and fishery products.

What is an education farm?

Educational farms are farms run by farmers’ associations where consumers can visit and experience a series of farming activities. Their purpose is to help consumers understand various activities of people whose work is related to nature or food and nutrition.

《Expected effects》

- Build trust between producers and consumers
- Understand food and agriculture, forestry and fisheries
- Understand food safety
- Reduction of food loss

→ Increase supporters of domestic agricultural, forestry and fishery products

Articles 3 and 23 of the Basic Act on Shokuiku (Act No. 63 of 2005)

○Agriculture, forestry and fishery experience

K.K. Furusato Farm (Hokkaido)

(Winner of the Minister of Agriculture, Forestry and Fisheries Award of the 2nd Shokuiku Activity Awards (FY2018))

- Furusato Farm provides an agricultural experience program to learn about the difficulty of dealing with nature and the importance of food throughout the year, mainly targeted at elementary school children in orphanages (in the program, children can harvest, cook and eat vegetables that they grew with their own hands).
- From May to October, children grow and harvest rice and vegetables, which are the ingredients for Japanese curry rice. They also experience rice milling. At the end of the season, a harvest festival is held where children make Japanese curry rice and enjoy it together.
- This program allows children to join over multiple years until they graduate from elementary school, so that they can also experience a process to learn how to grow vegetables and try and come up with better methods.



Field for vegetables for Japanese curry rice



Planting onions

●Promotion of agriculture, forestry and fishery experience (MAFF website)
http://www.maff.go.jp/j/syokuiku/s_edufarm/index3.html



III. Shokuiku Initiatives by MAFF

11. Promotion of Local Production for Local Consumption

- This initiative aims to encourage people to consume locally produced agricultural, forestry and fishery products. In addition to improving the food self-sufficiency rate, it also contributes to the “sixth industrialization” of agriculture, forestry and fisheries (e.g. running direct sales outlets, and incorporating food processing business).
- Local production for local consumption efforts are promoted across Japan to expand the use of local agricultural, forestry and fishery products by strengthening the connection between local producers and consumers, and producing products that meet consumer demand.

Example cases



Retailing of local agriculture, forestry and fishery products at direct sales outlets



Development of processed foods using local agricultural, forestry and fishery products



Use of local agricultural, forestry and fishery products in school lunches and employee cafeterias



Exchange/experience opportunities for local consumers

Effects of the example cases



- Strengthening the connection between producers and consumers**

 - Consumers can ask the producers how the products were grown face-to-face, and can consume fresh agricultural, forestry and marine products.
 - Producers can develop a production plan that fulfills consumer needs.
 - Leads to a higher food self-sufficiency rate
 - Interaction between consumers and producers is promoted, providing an important shokuiku opportunity.
 - It promotes the use of local ingredients, which helps with the passing down of local traditional food culture.
- Regional revitalization**

 - Expansion of consumption of local agriculture, forestry and fishery products through cooperation between producers and related businesses
 - Creation of income opportunities for small producers

○Reduction of distribution costs

 - Distribution costs are reduced, which allows producers to make better profits.
 - Transport distances are shortened, which contributes to mitigating global warming and other environmental issues.

III. Shokuiku Initiatives by MAFF—11. Promotion of Local Production for Local Consumption

(1) Current Situation of Local Production for Local Consumption Initiatives

- There are around 23,000 direct sales outlets nationwide where producers sell local agricultural, forestry and fishery products directly to consumers, with a total annual sales of about 1 trillion yen.
- 26% of schools use local forestry, forestry and fishery products for their school lunches.

■ Statistics of direct sale outlets

	FY2011	FY2017	FY2018	FY2020 (target) *
Number of direct sales outlets (establishments)	22,980	23,440	23,940	—
Total sales (100 million yen)	7,927	10,324	10,790	15,600 (Estimated market size in 2025)
Sales per direct sales outlet (10,000 yen)	3,450	4,405	4,507	—
Percentage of direct sales outlets with sales of 100 million yen or more (permanent stores and stores operating throughout the year) (%)	17.3	21.3	21.5	50

