

Shokuiku Promotion Policies: FY2016 (White Paper on Shokuiku)

[Summary]

Ministry of Agriculture, Forestry and Fisheries

This is a report on “The Shokuiku Promotion Policies” that were adopted based on Article 15 of the Basic Law on Shokuiku (Act No. 63 of 2005). This law requires the government to submit this report to the Diet every year.

In this report, we describe the Shokuiku promotion measures that were taken in FY2016.

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INTRODUCTION Basic Framework of Shokuiku Promotion Policies

1. The Basic Law on Shokuiku

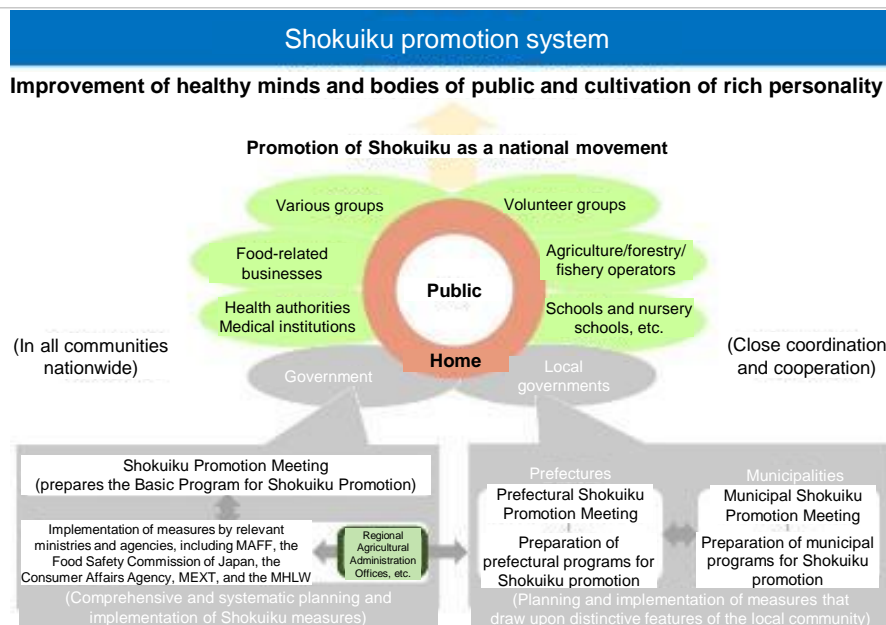
- The law was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote Shokuiku policies, thereby ensuring that Japanese people enjoy a healthy and cultural lifestyle and creating a prosperous and vibrant society.
- Shokuiku shall be considered essential for people's living, become a basis of intellectual, moral and physical education, and nurture people, so they can acquire a knowledge of "diet" and an ability to choose an appropriate "diet" through various experiences so as to have a healthy dietary lifestyle.
- It is important to promote a healthy dietary lifestyle for the Japanese public through Shokuiku to ensure mental and physical health. This goal can be achieved by raising the public's dietary awareness to promote proper dietary decisions based on reliable information. It is also important that Shokuiku encourage Japanese people to appreciate and understand that their diets are a product of the abundance of nature and supported by the various activities of food-related workers.

2. The Basic Program for Shokuiku Promotion

- In March 2016, "The Third Basic Program for Shokuiku Promotion" was prepared in light of the past five years' achievements and challenges on Shokuiku. The Third Basic Program, covering five years from FY2016 to 2020, sets the basic policies with target values for Shokuiku promotion, and proposes measures to be taken for the comprehensive promotion of Shokuiku.
- The following five priority issues were established as basic policies.
(1) Promotion of Shokuiku among young people, (2) Promotion of Shokuiku tailored to diverse lifestyles, (3) Promotion of Shokuiku that will extend healthy life expectancy, (4) Promotion of Shokuiku with a consciousness of the food cycle and the environment, (5) Promotion of Shokuiku aimed at the inheritance of food culture

3. Shokuiku policy promotion system

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs related to the preparation and promotion of the Basic Program for Shokuiku Promotion. The MAFF is promoting Shokuiku as a government-wide initiative in partnership with other relevant ministries and agencies, including the Food Safety Commission of Japan, the Consumer Affairs Agency, the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Making Shokuiku a national movement will require national and local government efforts and also close coordination and collaboration among various community-level stakeholders, such as schools, nursery schools, workers in the operators of the agriculture, forestry and fisheries industries, food-related businesses and volunteers.



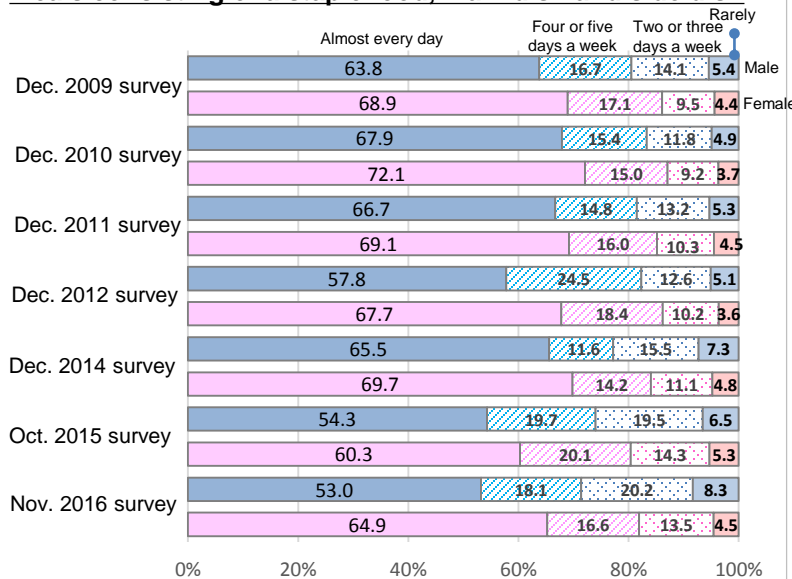
PART I Progress in Implementing the Shokuiku Promotion Policy

Special Topic 1: Shokuiku Promotion and Shokuiku-related Production, Consumption and Dietary Trends

1. Current Dietary Situation and Status of Shokuiku Implementation

- Meals which fully incorporate a staple food (grain dishes), main dish (fish and meal dishes) and side dish (vegetable dishes) are the basic dietary form enabling a balanced intake of diverse foods and necessary nutrients.
- According to the results of a FY2016 survey, the diets of 53.0% of men and 64.9% of women take nutritional balance into consideration. These percentages have declined slightly for both genders over the past two years.
- A majority of respondents of both genders who reported only occasionally eating meals consisting of a staple food, main dish and side dish responded that a “side dish” is the component most frequently omitted from their meals.
- A study reported that people following the “Japanese Food Guide Spinning Top” enjoy long healthy life expectancies.

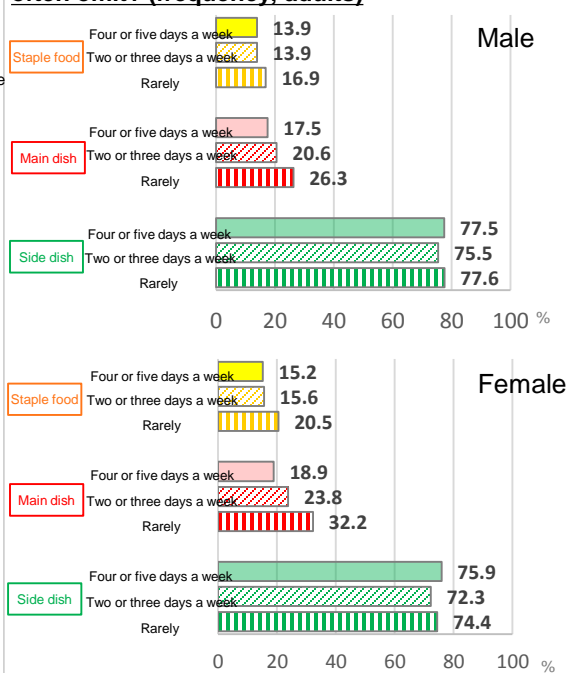
Proportion of people who regularly eat at least two daily meals consisting of a staple food, main dish and side dish



(Question) How many days a week do you eat a full combination of a staple food (rice, bread, noodles, etc.), main dish (meat, fish, eggs, soybean products, etc.) and side dish (a small dish consisting of vegetables, mushrooms, potatoes, seaweed, etc.) at least twice a day?
(a) Almost every day (b) Four or five days a week (c) Two or three days a week (d) Rarely

Source: “The Survey of Attitude toward Shokuiku” (MAFF) (until 2015: Cabinet Office)

Which of the three meal components—staple food, main dish and side dish—do you most often omit? (frequency, adults)



Source: 2015 “National Health and Nutrition Survey” (MHLW)

Special Feature

Extending Healthy Life Expectancy by Eating a Diet Consistent with the “Japanese Food Guide Spinning Top”

Aligning Your Diet with the Guide May Prolong Your Healthy Life Expectancy

What is the “Japanese Food Guide Spinning Top”?

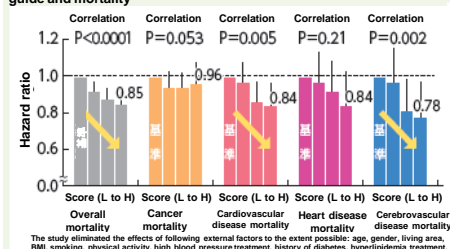
The guide (developed by the MHLW and the MAFF in 2005) serves as a visual reference to the types and quantities of foods a person should eat each day. It specifies desirable combinations and amounts of staple foods, main dishes, side dishes, milk/milk products and fruits.

Japan Public Health Center-based Prospective (JPHC) Study (Shoichiro Tsugane, principal investigator)

- Surveys were conducted in 1995 and 1998 of 79,594 healthy people between the ages of 45 and 75 (36,624 men and 42,970 women) living within the jurisdictions of 11 public health centers in Japan.
- Respondents' intake of staple foods, main dishes, side dishes, milk/milk products, fruits, total overall energy, and energy derived from confections/nonalcoholic beverages were calculated. Respondents were then categorized by gender, age, and physical activity and graded on a scale of 0 to 10 for their degree of compliance with the guide. Each respondent's cumulative total compliance score, on the scale of 0 to 70, was correlated with his/her death traced for about 15 years.

- The study found that the group of people who earned the highest compliance scores had 15% lower mortality than the group of people who received the lowest scores.
- The study also showed that respondents who ate side dishes and fruits more frequently had lower risks of death from cardiovascular diseases.

Correlation between respondent's degrees of compliance with the guide and mortality



The study eliminated the effects of following external factors to the extent possible: age, gender, living area, BMI, smoking, physical activity, high blood pressure treatment, history of diabetes, hyperlipidemia treatment, coffee intake, green tea intake and occupation.

