

# Shokuiku Promotion Policies: FY2017 (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 FY2017.

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—The Circle of Shokuiku starts with eating meals together around the table—

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○In principle, the numbers given in figures and tables are rounded off, and therefore may differ slightly in summation from the totals indicated.

○Japanese maps shown in these documents are not always inclusive of Japan's entire territory.

# INTRODUCTION Basic Framework of Shokuiku Promotion Policies

## 1. The Basic Law on Shokuiku (Food and Nutrition Education)

- 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.

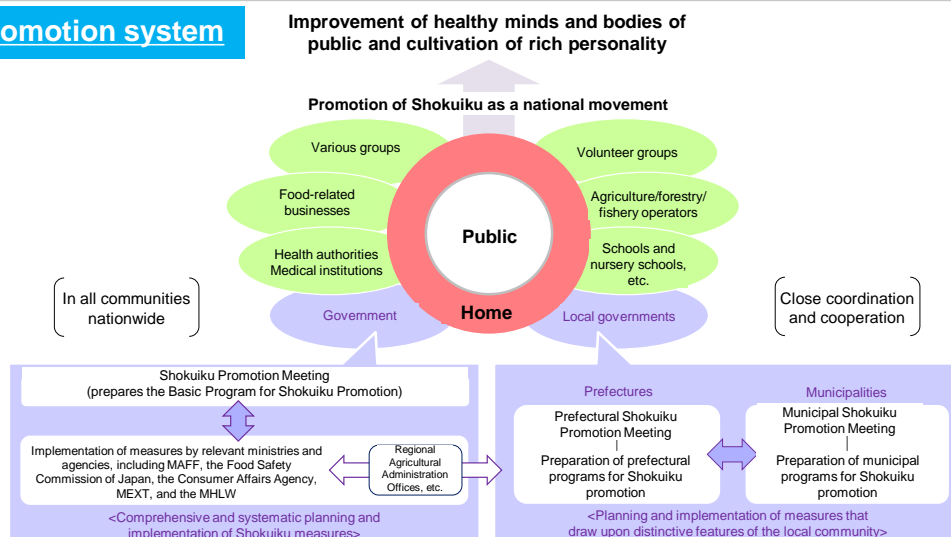
## 2. The Basic Program for Shokuiku Promotion

- 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. 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.

### Shokuiku promotion system



PART I Progress in Implementing the Shokuiku Promotion Policies

# Special Topic: Promotion of Shokuiku Tailored to Diverse Lifestyles

—The circle of Shokuiku starts with eating meals together around the table—

## 1. Positioning in the Third Basic Program for Shokuiku Promotion

- The promotion of Shokuiku tailored to diverse lifestyles is positioned as a priority issue in the Third Basic Program for Shokuiku Promotion. Accordingly, it is necessary to promote Shokuiku through partnership and cooperation with communities and relevant groups, providing opportunities to eat together in a way that promotes communication and richer dietary experiences, to ensure that all people, from children through to seniors, can enjoy sound and satisfying dietary lives.
- Focusing on eating meals together, this special topic looks at the promotion of Shokuiku tailored to diverse lifestyles, highlighting the current situation and relevant initiatives in the following areas:
  - Eating meals together as a family in households, which are the cornerstone of daily life.
  - "Koshoku"; eating every meal of the day alone.
  - Eating with other members of the community.