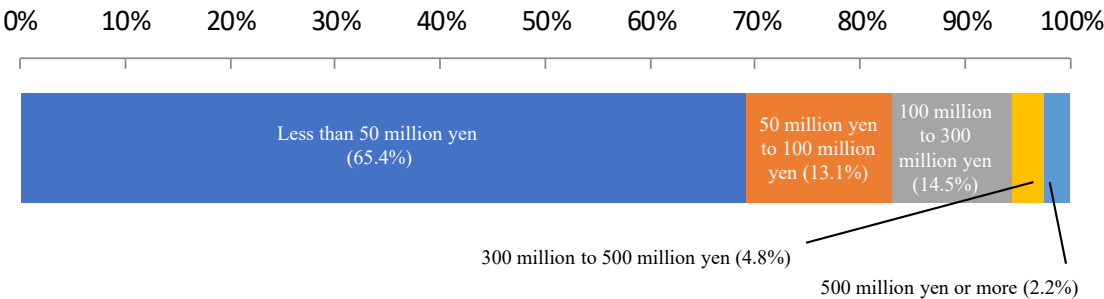
Source: Comprehensive Survey on Sixth Industrialization (Statistics Department, MAFF)
* The target for FY2020 is the target value set out in the “Basic Policy on the Integration of Agriculture, Forestry and Fisheries and Related Industries by Agriculture, Forestry and Fisheries Operators, and Promotion of Use of Local Agriculture, Forestry and Fishery Products”

■ Use of locally and domestically produced ingredients in school lunches

	FY2012	FY2018	FY2019	FY2020 (target) *
Locally produced ingredients	25.1%	26.4 %	26.0%	30.0% or more
Domestically produced ingredients	76.8 %	76.7 %	76.0 %	80.0% or more

Source: Report on School Lunch Nutrition (MEXT)
*Target values in the Third Basic Plan for the Promotion of Shokuiku

■ Percentage of agricultural sales outlets by size of annual sales (FY2017) (permanent stores and stores operating throughout the year)



Source: Comprehensive Survey on Sixth Industrialization (Statistics Department, MAFF)

III. Shokuiku Initiatives by MAFF—11. Promotion of Local Production for Local Consumption

(2) Use of Local Agricultural, Forestry and Fishery Products in School Lunches

- The amended School Lunch Program Act (enforced in April 2009) provides that schools should make efforts to use local products in school lunches and to promote shokuiku.
- In addition, the Third Basic Plan for the Promotion of Shokuiku sets out the proportion of use of local products in school lunches as one of its targets (see the table below).
- There are also many challenges in using local products in school lunches, such as the difficulty of passing on the increase in food costs to lunch costs, and the need to constantly deliver a sufficient amount of products that meet certain standards.
- It is essential to work on the needs and challenges of both schools and producers on the community level. In this view, MAFF fosters and sends local production for local consumption coordinators to communities.

■ Use of locally and domestically produced ingredients in school lunches

	FY2012	FY2018	FY2019	FY2020 (target) *
Locally produced ingredients	25.1%	26.4%	26.0%	30.0% or more
Domestically produced ingredients	76.8%	76.7%	76.0%	80.0% or more

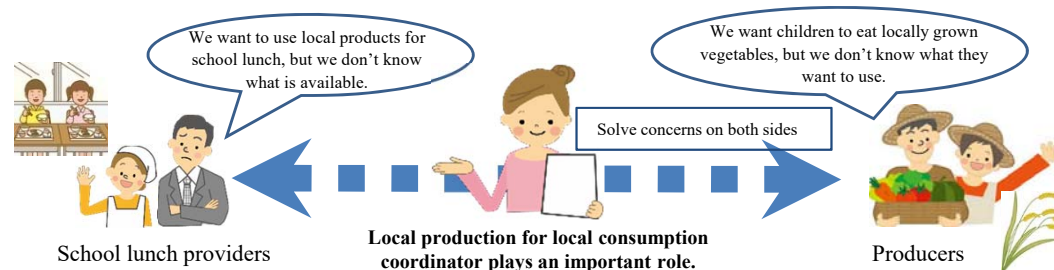
Source: Survey on the Use of Local Products in School Lunches ; Report on School Lunch Nutrition (MEXT)

*Target values set out in the Third Basic Plan for the Promotion of Shokuiku (March 2016) based on the Basic Act on Shokuiku

■ Local production for local consumption coordinators*

Local production for local consumption coordinators work as a bridge between school lunch providers and food producers, coordinating the needs and challenges of both sides in order to expand the use of local products in school lunches.

*Nutrition teachers, producer organization representatives, JA (Japanese Agricultural Co-operatives), consultants, companies, governments, etc.



