

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
山梨県展示ホール・1階交流サロン・4階大会議室・屋外展示場
《サブ会場》甲府駅北口よっちゃばれ広場
山梨県甲府市北口2-1
※両会場間をつなぐシャトルバスを運行します。

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「食」の再生からの新たな展開
飯部幸徳氏 他
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・6/30共に ①10:30~12:00 ②14:30~16:00

6/30(日) 10:15~11:30 食育推進全国大会
11:30~12:45 食育推進全国大会
13:00~15:45 食育推進全国大会

「食とスポーツ・アスリート
トークショー」
今中大介氏 × 日向涼子氏
13:00~14:30 特別講演
「キョギョッ 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 甲府駅北口よっちゃばれ広場
「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

(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

(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)

(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

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)



*Image: FY2017 White Paper on Shokuiku

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課題を紹介。

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：健康上の問題とは、国民の健康の増進に資するものに限る（厚生労働省「健康寿命の延伸に関する調査」）。

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形成を支援し、課題を明確化し、創意工夫した取組を行う「草創期子ども」推進事業を全国13府県で実施。

（食生活の改善）

○「朝食を毎日食べる」を目標とし、朝食の摂取率を向上させる。朝食の摂取率を向上させることで、健康寿命の延伸につながる。

○「朝食を毎日食べる」を目標とし、朝食の摂取率を向上させる。朝食の摂取率を向上させることで、健康寿命の延伸につながる。

第2章 学校における食育の推進

（食生活の改善）

○「朝食を毎日食べる」を目標とし、朝食の摂取率を向上させる。朝食の摂取率を向上させることで、健康寿命の延伸につながる。

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第3章 地域における食育の推進

（食生活の改善）

○「朝食を毎日食べる」を目標とし、朝食の摂取率を向上させる。朝食の摂取率を向上させることで、健康寿命の延伸につながる。

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●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.

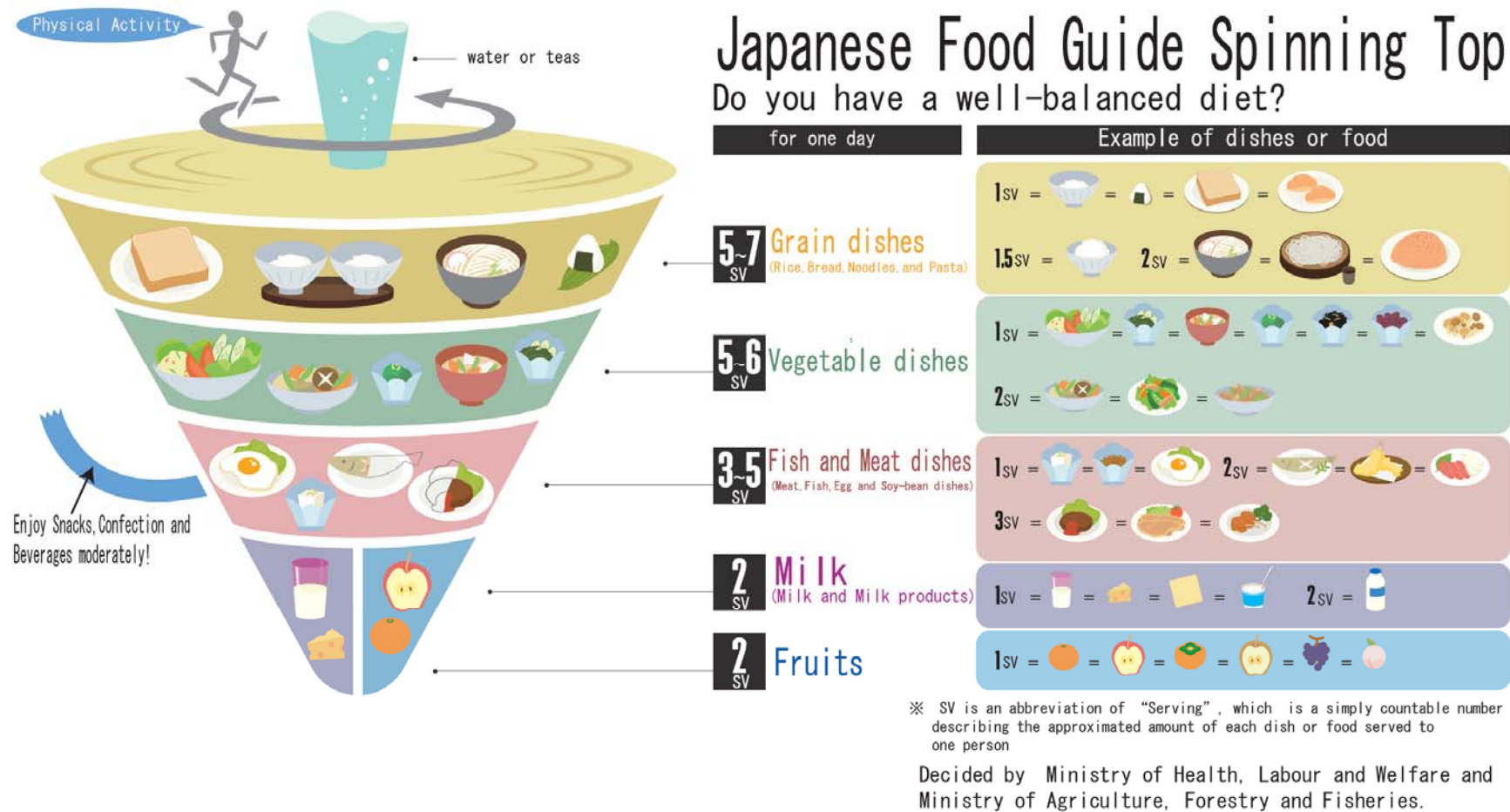
● Dietary Guidelines for Japanese (MAFF website)
<http://www.maff.go.jp/j/syokuiku/shishinn.html>



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