Special Feature

### People who frequently eat with others tend to have good dietary patterns

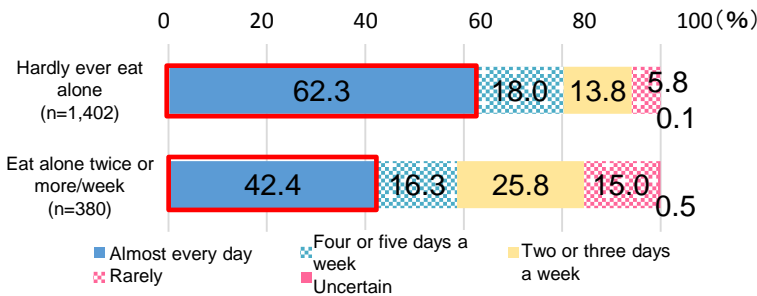
A recent report<sup>1</sup> analyzed the results of studies conducted in Japan that focused on the practice of eating with others and on health and good dietary patterns. The report identified two trends among those who frequently eat meals with others: (1) a tendency to have few subjective psychological symptoms, such as distraction and lack of patience; and (2) dietary patterns involving little use of fast food and frequent consumption of healthy foods, such as fruit and vegetables.

A similar report on the results of overseas studies<sup>2</sup> suggested that frequent consumption of meals as a family indicates a good diet, including high consumption of fruit and vegetables.

In the MAFF “Survey of Attitude toward Shokuiku”, too, a large proportion of people who hardly ever eat alone and eat with someone almost every day replied that they have meals consisting of a staple food, main dish and side dish almost every day, suggesting that they tend to eat more balanced meals than people who eat alone at least two days a week.

In addition, people who frequently eat meals with others tend to have good dietary patterns, eating breakfast frequently and taking care to prevent or ameliorate lifestyle-related diseases.

Frequency of having a meal consisting of a staple food, main dish and side dish by frequency of eating alone



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2017)

1. Tomomi AINUKI, Kumi ETO. Associations of family meal practices with health status and dietary intake: A literature review using Japanese journal databases Japanese Journal of Health Education and Promotion. 2015; 23 (4): 279-289.

2. Kumi ETO, Tomomi AINUKI. Associations of family meal practices with health status and dietary intake: A literature review using a foreign journal database Japanese Journal of Health Education and Promotion. 2015; 23 (2): 71-86

## 2. Eating Together with Family Members: Current Status and Initiatives to Encourage the Practice

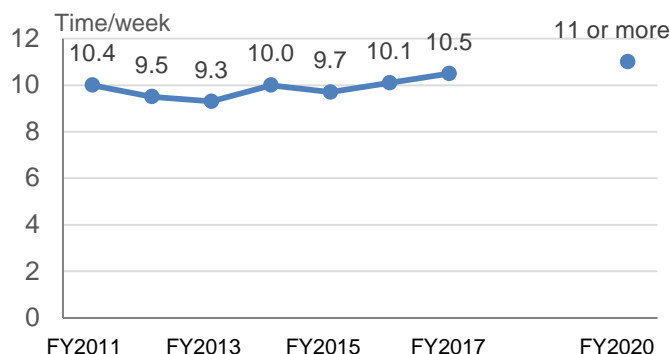
(Number of times people eat together with family members is approaching the target, but frequency tends to be low among those aged in their 20s to 50s)

- Number of times of “eating together” - eating breakfast or dinner with other family members was 10.5 times/week in FY2017 (Target in the Third Basic Program: 11 times or more/week by FY2020).

Frequency tends to be low among those aged in their 20s to 50s.

- Respondents in all age brackets regarded eating meals with their family as important (approximately 90% in all age brackets).
- The positive aspects of eating meals with family members most commonly cited by respondents were “It facilitates communication with family members” (79.4%) and “It makes eating more enjoyable” (62.3%).

### Number of times of “eating together” - eating breakfast or dinner as a family



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (until FY2015: Cabinet Office)