- Amount of dispatch of local production for local consumption coordinators [Local Food Connection Enhancement Program]
FY2016: 6 districts FY2017: 8 districts FY2018: 7 districts

■ Example: Fukuroi City, Shizuoka Prefecture

- (1) Challenges for Fukuroi City:
 - The school lunch center did not know the type, production volume and prices of local products.
 - Producers did not know the standards and quantities of local products used in school lunches.
- (2) To solve these challenges, MAFF dispatched a coordinator to conduct a pilot project to supply local agricultural products to the school lunch center for one week. This project promoted mutual understanding between the producers and the school lunch center and solved concerns on both sides.
- (3) Effects of dispatching a coordinator
 - (i) Amount of local products used
3.5 million yen (FY2012) → 23.64 million yen (FY2017) **6.8 times higher!**
This also contributed to **raising farmers' income.**
 - (ii) Ratio of use of local products (based on the weight of 10 main products)
13.8% (FY2012) → 31.8% (FY2017) **2.3 times higher!**
 - (iii) Number of days of using local agricultural products (other than staple food)
14 days (FY2005; school lunches were provided on 190 days)
→ 186 days (FY2017; school lunches were provided on 195 days)
Local products were used throughout the year!

III. Shokuiku Initiatives by MAFF

12. Inheritance of Food Culture

Washoku Culture Designated as a UNESCO Intangible Cultural Heritage



- On December 4, 2013, “Washoku, traditional dietary cultures of the Japanese,” was designated as a UNESCO Intangible Cultural Heritage.
- It is important to take this as an opportunity to raise people’s motivation for preserving Japanese food culture into the future.

Maintaining people’s interest in the Japanese food culture by ongoing PR efforts

Protection and inheritance of the Japanese food culture through shokuiku

In addition...

- Global attention to Japan after the designation
- Expo Milano 2015 (Theme: Feeding the Planet, Energy for Life)
- 2020 Tokyo Olympics and Paralympics

Great opportunity to spread Japanese food culture overseas

[What is UNESCO Intangible Cultural Heritage?]

- A UNESCO intangible cultural heritage is a nonphysical cultural heritage, like performing arts and traditional craft techniques, that is closely related to the land’s history and customs.
- In accordance with the Convention for the Safeguarding of Intangible Cultural Heritage, UNESCO keeps a list of intangible cultural heritage to safeguard and promote mutual respect for it.

What is Washoku?



Japanese dietary customs built on respect for nature

Characteristics of Washoku (1):

Respect for diverse and fresh ingredients and their unique tastes

The islands of Japan stretching from north to south are blessed with abundant nature of the ocean, mountains, and rural areas. Different regions across the country have developed unique techniques and tools to bring out the taste of various local ingredients.



Characteristics of Washoku (2):

Nutritional balance that supports a healthy diet

A diet consisting of one soup and three side dishes allows us to ensure a good nutritional balance. Dishes tapping into the umami flavor of dashi (fish stock) and fermented food also help with cutting down on animal fat intake. washoku has helped longevity and prevented obesity in Japan.

Characteristics of Washoku (3):

Expression of beauty of nature and the four seasons

Another characteristic of the washoku culture is that it expresses the beauty of nature and the four seasons, such as by decorating dishes with seasonal flowers and leaves and using seasonal furnishings and vessels.



(c) Masashi Kuma, 2006



Characteristics of Washoku (4):

Close relationship with New Year and other annual events

Japanese food culture has been nurtured in close association with events throughout the year. Sharing food that is the blessing of nature and enjoying it together have been the way for Japanese people to deepen their connection with families and communities.

III. Shokuiku Initiatives by MAFF—12. Inheritance of Food Culture

(1) Efforts Made in FY2018 for the Protection and Inheritance of Washoku

((i) Measures for Child-Raising Generation and Younger Generation)

- MAFF promoted measures to help the child-raising generation and younger generation, who tend to have a raised awareness of the improvement of their diet, to understand the benefits of the washoku culture.

Workshops for the child-raising generation and younger generation

- MAFF has held workshops to deepen the understanding of washoku culture since FY2016 for parents, young people, and administrative dietitians who have many opportunities to interact with the child-raising generation.
- Such workshops include, for example, panel discussions on washoku culture by nutrition experts and washoku cooks for parents, and demonstrations of washoku recipes that can be easily executed at home even when busy and that are loved by children.



