

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>

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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.

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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>



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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 |

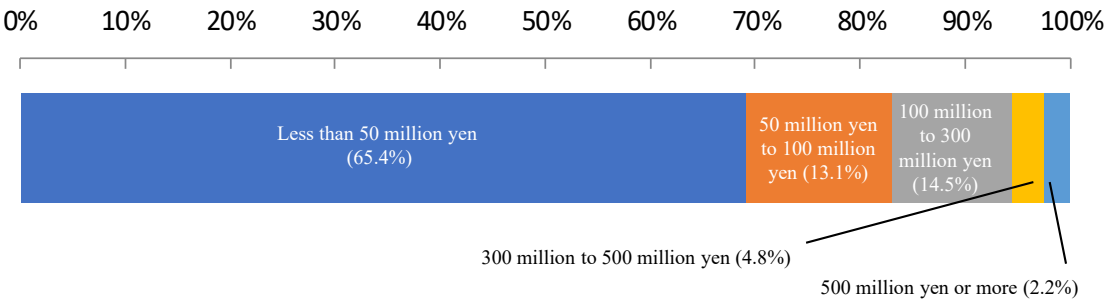
Source: Comprehensive Survey on Sixth Industrialization (Statistics Department, MAFF)
* The target for FY2020 is the target value set out in the “Basic Policy on the Integration of Agriculture, Forestry and Fisheries and Related Industries by Agriculture, Forestry and Fisheries Operators, and Promotion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

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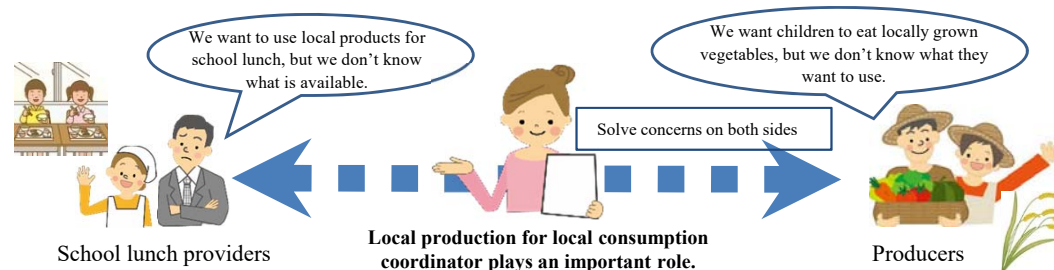
Source: Survey on the Use of Local Products in School Lunches ; Report on School Lunch Nutrition (MEXT)

*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!