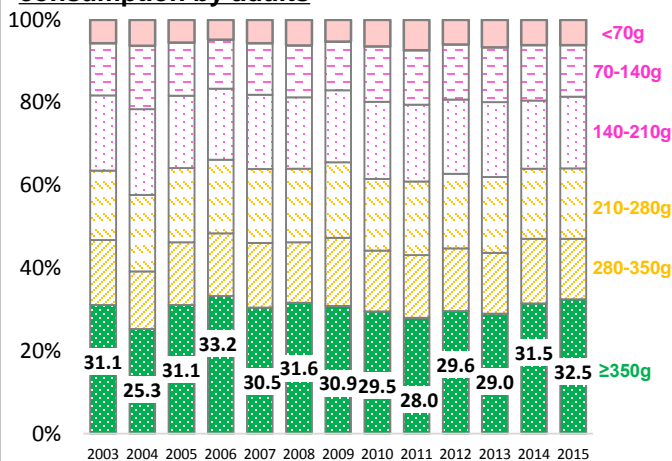
Source: Kurotani et al: Quality of diet and mortality among Japanese men and women: Japan Public Health Center based prospective study. BMJ. 2016; 352: i1209.

Diets consistent with the Japanese Food Guide Spinning Top are associated with lower general and cardiovascular disease-related mortality levels.

The study indicated that people who actively eat vegetables and fruits, which are often consumed in insufficient quantities, and whose meals are consistent with the guide may live longer lives.

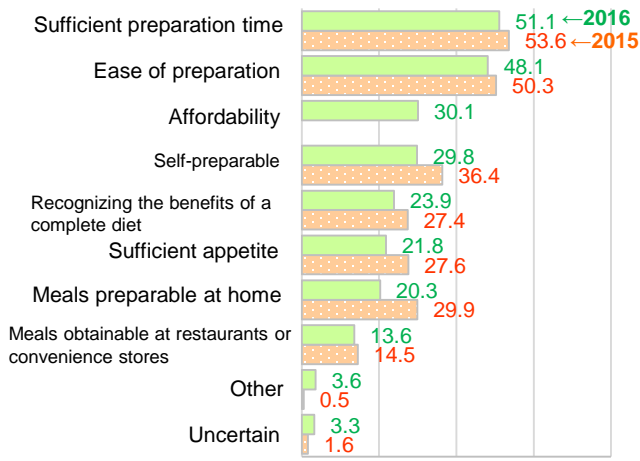
- The recommended amount of vegetable consumption in the form of side dishes is 350 g/day. For the past 10 years, only about 30% of people have followed this recommendation.
- Many people's responses indicated that time and effort are key factors in practicing nutritionally balanced diets. In addition, one in three to four people responded that it is important for them to be able to prepare these diets themselves or to recognize the benefits of said diets.
- About 20% of people who reported skipping breakfast have been habitually doing so since their junior high school or high school days. In addition, 50% of both men and women started skipping breakfast when they were 20 years old or older.

Changes in the distribution of vegetable consumption by adults



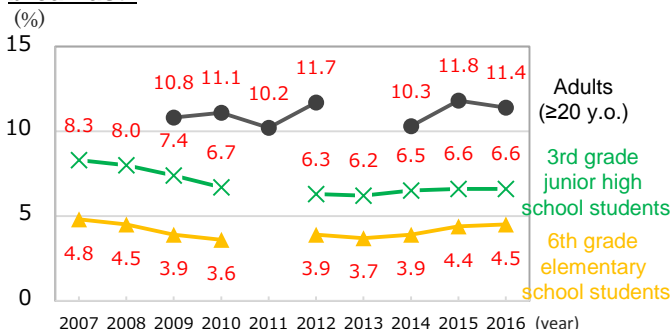
Source: "National Health and Nutrition Survey" (MHLW)

Important factors in consuming nutritiously balanced diets



Source: "The Survey of Attitude toward Shokuiku" (MAFF) (until 2015: Cabinet Office)
Note: Multiple responses allowed.

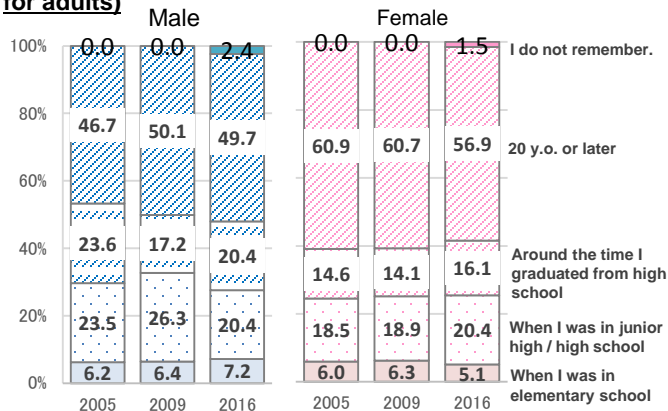
Changes in the percentage of people skipping breakfast*



* These numbers represent the percentage of adults responding "I have breakfast two to three times a week" or "I rarely have breakfast," and the percentage of children responding "I do not eat breakfast very often" or "I never eat breakfast."

Source: Adult: "The Survey of Attitude toward Shokuiku" (MAFF) (until 2015: Cabinet Office)
Children: "National Assessment of Academic Ability" (MEXT)

Time when person started skipping breakfast (question for adults)



Source: "National Health and Nutrition Survey" (MHLW) and "The Survey of Attitude toward Shokuiku" (MAFF)

Case Study

Helping Working Women Stay Beautiful and Healthy: the "Marunouchi Hokenshitsu" Health Counseling Services

The "Will Conscious Marunouchi" executive committee has been helping working women stay healthy by providing them with consulting services at events called "Marunouchi *Hokenshitsu*" in Marunouchi, Tokyo since 2014.

We conduct surveys on dietary lifestyles at cafés in the area around Marunouchi. Based on the survey results, we have developed a framework in which authorized counselors give diet and lifestyle advice to women anticipating major life events, such as pregnancy and childbirth.



Special menu offered at a café

We have also created health support menus to be used at the café on the first floor of the Marunouchi Building to help busy working women live healthy lives.

In addition, we have prepared and distributed an "Eat + Act Map" to disseminate information on locations of shops offering breakfast and healthy menus and medical institutions capable of handling gynecological issues.

A new initiative started in FY2016 in partnership with some companies to offer courses and seminars under the title "Marunouchi club activities" to health-conscious participants after physical examinations at the Marunouchi *Hokenshitsu* are completed.



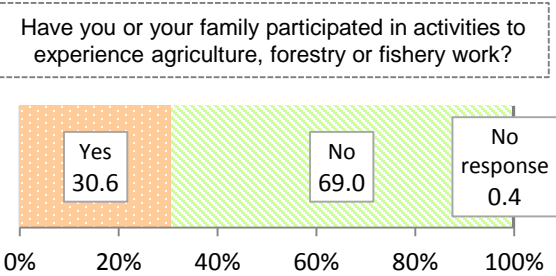
Counselor explaining physical examination results to an examinee

In the future, we plan to make the urban environment more friendly to working women so they can perform well at work and live pleasant and healthy lives.

2. Shokuiku Implementation and Promoting Understanding of the Food Cycle from Production to Consumption

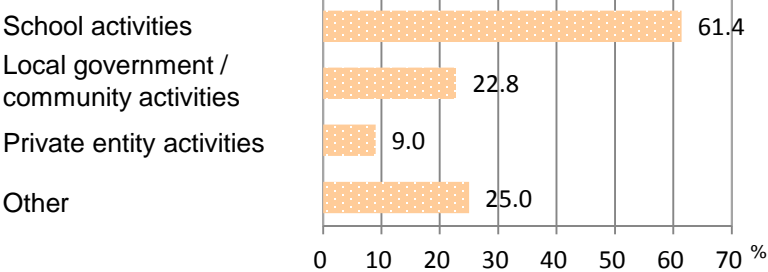
- “Promotion of Shokuiku with a consciousness of the food cycle and the environment” is a priority issue for the Third Basic Program for Shokuiku Promotion. To address this issue, the program states that, “Consciousness of the entire food cycle, from production to consumption, generates a deep sense of gratitude regarding food and leads to recognition of the fact that our diets are supported by producers and other food workers.” From this perspective, it is valuable for consumers to experience the work of agriculture, forestry and fishery workers.
- 30.6% of Japanese people (including respondents’ families) have agriculture, forestry or fishery work experience. Of those with such experience, 61.4% gained it through school activities, 22.8% through local government / community activities, 22.8% through local government / community activities, and 9.0% through tours hosted by private entities.

Percentage of people with agriculture, forestry or fishery work experience



Source: “Survey on eating habits and agriculture, forestry and fishery experience” (MAFF) (Oct.-Nov. 2016)

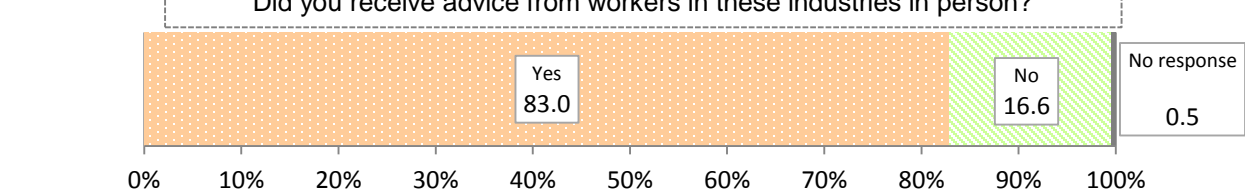
Types of activities through which people experienced agriculture, forestry or fishery work



Source: “Survey on eating habits and agriculture, forestry and fishery experience” (MAFF) (Oct.-Nov. 2016)
Notes: This survey targeted respondents to a previous survey who answered that they or their families had experienced agriculture, forestry or fisheries work.
Multiple responses allowed.