### (Busy worklife was the main reason for difficulty in eating meals with family members)

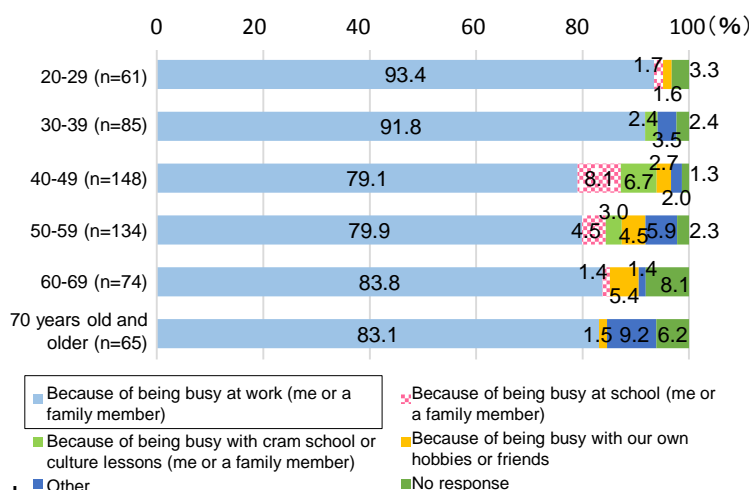
- More than 30% of those aged in their 20s to 50s find it difficult to make time to eat meals with their families.

- Being busy at work (themselves or a family member) was the most commonly cited reason for difficulty in eating meals with family members.

- The percentage of men working long hours continues to be highest among those in their 30s and 40s.

- Promoting a good work-life balance is crucial to enabling people to eat around the table with their families.

### Reasons why it is difficult to eat meals as a family



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2017)  
Note: Question for those who live with family members and replied “Strongly agree,” “Agree,” or “Can’t say either way” to the question about whether they find it difficult to make time to eat meals with their families

### Case Study

#### Enabling staff to achieve a better work-life balance through the *yukatsu* [The summer campaign for Life style change] program

In 2011, Seibu Railway introduced a trial daylight saving time program, under which staff brought forward their working hours by an hour in summer. As well as reducing electricity consumption, the program cut overtime work by 25% compared with the previous year. The company revised its rules of employment the following year and the practice is now firmly established as a *yukatsu* initiative.

Some staff commented that they had developed a healthy morning-oriented lifestyle, resulting in better health. Many stated that being able to go home earlier gave them more time to eat meals with their children, resulting in deeper communication with their families than before. A number reported an increase in the number of opportunities they had to eat meals with their families.

I can go home earlier, so I have more time to eat meals with my children.



Rail-kun Smile-chan

Staff comment

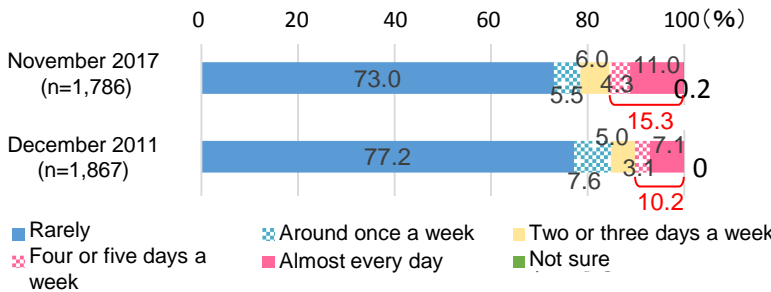


3. “Koshoku(Eating Alone)” : How Many People Have Every Meal on Their Own?

(Approximately 15% of people eat alone for at least half the week)