MAFF also develop educational materials for parents and children to learn about Japanese food culture in a fun way. These can be downloaded from the MAFF website.
<http://www.maff.go.jp/j/keikaku/syokubunka/culture/index.html>



Food culture promotion website for the child-raising generation

- MAFF opened a smartphone website titled “Ouchi De Washoku” on Washoku Day (November 24) in 2017 with the aim of helping the child-raising generation understand the benefits of washoku and practice it at home.
- This smartphone website shares washoku-related information featured on the MAFF website in a way that is easy to understand and practice.
- Videos of the workshops for the child-raising generation are also posted on the website to reach all people in living across Japan.



Food culture information site for the child-raising generation, “Ouchi De Washoku” (meaning washoku at home)
<http://ouchidewashoku.com/>

III. Shokuiku Initiatives by MAFF—12. Inheritance of Food Culture

(1) Efforts Made in FY2018 for the Protection and Inheritance of Washoku (ii) Measures for Educational Institutions and Shokuiku Initiatives)

- In order to pass down washoku culture to the next generation, MAFF promotes projects to foster children’s interest and understanding of washoku culture.
- MAFF also promotes the preservation and inheritance of food culture through shokuiku, and supports initiatives conducted by prefectures.

Promotion of activities to pass down washoku to children who will lead the next generation

○ National Washoku Championship for Children

- Since FY2016, MAFF has held the National Washoku Championship for Children with cooperation of nutrition teachers, in order to provide children who will lead the next generation with an opportunity to learn about holiday and event foods, local dishes, and other things related to the washoku culture. The washoku champions are decided by an illustration competition for children in lower grades, and a competition of presentations of local dishes or a bean transferring game (using chopsticks) for children in higher grades.
- The FY2018 Championship was held at the National Museum of Emerging Science and Innovation (Miraikan) on Sunday, December 16, 2018.



[Washoku Championship]
Champion
“Hamo-chau!”
Kyoto Elementary and
Junior High School
attached to Kyoto
University of Education

[Washoku Illustration Competition]
National Gold Prize



“Kabosu and Grated Daikon for
Grilled Pacific Saury!”
Kanagawa Prefecture
Keio Gijuku Yokohama
Elementary School
2nd grade Kirari Murayama

National Silver Prize



“Connect and Continue the Circle
of Thank-You”
Nara Prefecture
Nara City Fushimi Elementary
School
2nd year Keishi Okugaki

National Bronze Prize



“Tokushima Dish ‘Dekomawashi’”
Tokushima Prefecture
Atelier ENDO / Kamiita Town
Kan-yake Elementary School
Third grade Yūga Otani

Promotion of Measures for the Protection and Inheritance of Local Food Culture through Shokuiku

- MAFF supports activities to promote the inheritance of food culture conducted by prefectures, municipalities, private organizations, etc., such as agriculture, forestry and fishery experience opportunities and cooking classes teaching local dish recipes.
- Childhood is a particularly important time to learn about the importance of food, and school lunches play a vital role as a place to convey washoku culture.
- In order to expand the incorporation of washoku in school lunches, MAFF also develops and provides washoku school lunch menus as part of its support for regional shokuiku activities. In addition, it also provides washoku classes and cooking experiences for children and school lunch staff.



Miso making experience



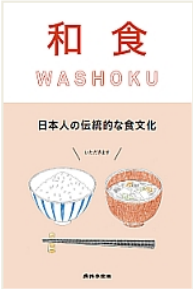
(2) Other Measures (PR)

- In order to raise public interest in washoku, MAFF widely distributes pamphlets summarizing the characteristics of washoku.
In addition, MAFF publishes on its website information on the background to the designation of washoku as a UNESCO Intangible Cultural Heritage, as well as information on washoku-related events held by MAFF.

Pamphlets on Washoku

○Washoku Guidebook

MAFF created a pamphlet that summarizes the characteristics and history of washoku and distributes it nationwide.



○Pamphlet on Washoku School Lunches

MAFF created a pamphlet that summarizes examples of projects to promote washoku school lunches conducted from FY2014 to FY2016. This pamphlet was distributed to nutrition teachers at elementary schools nationwide.

2014



2015



2016



PR of Washoku through the MAFF Website

○Washoku as a UNESCO Intangible Cultural Heritage

The MAFF website publishes background information on the designation of washoku as an Intangible Cultural Heritage and information on various events held by MAFF.



○ Protect Washoku Culture: Connect and Spread.

This report by the Study Group for the Protection and Inheritance of Washoku (September 2015 to February 2016) summarizes the results of a questionnaire survey on eating habits and means for the effective inheritance of washoku.



○Pamphlets for the child-raising generation

MAFF created pamphlets for administrative dietitians and other professionals, and for parents, which introduces examples of washoku culture promotion projects for the child-raising generation conducted in FY2017. These pamphlets were distributed through local governments across Japan.