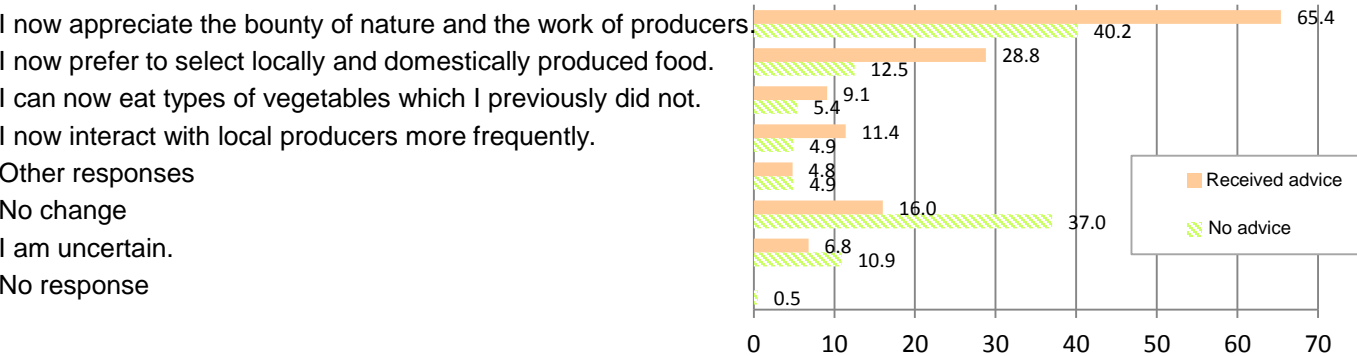
- 83.0% of people with the experience have received advice from agriculture, forestry or fishery workers in person.
- The most common response from participants in agriculture, forestry or fishery work experience activities was, “I now appreciate the bounty of nature and the work of producers.” The second most common response was, “I now prefer to select locally and domestically produced food.” Respondents’ answers were influenced by the extent of their interactions with workers.

Percentage of people who received advice from workers in the agriculture, forestry or fishery industries



Source: “Survey on eating habits and agriculture, forestry and fishery experience” (MAFF) (Oct.-Nov. 2016)
Note: This survey targeted respondents to a previous survey who answered that they or their families have experienced agriculture, forestry or fishery work.

Change in attitude after experiencing agriculture, forestry or fishery work (answers were separated on the basis of whether respondents did or did not receive advice from workers in these industries)



Source: “Survey on eating habits and agriculture, forestry and fishery experience” (MAFF) (Oct.-Nov. 2016)
Notes: This survey targeted respondents to a previous survey who answered that they or their families have experienced agriculture, forestry or fishery work.
Multiple responses allowed.

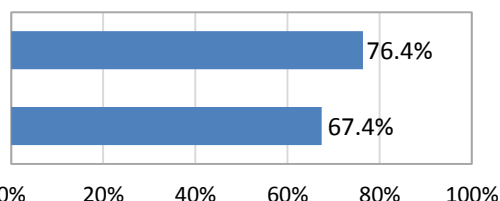
- Food loss caused by consumer households amounted to 3.02 million tons as against 3.3 million tons by businesses (FY2013 statistics).
- The percentage of people who take some kind of action to reduce food loss was 76.4%.
- When asked, “Do you ever throw away food products you have purchased before eating them?” as part of the “Survey of Attitude toward Shokuiku,” 33.1% responded, “Yes” (those who answered, “Frequently,” and, “Sometimes,” have been combined) while 66.2% responded, “No” (those who answered, “Rarely,” and “Never” have been combined).
- Respondents who answered in the affirmative to the above question often leave purchased food products unattended for too long. In answer to the question, “Why did you throw away food products before eating them?” the most frequent responses were, “I could not eat them before they expired,” and, “I stored them in the refrigerator or in another location and forgot about them.”

Actions to reduce food loss

Percentage of people who take some kind of action to reduce food loss

November 2015 survey

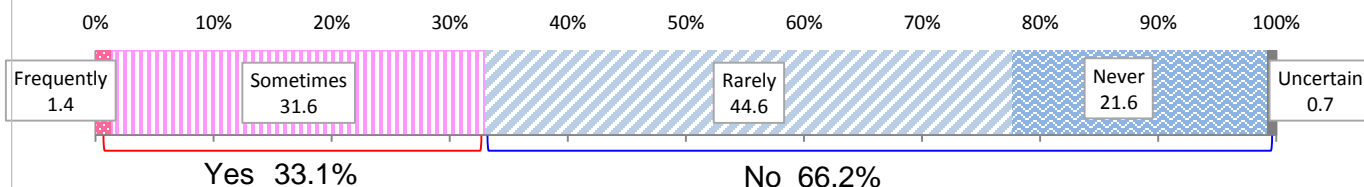
December 2014 survey



Source: “The Basic Survey on Consumer Life” (Consumer Affairs Agency)

Current status and causes of food loss and waste

Do you ever throw away food products before eating them?



Yes 33.1%

No 66.2%

Why did you throw away food products before eating them?

I could not eat them before they expired

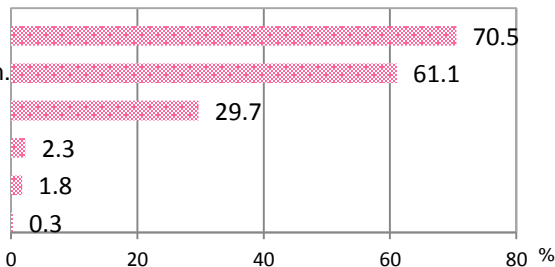
I stored them in the refrigerator or in another location and forgot about them.

I purchased too much.

I did not understand how to cook or eat them.

Other

I am uncertain.



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2016)

Notes: This survey targeted respondents who answered “Frequently” or “Sometimes” to the question, “Do you ever throw away food products you purchased before eating them?”

Multiple responses allowed.

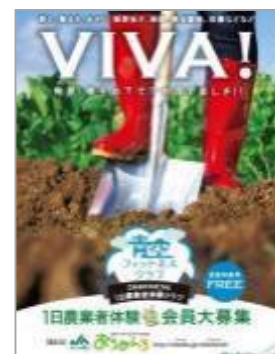
Case Study

The “Local Production for Local Consumption” Initiative Developed into the Hands-on Farming Experience Programs

JA (Japan Agricultural Cooperatives) Ohmifuji in Shiga Prefecture launched the “Farmers Market Ohminchi” in 2008 to promote the consumption of local produce by the local community. The cooperative then started a service called “Farmers Market on the Farm,” offering customers an opportunity to harvest crops on neighboring farms—usually in the afternoon when most produce at the market has sold out. Customers could then buy the crops they picked at a price corresponding to one of three sizes of grocery bags to put picked crops. This service received well, and some people requested to offer it regularly. In response, the cooperative began a new initiative from FY2010 in which customers can assist some farm work, which include not only harvesting but also sowing, weeding, fertilizer application, etc., depending on season. In exchange, they can take some crop home for free.

This initiative was later named the “Aozora (Blue Sky) Fitness Club.” It offers participants an opportunity to experience farm work in a lighthearted and enjoyable manner. The number of registered members increased from about 50 at the beginning to about 350 today. The assistance of participants is also inspiring the host farmers to produce crops in larger quantities.

The JA Ohmifuji farmers’ market customer initiative now coordinates with a related program called the “Food and Agriculture Experience Tour,” implemented as part of a project led by Moriyama City, Shiga Prefecture to promote the use of local resources to develop local communities. Some businesses and groups have also joined the coordinated program. In particular, Co-op (consumers’ cooperative) Shiga staff members joined the program and developed their own program, called “Farmer Challenge,” to provide local people with Shokuiku and an opportunity to have agricultural experiences at local farms. Moreover, Co-op Shiga, JA Ohmifuji and another JA group have joined forces to expand agricultural experience activities across Shiga Prefecture.

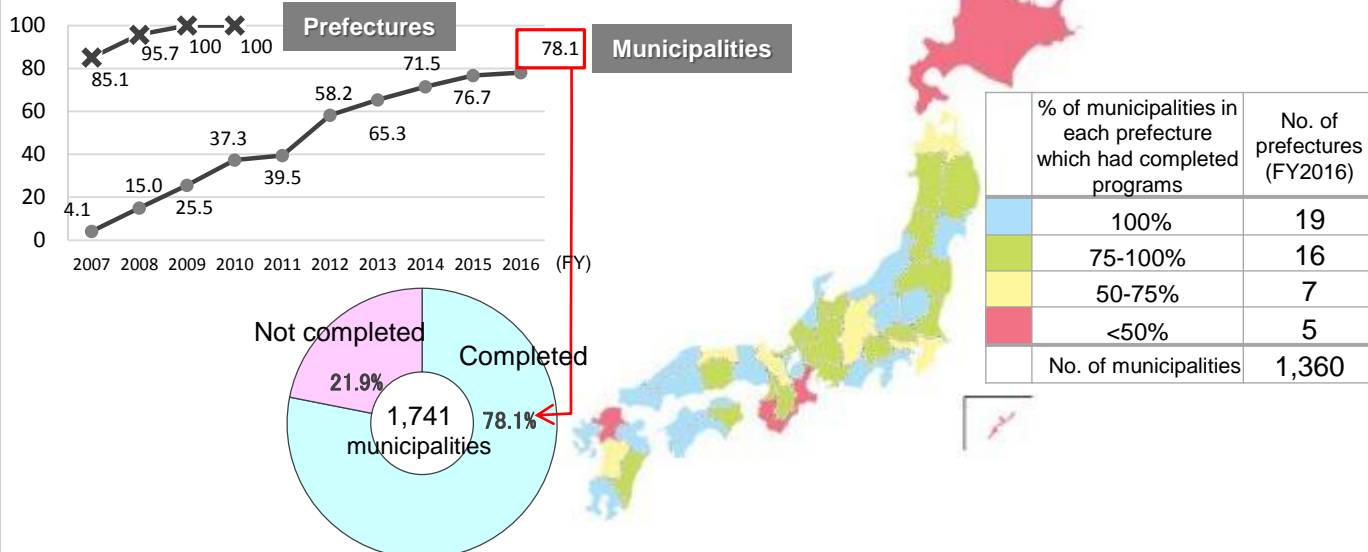


Advertisement soliciting participants in the “Aozora Fitness Club”