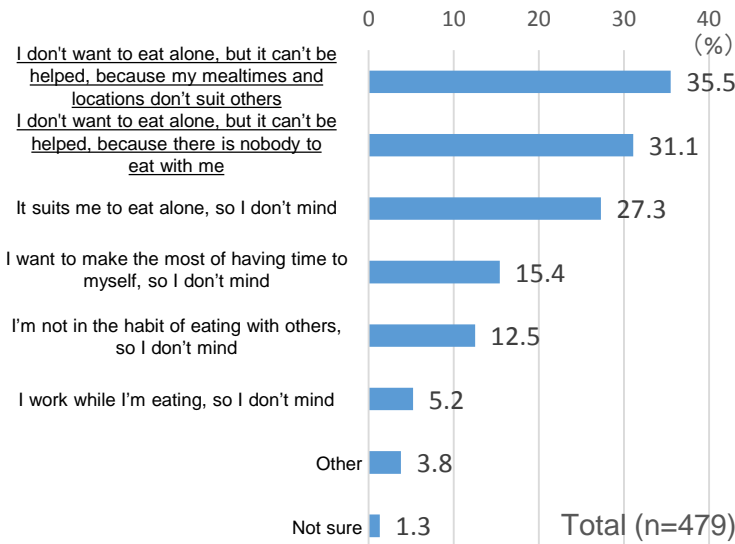
- While it is important for people to eat meals with their families, there are situations in which this is difficult to achieve through household or individual efforts.
- The percentage of people of “Koshoku” eating every meal of the day alone for at least half the week has risen to approximately 15% since 2011.
- Some people do not want to eat alone, but have no choice, because their mealtimes or locations do not suit others or there is nobody to eat with them.
- Factors behind the rise in people who have no choice but to eat alone include the growing number of one-person households, childless households, and single-parent households.
- In particular, the proportion of elderly people (those aged 65 or above) who live alone is increasing, reaching 13.3% among elderly men and 21.1% among elderly women in 2015. It is estimated that 20.8% of elderly men and 24.5% of elderly women will be living alone by 2040.

Frequency of eating every meal of the day alone



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

Thoughts about eating every meal of the day alone



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2017)  
Notes: 1) Question for those who replied “Around once a week,” “Two or three days a week,” “Four or five days a week,” or “Almost every day” to the question about whether they ever eat all every meal of the day alone  
2) Multiple responses allowed

Case Study Open-house initiative bringing elderly people together to eat with friends

As well as providing childcare, long-term nursing care, and support services for children with disabilities, Home Hinatabokko in Iwanuma City, Miyagi Prefecture is engaged in a community open-house initiative that welcomes everyone. The purpose of this initiative is to assist elderly people, including those resident in temporary housing following the Great East Japan Earthquake, in living independent lives.

In 2003, it launched the Hinata Club open-house initiative to offer elderly people a reason to go out, combating their tendency to become housebound. Participants get together once a week to enjoy a variety of activities, including classes in creating hand-painted postcards, health seminars, and light exercise. A group lunch takes place once a month.

Since 2016, to encourage men to participate, a monthly group dinner has also been held, mainly targeting elderly men living alone. Some are invited by their neighbors, while others have been told about the gatherings by the local social welfare council. Each time they attend, participants become better acquainted with each other and feel more at home.

After a tasty and enjoyable meal in congenial company, participants return home, looking forward to the next time.