For professionals



For parents

III. Shokuiku Initiatives by MAFF—12. Inheritance of Food Culture

(3) Overview of Initiatives for the Protection and Inheritance of Washoku to Be Conducted in FY2020

Initiatives for the Protection and Inheritance of Washoku

Projects covered
by the FY2020
budget

Protection and inheritance of
local food culture

- Establish a system to protect and pass down various local food cultures unique to each region; and investigate, record, and spread information on local foods.
- Support activities to pass on local food culture, such as cooking classes to teach local cuisine and creating collections of local dish recipes



- Project to promote washoku and local food culture
- Food industry and sixth industrialization grants

Development of human
resources to pass on washoku
culture

- Develop core human resources to spread washoku culture in each prefecture
Such human resources will pass on washoku culture to nursery schools and elementary schools, and promote washoku culture at various workshops for nutritionists, nursery teachers, etc.



- Project to promote washoku and local food culture

Passing down to children who will
lead the next generation

- Hold the National Washoku Championships for Children in order to help children who will lead the next generation become familiar with holiday and event foods and washoku culture (the National Championship is to be held on Sunday, November 24, 2020)
- Support activities to pass on food culture, such as the spread of washoku school lunches
- Dispatch coordinators and commend best practices in order to promote local production for local consumption in school lunches, etc.



- Project to promote washoku and local food culture
- Food industry and sixth industrialization grants
- Project to promote the national campaign to expand Japanese food consumption

Overseas
washoku boom



Promotion of export of Japanese agricultural,
forestry and fishery products and foods
Increase in foreign visitors to Japan

Public-private
collaboration
initiatives

Let's! 和ごはん Project <MAFF Public-Private Collaboration Project>

In this public-private collaboration project, the food-related industries and the government work together to provide children and the busy child-raising generation with more opportunities to eat healthy Wa-gohan (Japanese food) in an easy and convenient manner in the forms of meals at home, ready-made meals, and meals at restaurants. 151 companies are now project members (as of July 1, 2019).

III. Shokuiku Initiatives by MAFF—12. Inheritance of Food Culture

(4) Public-Private Collaboration Initiative (Let’s Wa-Gohan Project)

- **The Let’s Wa-Gohan Project** was launched in FY2018, celebrating the fifth anniversary of designation of washoku as a UNESCO Intangible Cultural Heritage. It aims to ensure the protection and inheritance of washoku culture by increasing opportunities for infants to experience the taste of washoku and how to eat it, as people’s food preference is shaped by food experiences during childhood.
- In this project, not only food manufacturers, distributors, ready-made food and restaurant businesses, but also washoku-related businesses, such as recipe publishers and home appliance manufacturers, 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.

*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.

<Examples of initiatives by companies>

- Development and sales of products and recipes that make it easier to cook Wa-gohan, and home appliances for cooking Wa-gohan
- Development and sales of Wa-gohan side dishes and bento boxes
- Development of restaurant menus for children and menus using local ingredients; Wa-gohan fairs at employee cafeterias, etc.
- Posting easy-to-understand videos online to show how to cook Wa-gohan in less time
- Development and sales of related products and menus related to annual events (New Year’s Day, Gosekku, etc.) and life rituals (okuizome, etc.)



<Government initiatives>

- Registration and announcement of project member companies, which conduct activities that contribute to the achievement of the project goals
- Provision of logos that project members can freely use for their products and promotional materials
- PR on the project and initiatives by member companies via social and various other media
- Holding events

Number of project members: 151 (as of July 1, 2019)

Promotion of Shokuiku in Communities Funded by the Food Industry and Sixth Industrialization Grants

[FY2020 budget (Food Industry and Sixth Industrialization Grants) 245 (314) million yen]

<Key points of this project>

MAFF promotes **shokuiku activities conducted by communities in an intensive and effective manner** in order to achieve the goals set out in the Third Basic Plan for the Promotion of Shokuiku, which are related to MAFF, such as the provision of agriculture, forestry and fisheries experience opportunities.

<Objective>

Achieve the goals set out in the Third Basic Plan for the Promotion of Shokuiku

<Project details>

○ Training leaders to promote shokuiku

MAFF supports the promotion of shokuiku, inheritance of food culture, and training and activities of agricultural experience leaders in communities.