Special Topic 2: Current Status of the Shokuiku Promotion Program

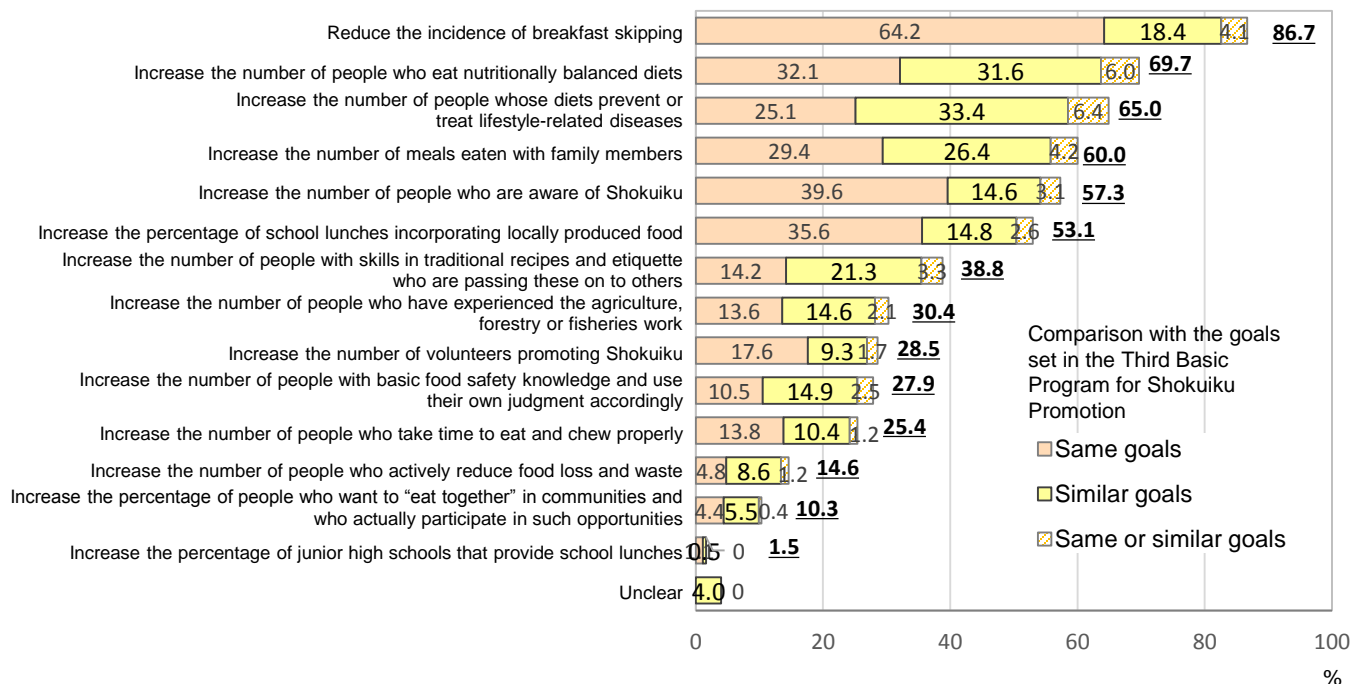
- All prefectures had completed their Shokuiku Promotion Programs by FY2008.
- 4.1% (75 of 1,834) of municipalities had completed their Shokuiku Promotion Programs by FY2007. This steadily increased to 78.1% (1,360 of 1,741) of municipalities by the end of March 2017.
- “Reduce the incidence of breakfast skipping” was the most common Shokuiku Promotion Program goal.
- More than a half of municipalities set the following goals: “Increase the number of people who eat nutritionally balanced diets,” “Increase the number of people whose diets prevent or treat lifestyle-related diseases,” “Increase the number of meals eaten with family members,” “Increase the number of people who are aware of Shokuiku,” and “Increase the percentage of school lunches incorporating locally produced food.”

Status of Shokuiku Promotion Program formulation



Source: Survey by Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (until FY2015: Cabinet Office)
 Note: The first and second FY2008s on the horizontal axis in the line graph represent the June 2008 and March 2009 statistics, respectively.

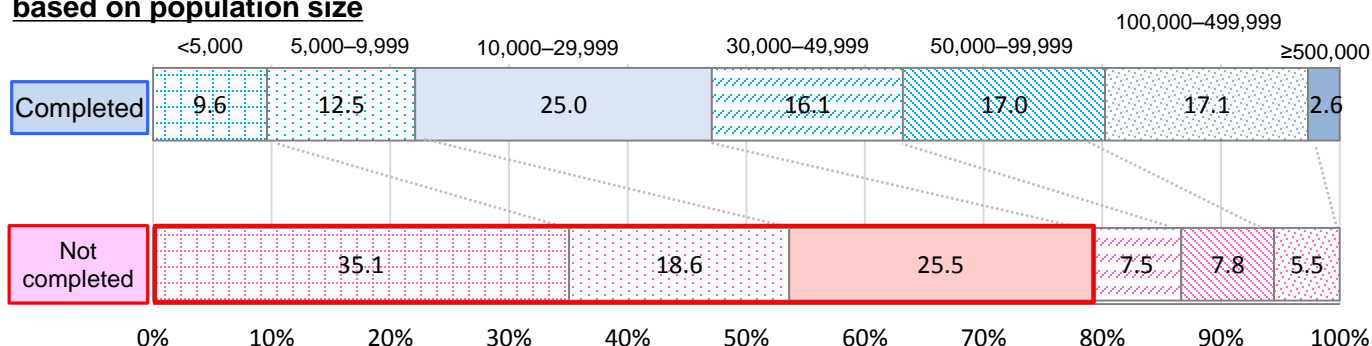
Goals set in municipalities' Shokuiku Promotion Programs



Source: "Report on the Shokuiku Promotion Program Survey" (MAFF) (published in March 2017)

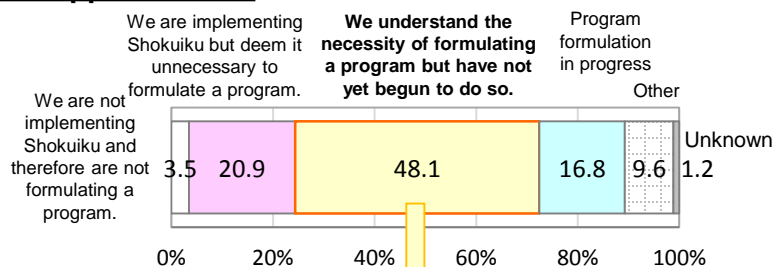
- About 80% of municipalities which have not completed Shokuiku Promotion Programs have populations of less than 30,000.
- Nearly half (48.1%) of municipalities which have not begun formulating Shokuiku Promotion Programs understand the necessity of doing so. In addition, more than 40% of municipalities responded that they want the national or prefectural governments to regularly provide relevant information, hold workshops and training sessions and provide specific, technical advice as needed.
- 43.7% of municipalities currently formulating Shokuiku Promotion Programs are preparing standalone programs, while 54.9% of them are formulating combinations with other programs, such as programs related to health issues and programs related to the agriculture, forestry and fisheries industries.

Differences in the progress of Shokuiku Promotion Program formulation by municipalities based on population size

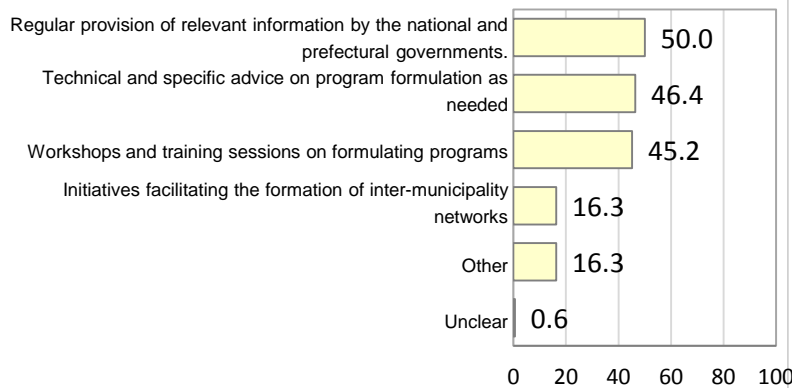


Source: "Report on the Shokuiku Promotion Program Survey" (MAFF) (published in March 2017)

Municipality program formulation progress and types of support needed

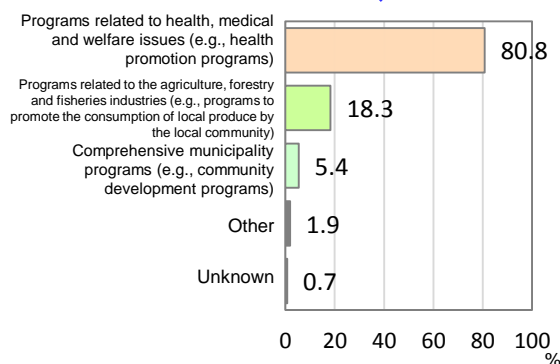
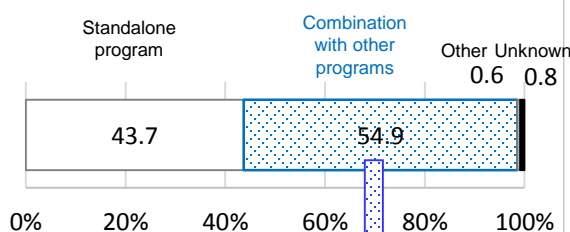


What type of support in beginning to formulate a Shokuiku Promotion Program is needed?



Source: "Report on the Shokuiku Promotion Program Survey" (MAFF) (published in March 2017)

Approach to Shokuiku Promotion Program formulation



Source: "Report on the Shokuiku Promotion Program Survey" (MAFF) (published in March 2017)

Case Study Training Sessions to Help Municipalities Formulate Shokuiku Promotion Programs (Saitama Prefecture)

By 2015, 68.3% (43 out of 63) of municipalities in Saitama Prefecture had completed Shokuiku Promotion Programs; below the national average of 76.7%. The prefecture has been taking active measures to improve the situation, such as holding training sessions to help municipalities formulate programs. Previous training sessions gave representatives from participating municipalities an opportunity to learn how to interpret and use data, a necessary step before formulating Shokuiku Promotion Programs and health promotion programs. The sessions also enabled groups of municipalities similar in size to voluntarily discuss shared issues. As a result of these efforts, the percentage of municipalities with completed programs increased to 82.5% by the end of March 2017.

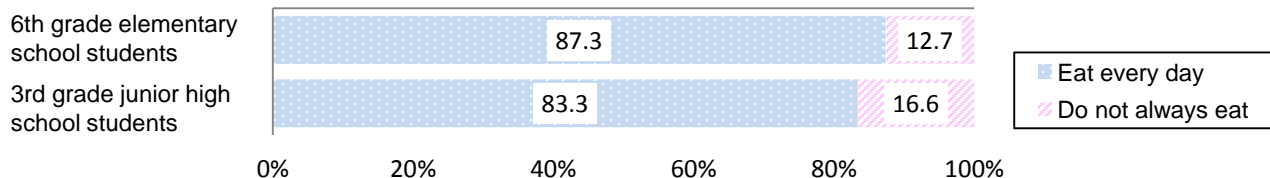


Group discussion during a training session

Chapter 1: Shokuiku Promotion at Home

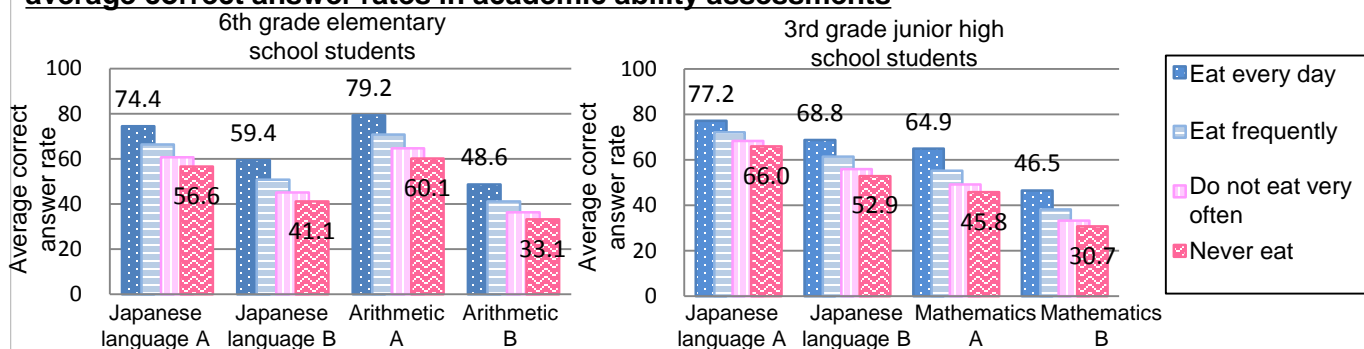
- The percentage of students who skip breakfast was 12.7% for 6th grade elementary school students and 16.6% for 3rd grade junior high school students.
- Academic ability assessments have shown that children who eat breakfast every day tend to answer correctly to questions more often on average than those who do not.
- A national ceremony and forum was held to commemorate the 10th anniversary of the National “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” Campaign.