Group lunch



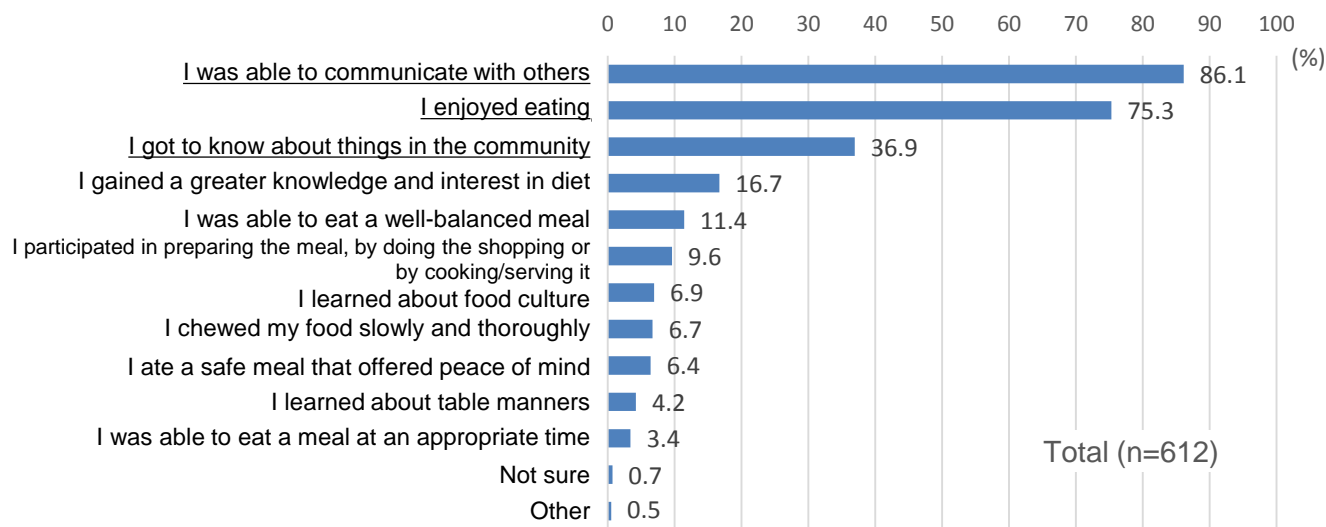
Group dinner

## 4. Eating With Other Members of the Community: Current Status and Initiatives to Encourage the Practice

(The percentage of people who want to practice “Kyoshoku(eating together)” in communities and actually do so has increased)

- The percentage of people who want to “eat together” in communities and actually do so grew from 64.6% at the time the Third Basic Program was established to 72.6% in FY2017. As such, the target of 70% or more by FY2020 has already been achieved.
- The effects of taking part in group meals as part of a community include encouraging communication with other participants, providing opportunities to enjoy eating, and enabling participants to get to know more about things in the community.
- For people who cannot easily eat with other family members but want to enjoy the communication fostered through eating, it is important to have opportunities to eat with a variety of people through meals with others in their community, such as their neighborhood or workplace.

### Thoughts after participating in meals as part of a community

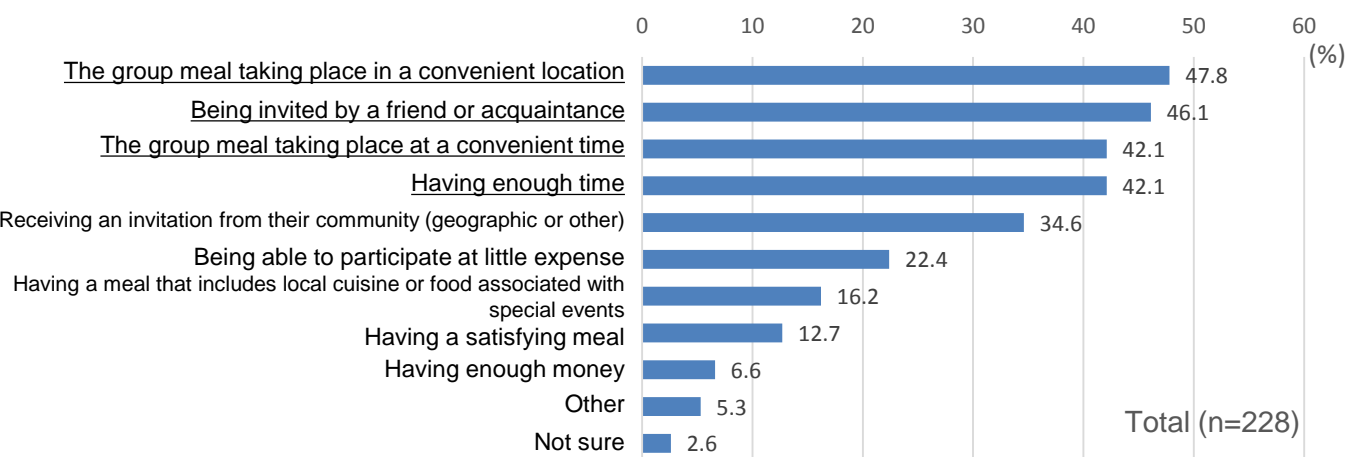


Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2017)  
Notes: 1) Question for those who replied “I have” to the question about whether they have participated in a group meal as part of their geographic or other community (workplace, etc.) within the last year  
2) Multiple responses allowed