○ Provision of agriculture, forestry and fishery experience opportunities

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

○ Provision of places for kyōshoku in communities

MAFF supports the provision of places for kyōshoku by determining the needs of kyōshoku in communities and matching with producers.

○ Inheritance of local food culture

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

○ Spread of washoku school lunches

MAFF supports the development of menus to spread washoku school lunches and the holding of shokuiku classes for children and school staff.

○ Reduction of food loss

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

<Process>



<Project scheme>

Goals (goals set out in Third Basic Plan for the Promotion of Shokuiku that are related to MAFF)

- Increase the number of volunteers engaging in the promotion of shokuiku
- Increase the number of citizens who have agriculture, forestry or fishery experience
- Increase the percentage of citizens participating in kyōshoku in communities as they hope to
- Increase the number of citizens having a balanced diet
- Increase the percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families
- Increase the number of citizens who take action to reduce food loss

Support local initiatives that contribute to achieving these goals

Supported projects (example)

Provision of agriculture, forestry and fishery experience opportunities



Providing a place for kyōshoku in the community



Inheritance of local food culture



- Improve eating habits and awareness of food culture
- Increase use of local ingredients

Aim to achieve the goals of the Third Basic Plan for the Promotion of Shokuiku (2020)

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

Support Measures for Promoting the Use of Local Agriculture, Forestry and Fishery Products (2)

[FY2020 Budget]

[Food Industry and Sixth Industrialization Grants (2,534 million yen)]

○ Food Industry and Sixth Industrialization Grants

The Grants support sixth industrialization initiatives tapping into local resources that are conducted on the regional level.

<Various efforts to improve sales at direct sales outlets>

Holding of study meetings to strengthen the operation system of direct sales outlets; development of new products for inbound tourism and other demand; holding of consumer evaluation meetings; planning of tours with tourism companies; construction of collection and shipping systems, etc.

<Expansion of use of local agricultural, forestry and fishery products in facility lunches>

Development of menus and processed products using local ingredients and demonstration projects

<Grant rate: 1/3 (less than 1/2 for initiatives based on municipal strategies)>

(Project implementation bodies: private organizations, local governments, etc.)



(Menu and processed product development)



(New product development)

[Local Food Connection Enhancement Program as part of the project to promote the national campaign to expand Japanese food consumption (9 million yen)]

This project supports efforts to foster and dispatch professionals to promote local production for local consumption, including the use of local agricultural, forestry and fishery products in school lunches.

1. Coordinator training session

Training sessions to develop human resources with specialized knowledge are held, as a measure to promote efforts for local production for local consumption, such as expanding the use of local agricultural, forestry, and fishery products in schools and other facilities.

2. Dispatch of local production for local consumption coordinators

The project dispatches coordinators to support the establishment of a system for stably supplying local ingredients to schools and other facilities in the region.

<Grant ratio: Fixed amount>

(Project implementation bodies: private organizations, etc.)



(Holding training sessions)



Project for Promoting the Inheritance of Washoku and Local Food Culture

as Part of the Project to Expand the Consumption of Domestically Produced Agricultural Products

[FY2020 budget
¥72 (72) million yen]

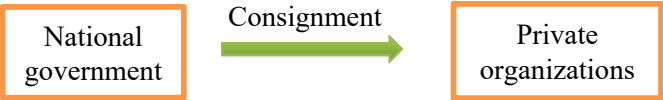
<Key points of this project>
In order to **protect and pass on washoku** as a UNESCO Intangible Cultural Heritage to the next generation, **this project promotes the protection and inheritance of diverse food cultures unique to individual regions, while also developing core human resources who will carry out awareness activities for washoku for children and the child-raising generation.**

<Objective>
Increase the percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families from **41.6% in FY2015 to 50% by FY2020** (which is one of the goals set out in the Third Basic Plan for the Promotion of Shokuiku)

<Project details>

- 1. Project for the protection and inheritance of local food cultures**
○In order to **protect and pass on diverse food cultures unique to individual regions, a system** for collaboration among local governments, research institutions such as universities, private organizations, educators, and private companies has been **established in each prefecture**. Under this project, they investigate the history and origin of local cuisine selected by each region, related events, used ingredients and cooking methods, and create and publicize a database of such information.
- 2. Project to develop human resources to pass on washoku culture**
○In order to **develop core human resources to spread washoku culture to children and the child-rearing generation and to allocate them to each prefecture**, this project holds **training sessions for nutritionists and nursery teachers, etc.**, while also **providing practical workshops in line with washoku education programs for children.**

<Process>



<Project scheme>