Percentage of elementary and junior high school students who do not always eat breakfast



Source: “National Assessment of Academic Ability” (MEXT) (FY2016)

Relationship between the frequency at which students reported eating breakfast and their average correct answer rates in academic ability assessments



Source: “National Assessment of Academic Ability” (MEXT) (FY2016)

National Ceremony and Forum Held to Commemorate the 10th Anniversary of the National “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” Campaign

The campaign has been promoted collaboratively by schools, parent-teacher associations (PTAs), community groups, boards of education, health and welfare departments and private companies. National ceremony and forum was held in FY2016 to commemorate the 10th anniversary of the campaign. During the ceremony, the MEXT Minister recognized unique and significant activities promoting the development of positive lifestyle habits in children in many communities. In addition, a special neuroscience-based lecture was given on “ideal daily rhythms for children.”



Efforts to Support for Education at home

In an effort to support community-level education at home, MEXT has been actively disseminating information and providing parents with educational opportunities to enable parents to understand the importance of Shokuiku and food-related experience at home.

The National Council to Support and Study Education at Home was held in FY2016. During the council, a talk was given on “Education at home and diet.”



Flyer for the FY2016 National Council to Support and Study Home Education

- “Japanese Food Guide Spinning Top for Pregnant and Lactating Women” and “Dietary Guidelines for Pregnant and Lactating Women” have been used in health checkups and various classes for expectant and nursing mothers. The nutritional guidance for infants was enhanced to take their developmental stages into account.
- The “Healthy Parents and Children 21 (Second Phase)” national campaign was launched in FY2015 to solve 21st century maternal and child health problems through collaboration between stakeholders and relevant organizations/groups. Efforts were made to popularize and raise public awareness about the campaign through additional collaboration with relevant organizations, including schools and also private companies in the food and childcare support sectors.
- During the “Children and Young People’s Development Support Month” in November 2016, a provision was added to the implementation guidelines to improve the lifestyle habits of children by promoting Shokuiku and improving how they use their time.

Special Feature

Outline of 2015 National nutrition survey on preschool children Results

The Ministry of Health, Labour and Welfare (MHLW) compiled and published the results of its “National nutrition survey on preschool children” (outline) in August 2016.

The survey has been conducted every 10 years since 1985. This was the fourth survey. The purpose of the survey is to ascertain actual infant diets and methods used to nourish infants across Japan. The survey results were used as a reference in efforts to provide mothers with assistance in lactation and weaning, and to improve dietary lives of infants.

The main findings of the survey are as follows.

<Methods used to nourish infants and their diets>

The percentage of one- and three-month-old infants nourished by breastfeeding increased from 42.4% to 51.3% and from 38.0% to 54.7%, respectively, from 2005 to 2015.

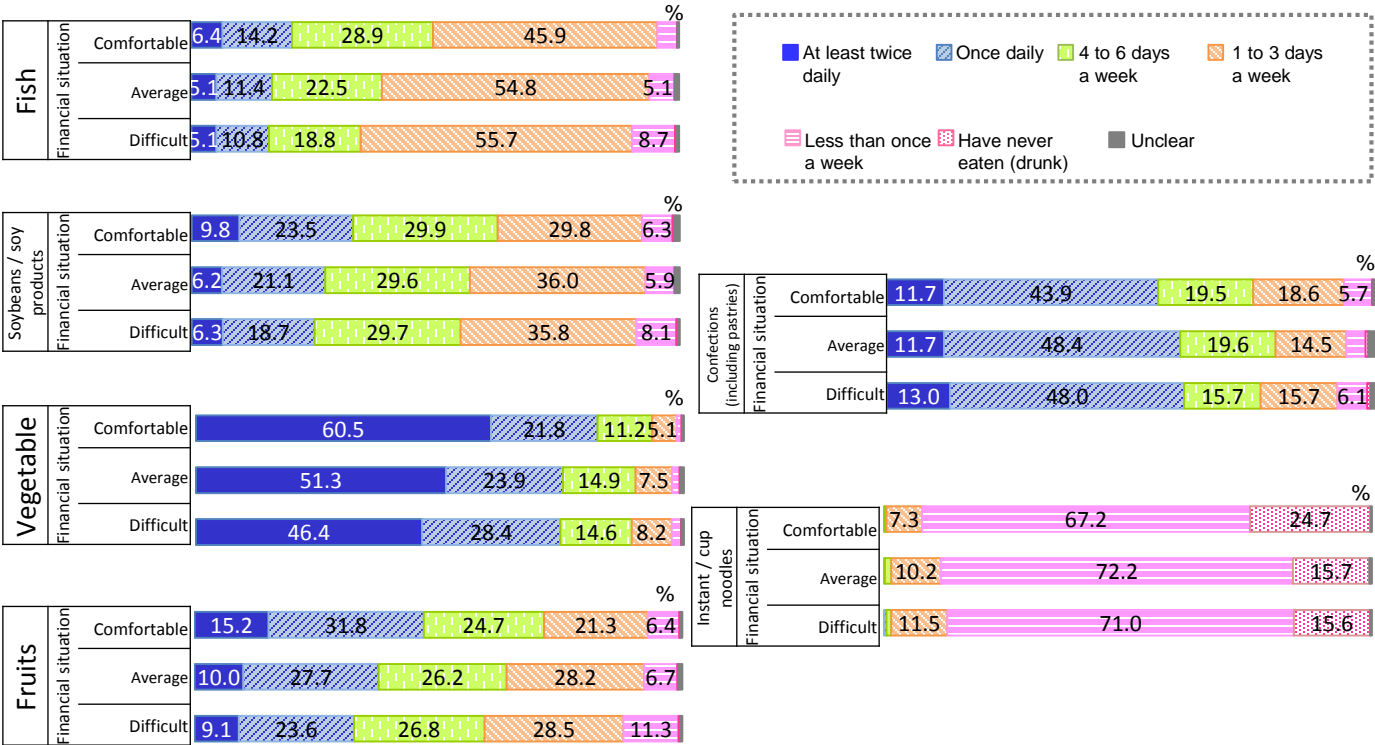
<Lifestyle habits and health condition of infants>

93.3% of infants always eat breakfast. However, for parents who responded, “I rarely eat breakfast,” or, “I never eat breakfast,” less than 80% of infants always ate breakfast (78.9 and 79.5%, respectively).

<Socioeconomic factors>

The effects of various socioeconomic factors on the frequency at which children eat certain types of food were studied. When families are doing well financially, their children tend to eat fish, soybeans / soy products, vegetables and fruits frequently. On the other hand, when families are in tight financial situations, their children tend to eat confections (including pastries) and instant / cup noodles frequently.

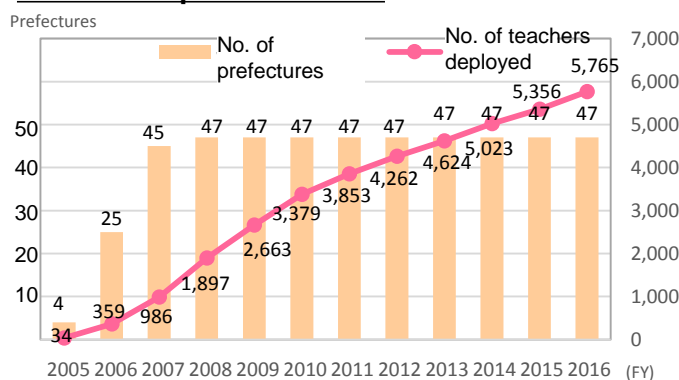
Relationship between the frequency at which children eat various types of food and their families' financial situations
(only food categories that produced statistically significant results are shown)



Chapter 2: Shokuiku Promotion in Schools, Nursery Schools, etc.

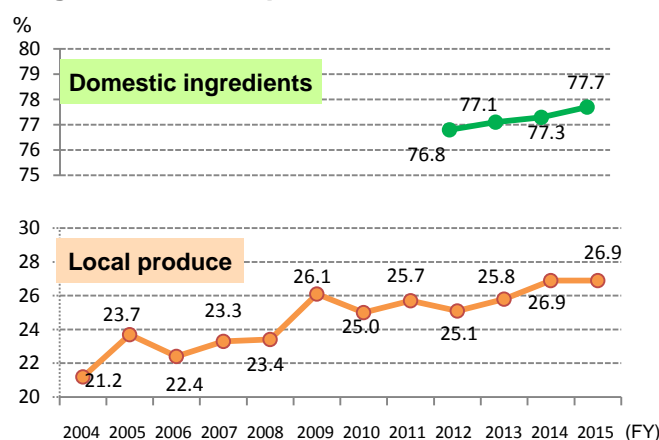
- In conducting Shokuiku in schools, it is vital that diet and nutrition teachers should play the central role in providing instruction, while working in partnership with all members of the teaching staff, who should share a common understanding of the topic. As such, it is necessary to promote the deployment of additional diet and nutrition teachers. Diet and nutrition teachers have been employed in public elementary schools and junior high schools, with a total of 5,765 such teachers nationwide (as of May 1, 2016).
- Revision will be made to the Curriculum Guidelines for both elementary and junior high schools in FY2017. The priority of “Shokuiku promotion in schools” will be specified again in the general provisions of the guidelines. In addition, Shokuiku perspectives will be incorporated into related subjects, such as home economics and health and physical education.
- 77.7% of cooking ingredients used in FY2015 were domestically produced (by number of ingredients used). The average usage rate of local produce nationwide was 26.9% (by number of ingredients used).
- As of May 2015, school lunch was provided for around 9.5 million students at a total of 30,769 schools: 20,146 elementary schools (99.1% of all elementary schools) and 9,184 junior high schools (88.1% of all junior high schools).

Deployment status of diet and nutrition teachers in public schools



Source: Survey by Health Education and Shokuiku Division, Elementary and Secondary Education Bureau, MEXT (until FY2015); As of April 1 each year
“School Basic Survey” (MEXT) (FY2016); As of May 1

Usage rate of local produce in school lunches



Source: “Report on School Lunch Nutrition” (MEXT)

Case Study Addressing Social Issues in School Lunches

MEXT launched the Project to Address Social Issues in School Lunches in FY2016, in order to promote initiatives that will address food-related issues, such as reducing food loss and waste, promoting the consumption of local produce by the local community and passing food culture on to the next generation.

In Yamagata Prefecture, the project has been implemented at Takahata Junior High School, which was inaugurated in April 2016 following a merger of junior high schools. It is a large school and supplies lunches for students. The project aims to promote the consumption of local produce by the local community and reduce food loss and waste.

[Promotion of “local products for local consumption” effort]

The local community constructed a system to deliver local produce to local schools. Local producers launched a new produce supply organization, which distributes local produce to pickup stations established in different districts. Produce at pickup stations is then delivered to schools. The system made it easier for producers to deliver their produce, and allowed schools, including large ones, to incorporate large amounts of local produce into their lunches.

[Reduction of food loss and waste]

More than 200 kg of “misshapen” produce—such as small onions and potatoes and carrots in irregular shapes and sizes—was used in school lunches between August and December.

In addition, students have created several recipes that minimize food loss and waste (e.g., “winter vegetable curry,” containing unpeeled carrots and burdock roots, and “boiled rice with daikon leaves / boiled daikon with *soboro* source,” which uses all parts of daikon).

Through this project, students have contributed to reducing food loss and waste, and developed a sense of gratitude towards food and producers.

Cooking takes a longer time when certain types of ingredients are used. Therefore, it is important that coordination is made between ingredient providers and cooking staff on a regular basis.

Yamagata Prefecture plans to popularize this project across the prefecture using this initiative as a model case.



Produce being picked up



Misshapen produce



Menu that minimizes food loss and waste
“Winter vegetable curry” containing unpeeled carrots and burdock roots

Case Study Community-Wide Efforts to Improve School Lunches

Makurazaki Station in Makurazaki City, Kagoshima Prefecture, is the southernmost railroad station on the Japanese mainland. A railroad connects it with Wakkanai Station, the northernmost station in Wakkanai City. Because Makurazaki and Wakkanai are friendship cities, they have been collaboratively working on a project to improve lunch menus for local schools using locally-produced ingredients, such as a Japanese-style broth prepared from their specialty products, *katsuobushi* (dried bonito) and dried kelp.



[“Local products for local consumption” effort at a school lunch center]

The Makurazaki City School Lunch Center in Kagoshima Prefecture (currently serving a total of about 1,730 meals for four elementary schools and four junior high schools) is providing school lunches using local products, such as vegetables, fruits, rice, tuna, *katsuobushi*, Makurazaki Beef, Makurazaki Tea and *Kagobuta* (local black Berkshire pork). For this effort, the center has built a delivery system allowing coordination with suppliers.

The center acquires locally-grown vegetables and fruits from a group of local suppliers and producers (comprising a school lunch planning group). The group holds monthly planning meetings—organized by the city’s agricultural administration division—to make plans regarding the types of vegetables to be used in the next month and discuss the types of ingredients they are able to supply.

[*Katsuobushi* promotion day]

Makurazaki City has designated the 24th of every month as a “*katsuobushi* promotion day,” with the purpose of widely publicizing high-quality Makurazaki *katsuobushi*. In addition, hoping that local children become appreciative of this local specialty, the city has been providing various school lunch menus including students to enjoy the savory taste of *katsuobushi*. The menus include *sumashijiru* (Japanese clear soup) and potatoes that are grilled with cheese and sprinkled with finely chopped *katsuobushi*.



Example of “*katsuobushi* promotion day” menu
(Bowl of rice topped with fatty tuna, and *katsuobushi*-flavored *sumashijiru*)

[Shokuiku using locally-grown vegetables]

Local producers were invited to school classes and lunches, allowing students to interact with them and learn about locally-grown vegetables. Diet and nutrition teachers arranged the events for homeroom teachers and producers, and invited producers, who gave informal lectures while showing actual produce. By listening to producers in person, students have become more conscious about food by developing a sense of gratitude towards the food they eat and the people involved in food production.

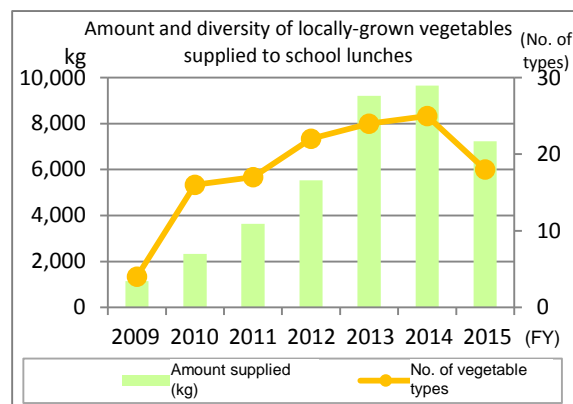


Local producer giving a lecture in a school class

[Accomplishments and future issues]

As for accomplishments, the overall usage rate of locally-grown vegetables in school lunches increased in Makurazaki City. The school lunch center implemented Shokuiku for children in partnership with schools, families and the community.

As for future issues, the members of the school lunch planning group—which supply vegetables to schools—are aging. To continue the program, it is necessary to train their successors. The amount of vegetables supplied to school lunches decreased in FY2015 as the city is susceptible to typhoons. To constantly and flexibly cope with nature, the city needs to closely coordinate with producers.



Case Study

Efforts at Akasaka Lumbini Kindergarten —Shokuiku Connects People, Promotes Appreciation for Nature and Life—

Akasaka Lumbini Kindergarten in Arita Town, Saga Prefecture, has been implementing Shokuiku with two major objectives: be always conscious about nutritional balance and Japan’s traditional “*umami*” (savory taste), and promote the consumption of local produce by the local community. The kindergarten offers meals free of chemical condiment, flavored by soup stocks made from local produce such as dried kelp, shiitake mushrooms and *katsuobushi*. The meals provide young children an opportunity to experience the tastes of Japan’s traditional food culture, which are disappearing from family meals. The kindergarten staff hopes to pass the traditional food culture on to the next generation.

Located in an agricultural area, the kindergarten also offers children as well as their parents an opportunity to experience rice planting, rice harvesting and growing seasonal vegetables.

Shokuiku is a community-wide, parent-led activity through which children, childcare workers and parents learn together. From this viewpoint, the kindergarten Shokuiku team provides explanations about lunch menus offered to children, and issues the “Shokuiku Newspaper” each semester, carrying articles on such topics as the significance of and philosophy behind agricultural experience.

Shokuiku at Akasaka Lumbini Kindergarten is also an effort allowing people to appreciate the food they eat, feel a connection with others, and develop a sense of gratitude towards nature and life.



Rice seedling planting



Shokuiku Newspaper

Chapter 3: Shokuiku Promotion in the Community

- A partial revision was made to the “Dietary Guidelines for Japanese” in June 2016.
- The Japanese Guide Food Spinning Top uses easily understood illustrations to show desirable combinations of food groups and their approximate quantities. The guide was formulated in 2005 by MHLW and MAFF to help people take specific actions in line with the “Dietary Guidelines for Japanese.” The guide has been popularized and utilized through initiatives such as health promotion projects and Shokuiku-related events for the communities.
- In the “Health Japan 21 (the second term)” program, 53 specific goals were selected in an effort to extend healthy life expectancy and reduce health disparities. To meet these goals, changes in measurements related to each major goal category will be studied and analyzed continuously.

Special Feature First Revision of the “Dietary Guidelines for Japanese” in 16 Years

The “Dietary Guidelines for Japanese” was formulated to improve people’s health and quality of life (QOL) and ensure stable supply of food, in consideration of various aspects of dietary life from food production / distribution to diet and health.

MEXT, MHLW and MAFF collaboratively made revisions taking into account all relevant events that took place after the formulation of the original guidelines in 2000.

<Major food-related events that took place after the formulation of the original guidelines in 2000>

- The Basic Law on Shokuiku established (2005)
- “Health Japan 21 (the second term)” launched (FY2013)
- “*Washoku*, traditional dietary cultures of the Japanese” was inscribed on UNESCO’s Intangible Cultural Heritage list (2013).
- The “Third Basic Program for Shokuiku Promotion” launched (April 2016)

The revised guidelines placed emphasis on improving quality of life (QOL), paid special attention to balanced diet, and gave consideration to stable food supply, dietary culture and the environment. The guidelines also present specific actions to be taken for each goal category.

Dietary guidelines for Japanese

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

(Underlined areas indicate revised parts)

<Points of the Guidelines>

- The specific action “Chew food slowly and thoroughly” was added
- Obesity prevention continues to be an important issue. Prevention of emaciation as well as malnutrition in the elderly also requires attention.
- The message should be sent to the public to become mindful about their own health conditions in addition to weight, and to stop attempts to lose weight in a reckless manner.
- Meals which fully incorporate a staple food, main dish and side dish are the basic dietary form enabling a balanced intake of diverse foods and necessary nutrients.
- Target daily amounts of salt intake to prevent high blood pressure are less than 8 g for men and less than 7 g for women.
- Care should be taken as to the quality of fat ingested, as well as to not ingest excessive fat.
- Shokuiku should be promoted to conserve food resources and reduce the environmental burden of leftovers and food waste.

In future endeavors, we plan to effectively popularize and raise public awareness about the “Dietary Guidelines for Japanese” and the commentary on them, in close coordination with relevant parties, while considering specific needs of target individuals.

- The “8020 Campaign” has been implemented with the goal that elderly people will retain at least 20 of their own teeth when they turn 80 years old. Each prefecture is engaged in this initiative, and MHLW is supporting prefectures’ efforts under the framework of the “8020 Campaign / Oral Health Promotion Project.”
- In collaboration with a TV animation series broadcast from July through September 2016, MAFF disseminated a message to young viewers about the joy and value of having meals together.

Case Study Community-Wide Shokuiku to Promote Dental and Oral Health

The Tokyo Dental Association produced a booklet to promote Shokuiku with a focus on dental and oral health, in a project commissioned by the Tokyo Metropolitan Government. The booklet carries articles about Shokuiku promotion projects conducted in 2009 in various areas in Tokyo.

In addition, the association formulated a subsequent booklet dealing with related subjects in 2015. The booklet provides more practical advice on such subject matters as supporting the development of eating ability in infants, and supporting eating and swallowing functions of the elderly.

These booklets were used as references for people in various occupations to collaboratively promote Shokuiku in their communities. The booklets were also used in Shokuiku training sessions for people in various occupations, hosted by the Tokyo Metropolitan Government.



Booklet promoting Shokuiku with a focus on dental and oral health



More practical-minded booklet on Shokuiku with a focus on dental and oral health



Shokuiku training session

The Nishi-Tokyo Dental Association assisted children to learn how to eat well and how to brush their teeth properly, in its effort to support Shokuiku and child-raising under the framework of a community-wide care system. The latter association also gave a presentation related to dental and oral hygiene at the “6th Kosodate (child-raising) Festival in Nishi-Tokyo” on October 10, 2016.

Special Feature Sending Message to Young People in Association with TV Animation Series “Sweetness and Lightning”

MAFF sent a message to the young generation about the joy and value of having meals together—using the catch line, “Meals are even more tasty if you eat together with others”—in association with the TV animation series, “Sweetness and Lightning,” which was on air from July to September 2016.

The animation depicted the joy and appeal of having meals together through the interaction of three characters—a man whose wife has passed away, his beloved daughter, and a high school girl who often eats alone because her parents are too busy all the time—who cook and have meals together. These characters, all novice cooks, try to make relatively ordinary dishes, such as *butajiru* (miso soup with pork and vegetables), hamburger steak, stew with squid and taro, and *okonomiyaki* (savory pancake with various ingredients). Some viewers of the show might have empathized with the characters and been inspired to cook and have meals with significant others.

Food-related knowledge, awareness and practice of young people in their 20s and 30s are thought to be less adequate than those of other generations. From this viewpoint, the “Third Basic Program for Shokuiku Promotion,” launched in April 2016, identified the “promotion of Shokuiku among young people” to be a priority issue.

It is important to use different methods to promote Shokuiku to different generations. For example, the use of social network service (SNS) is suitable to target young people. Various approaches should be considered to reach out to young people, such as disseminating information through the types of media they like and are familiar with—like the TV animation series mentioned above—and creating an environment in which young people can lightheartedly enjoy food experiences.



© Amagakure Gido, Kodansha / “Sweetness and Lightning” Production Committee

Poster created in association with the TV animation team

- More and more communities and private sector organizations are taking the “children’s cafeteria” initiatives in recent years to provide local children with mutual and nutritious meals in a warm and friendly atmosphere for free or at a low price.
- As part of the National Movement to Support Children's Futures, a collaborative project that brings together national and local governments, private organizations, and individuals, donations from private organizations and individuals to the fund are called for from across Japan. The fund is distributed to support activities by various organizations, such as NPOs, to break the cycle of poverty, including actions to promote Shokuiku among children living in poverty.

Case Study Spreading “the Children’s Cafeteria” Initiatives across the Nation

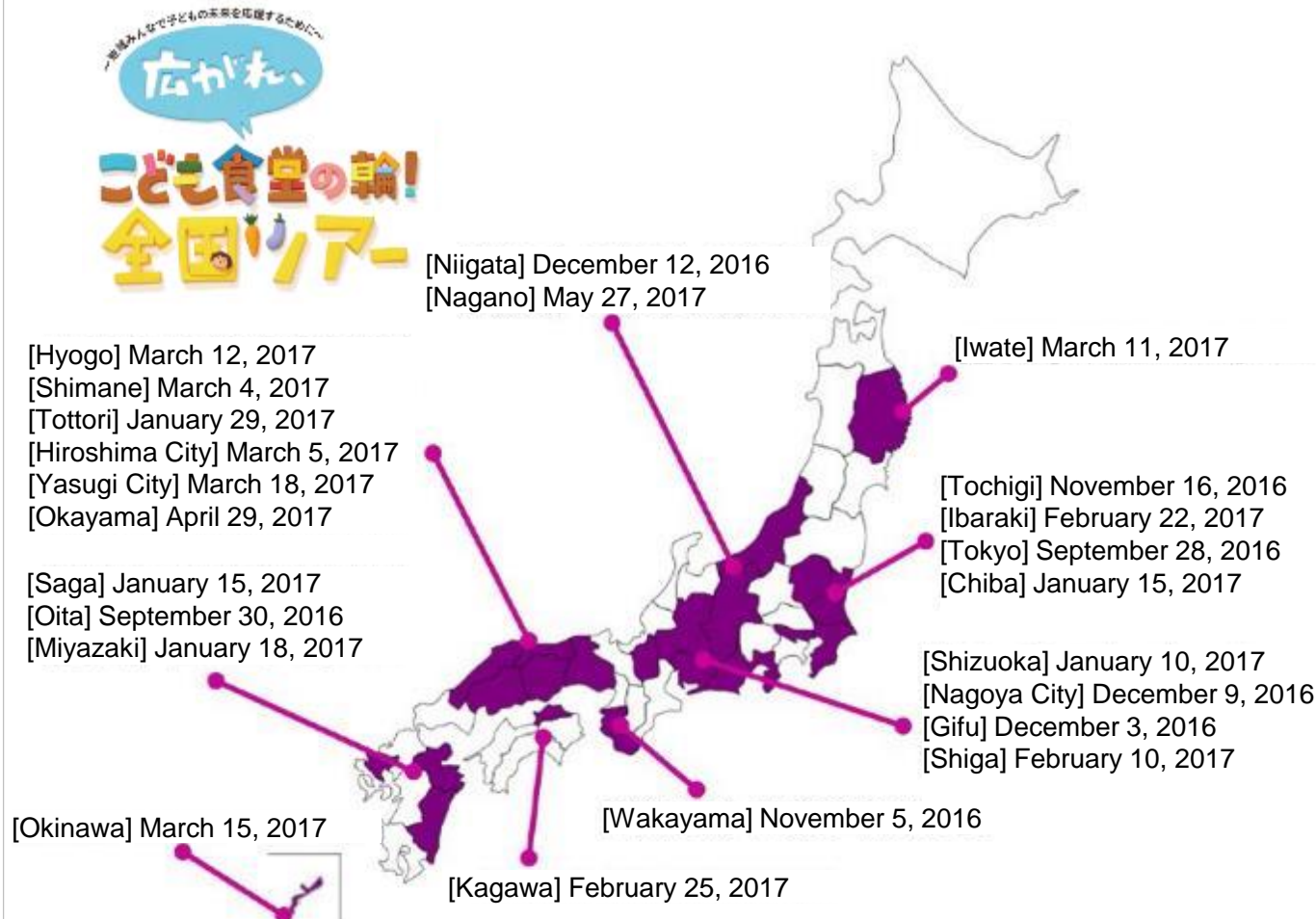
The number of children’s cafeterias is increasing nationwide.

A children’s cafeteria is a venue for interactions between local children as well as between children and adult members of the local community, in addition to being a place to serve meals for children. At present, children’s cafeterias are run mostly by local residents, volunteers and people with strong interest in children’s issues. The executive committee of the initiative hopes to involve a greater part of the community by involving various groups that have been engaged in community activities for a long time. They include residents’ associations, women’s associations, social welfare councils, welfare commissioners and public administration employees.

To encourage more involvement, the committee launched a national tour starting September 28, 2016 to disseminate information about the concept and role of children cafeterias.

The tour gave participants an opportunity to think about fundamental questions, such as “What will be the role of a children’s cafeteria in their community?” and “What kinds of roles can community members play for children’s cafeterias?” The tour also gave people with experience in working for a children’s cafeteria an opportunity to share their know-how and experience with participants interested in starting their own children’s cafeteria.

The executive committee of the tour hopes that people who participated in the event will become acquainted with each other, and work together to establish new children’s cafeterias. The committee also hopes that children’s cafeterias will become an important venue not only for local children but also for all members of the community. In this way, the community will be able to identify and address problems local children have. Continuation of this community-based support may eventually reduce the number of children suffering from various problems.



- MAFF is supporting private sector organizations implementing model Shokuiku activities, such as those promoting the Japanese dietary pattern and other healthy dietary lifestyles to consumers, and those offering hands-on activities that will help consumers to gain a deeper understanding of diet as well as the agriculture, forestry and fisheries industries.
- Food-related businesses—including the food manufacturing, retailing and food-service industries—conduct a wide range of Shokuiku activities for various purposes, such as fulfilling their CSR (corporate social responsibility). The Shokuiku activities include hosting visits to factories/shops; manufacturing, cooking, and agricultural, forestry and fishery experiences; cooking class; in-store Shokuiku classes; on-demand classes; and providing information about diet.
- In line with the “Health Japan 21 (the second term)” program, MHLW is promoting the Smart Life Project to extend healthy life expectancy in partnership with businesses, groups and local governments. In addition, MHLW, local governments and private companies jointly launched a nationwide campaign to encourage people to add an extra serving of vegetables each day and reduce salt intake by 2 g a day, during the diet improvement campaign, which is held every September.
- In partnership with producer groups, MAFF is encouraging people to eat more fruits at home and in school lunches through the “200 Grams of Fruit Every Day” campaign. MAFF and producers are also increasing awareness of the health benefits and functions of fruit, undertaking outreach among working members of society (companies) (through the “Eat Mandarin Oranges at Work” campaign, for example), and offering on-demand classes for elementary school students, in an effort to establish fruit consumption as a lifelong dietary habit.

Case Study

Introducing and Encouraging the Practice of "Smart Washoku®" Dietary Approach to Maintain Adequate Visceral Fat Level, in Shopping Malls, Cooking Schools and Medical Checkup Facilities

The University of Shizuoka and Kao Corporation have jointly developed a "Smart Washoku®" dietary approach to help people to reduce excessive visceral fat without reducing their meal sizes, based on the concept of the Japanese dietary pattern—balanced, rice-based diet incorporating diverse ingredients. The team of developers disseminated information about the dietary approach. The team held events to disseminate the information—the first event in September and the second in November 2016—in a shopping mall in Yamagata Prefecture. The two events—each consisting of visceral fat measurements and a seminar—were held two months apart, and attracted a total of 807 people. Visceral fat of each participant was measured using medical equipment capable of measuring visceral fat areas. Participants were then instructed to set simple lifestyle improvement goals, and took part in a seminar on proper eating and shopping techniques to motivate audiences to improve their lifestyles.



Smart washoku teaching material



Smart washoku lesson

Smart washoku lessons were also held in September 2016 in Shizuoka Prefecture, with the participation of women aged between 30s and 50s. Visceral fat of each participant was measured in the first meeting. Participants then took part in lectures and cooking practice / tasting sessions repeatedly for about two months. At the end, the physical changes that occurred in each participant were measured. Similar events were also held at two medical checkup facilities in Shizuoka Prefecture, in which the team explained the Japanese dietary pattern to about 6,000 medical examinees using smart washoku teaching material. The team then measured visceral fat of each participant and reported the measurement results. To analyze the impact of the project on the participants, the team conducted a survey with them regarding the status of practicing the Japanese dietary pattern before measuring their visceral fat. After taking the measurement, the team conducted another survey, asking them whether their interests in practicing the Japanese dietary pattern had increased. The study found that visceral fat measurements increased participants' motivation to practice the Japanese dietary pattern.

Case Study

Agricultural Experience for Every Person Including People with Disabilities, Children and the Elderly

Since April 2002, Saitama Toyopet Co., Ltd. has been undertaking projects to make social contribution, aiming to achieve a society where all people can work, learn and live together without discrimination.

We periodically lease welfare vehicles to interested people. This service has created us an opportunity to meet with people with disabilities, and we eventually formulated the idea of renting a rice paddy and hosting events so that any person can experience agriculture, including those with disabilities, children and the elderly. When we held an event to transplant rice seedlings, participants in wheelchairs took a rubber boat floating in a rice paddy and manually planted seedlings from the boat. Some other participants tried a technique to plant seedlings by throwing them into the rice paddy from the edge.

Since 2009, we have been renting rice paddies and crop fields in Saitama City owned by Farm Inn Sagiya (a green tourism group) and holding agriculture experience events there. In 2016, about 150 people participated in each of the rice seedling planting, rice harvesting and farm work events.

By performing farm work and interacting with people with various backgrounds, and by helping each other to make accomplishments in different projects, we, Saitama Toyopet employees, have developed a positive attitude at work.



Woman in a boat planting a rice seedling



Participants harvesting rice.

Chapter 4: Expansion of Shokuiku promotion movement

- The Basic Program for Shokuiku Promotion designates June every year as “Shokuiku Month.” The 11th National Convention on Shokuiku Promotion in Fukushima—the core national event in Shokuiku Month—was held in Koriyama City, Fukushima Prefecture on June 11 and 12, 2016. The 12th National Convention on Shokuiku Promotion in Okayama took place in Okayama City, Okayama Prefecture on June 30 and July 1, 2017.
- MAFF has been providing comprehensive information related to Shokuiku promotion policies, including basic information concerning the Basic Law on Shokuiku and the Third Basic Program for Shokuiku Promotion, and progress made by prefectures and municipalities in formulating their Shokuiku Promotion Programs.
- MAFF recognized a volunteer group promoting Shokuiku to improve the diet of young people using a method applicable in wide areas.

Special Feature Raising Awareness via the 11th National Convention on Shokuiku Promotion in Fukushima

The theme of the 11th National Convention was “Fukushima’s reconstruction challenge—thank you all for your support; Shokuiku challenge—live well and eat well for a long healthy life.” The slogan incorporated the gratitude of people in Fukushima towards reconstruction supporters nationwide. This was the first convention held in the Hokkaido/Tohoku Block.

The two-day convention took place at Big Palette Fukushima (Koriyama City), and about 26,000 people attended it. The event was composed of an opening ceremony, recognition of a volunteer group promoting Shokuiku, lectures, symposiums, workshops and exhibitions (139 groups, 131 booths).



Recognition of Shokuiku promotion efforts

Ministry	Types of recognition	Summary
MAFF	Award for Volunteers Promoting Shokuiku	Recognize volunteers promoting Shokuiku to improve the diet of young people using a method applicable in wide areas.
	The Local Production for Local Consumption School Lunch Menu Contest	Recognize people taking a creative approach to incorporate local products into school lunches, company cafeterias, restaurants and bento (boxed lunch), people interacting with producers, and people using local agricultural, forestry and fishery products frequently throughout the year.
MEXT	Recognition of School Lunch-Related Activities	Recognize schools, school lunch preparation facilities and school lunch-related workers / groups that have made a significant achievement in popularizing and enhancing school lunches.
	MEXT Minister Prize for Outstanding “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” Campaign	Recognize unique and significant activities—including “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” campaign—promoting the development of positive lifestyle habits in children across communities.
MHLW	MHLW Minister Prize for People Who Have Rendered Meritorious Nutrition-Related Services	Recognize individuals, district organizations, etc. who have made significant contribution in nutritional improvement as well as popularization of dietary habit improvement programs.
	Healthy Lifespan Extension Award	Recognize businesses, organizations and local governments making outstanding efforts in increasing awareness about prevention of lifestyle-related diseases and promoting health among employees, staff and residents (category of lifestyle-related disease prevention). Recognize businesses, organizations and local governments making outstanding efforts in promoting maternal and child health through Shokuiku or other means (category of maternal and child health).

Case Study “Health Team Nara”—Students from Four Universities in Nara Prefecture—Won the FY2016 Award for “Volunteers Promoting Shokuiku”

“Health Team Nara” is a Shokuiku promoting volunteer group, consisting of more than 200 dietitian training program students from four universities (Kio, Kindai, Tezukayama and Nara Women’s Universities) in Nara Prefecture.

The joint team—representing the four coordinating universities—has been engaged in a wide range of activities, such as participating in Shokuiku-related events hosted by prefectures, municipalities and relevant organizations, developing bento in partnership with private companies, using ingredients produced in Nara Prefecture, and creating media in partnership with Nara Prefecture, to disseminate Shokuiku-related information to young people.

Establishment of the joint team has allowed students in the four universities to join forces in Shokuiku promotion efforts.



Case Study

The “Week of the Taste”® Program Nurtures the Five Senses and Conveys the Joy of Meals

The “Week of the Taste”® is an educational activity concerning the sense of taste, which has been undertaken for 27 years in France. Japan also launched a similar program in 2011. In 2016, when the program entered its sixth year, various activities were undertaken in elementary schools and restaurants across Japan, allowing participants to feel the importance and joy of meals using their five senses. The activities were held during a week between October 17 and 23.



The highlight of the activity, the “lesson on tasting,” is taught by chefs of Japanese, Western and Chinese foods as well as farm producers, who visit elementary schools and serve as volunteer instructors. In 2016, approximately 300 instructors taught about 14,000 students at 189 schools nationwide.

Basic guiding principles of the lesson are listed below. Each instructor designs his/her own lesson offering hands-on learning experience, based on his/her expertise and personality.

Basic guiding principles of the “lesson on tasting”

- (1) Teach the function of the five senses and five basic tastes (sweetness, saltiness, sourness, bitterness, and *umami* (savory taste)).
- (2) Teach how to fully taste food using the five senses.
- (3) Provide information on where and how each food was produced.
- (4) Teach the joy of sharing the sensation of tasting something delicious with friends.
- (5) Instructors convey their own experience with and feeling about food, and stimulate students' interest in food.



Chef teaching the importance of fully tasting food using the five senses



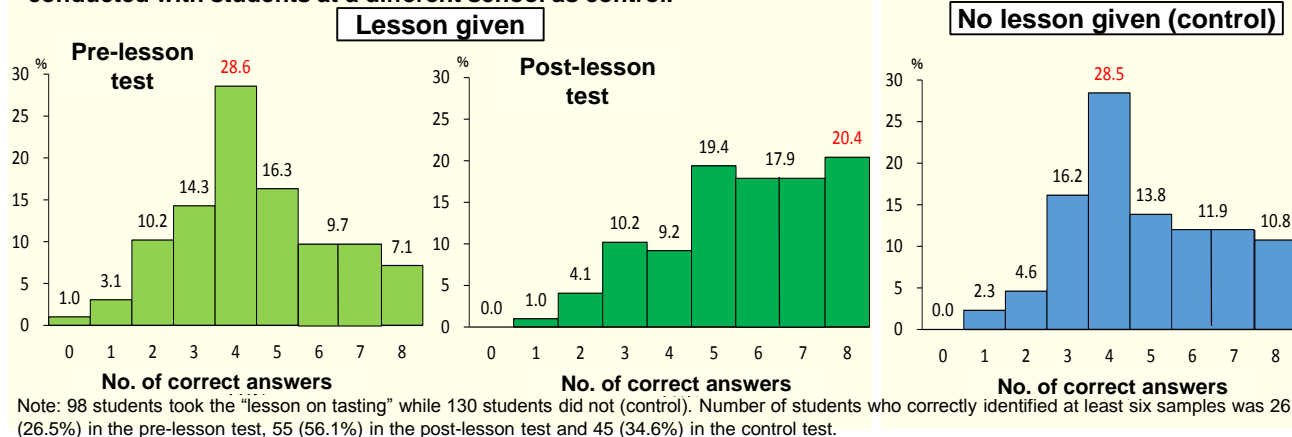
Chef stressing the importance of using the five senses in cooking



Japanese chef asking students the question, “In what kinds of food do you taste umami?”

In partnership with Fukuoka Women's University, the “Week of the Taste” team analyzed the effect of the “lesson on tasting” on students. The lesson has been given to fourth grade students at Kitaseto Elementary School (Sasaguri Town, Fukuoka Prefecture) every year since 2012. Tests were conducted with the participants of the 2015 lesson before and after the class. The participants were asked to taste and distinguish eight liquid samples: solutions with faint sweetness, saltiness, sourness, bitterness or *umami*, and three water samples. In the pre-lesson test, four of the eight samples were correctly identified by the highest percentage of students. In comparison, in the post-lesson test, all eight samples were identified correctly by the highest percentage of students. In addition, the percentage of students that correctly identified at least six of the eight samples approximately doubled after the lesson, indicating that students' ability to distinguish different tastes increased. Moreover, the same test was given to fourth grade students at a different school who did not take the lesson (control). In this test, four of the eight samples were identified correctly by the highest percentage of students, yielding the same results as those of the pre-lesson test given to Kitaseto Elementary School students. There was a statistically significant difference between the control and the post-lesson test results.

Frequency distribution of fourth grade students giving correct answers in the test to identify five different tastes. The test was conducted before and after students took the “lesson on tasting.” The test was also conducted with students at a different school as control.



Follow-up surveys were conducted with fifth and sixth grade students at Kitaseto Elementary School, who took the “lesson on tasting” when they were in fourth grade. Many students responded that they now taste food using the senses of smell, taste, touch, vision and hearing, indicating that the lesson inspired them to use their five senses when they eat meals. Their other responses included: “I am now more interested in diet,” “I now eat meals with others more often,” “I now have more conversation during a meal” and “I now enjoy helping cooking.” These responses indicate that the “lesson on tasting” has raised the dietary awareness of the students and had positive influence on their diet-related behavior.