### (Meals as part of a community need to be in a familiar, convenient location)

- When asked about the conditions that they would require to participate in future group meals as part of a community, people who have not previously taken part most frequently stated that the meal would need to take place in a convenient location, at a convenient time, and that they would need to be invited by someone with whom they are familiar. Such perspectives are crucial in order to promote further participation in group meals as part of a community.

### Conditions for participating in group meals as part of a community



Source: “The Survey of Attitude toward Shokuiku” (MAFF) (November 2017)  
Notes: 1) Question for those who replied “I have not” to the question about whether they have participated in a group meal as part of their geographic or other community (workplace, etc.) within the last year  
2) Multiple responses allowed



(Various Shokuiku initiatives being deployed in partnership with Children's Cafeterias)

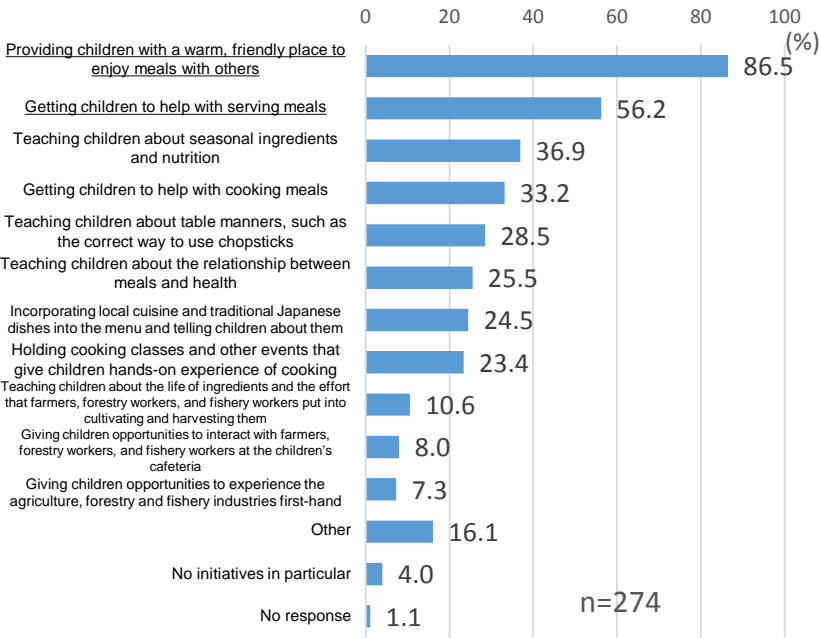
- In recent years, a growing number of Children's Cafeterias have sprung up, launched by local citizens as voluntary initiatives to provide children with free or cheap nutritious meals and a warm, friendly environment. These opportunities are provided to children who cannot easily enjoy meals with others at home.
- A MAFF survey of Children's Cafeterias found that the majority saw their main purpose as "providing a place to enjoy meals with a diverse array of local residents, including elderly people and people with disabilities" and "teaching children about manners, food culture, and the importance of meals and nutrition," with each response selected by approximately 70% of respondents.

- Most Children's Cafeterias' Shokuiku initiatives involve providing children with a warm, friendly place in which to enjoy meals and having the children help to serve meals.

Most Children's Cafeterias also undertake Shokuiku initiatives, which include teaching children about seasonal ingredients, table manners, health, and local cuisine, or offering opportunities to gain hands-on experience of cooking and the agriculture, forestry and fishery industries.

- Many Children's Cafeterias open up these initiatives to people of all ages, enabling not only children, but also accompanying parents, elderly people, and other adults (aged 18 or over) to participate.

Shokuiku initiatives at Children's Cafeterias



Source: MAFF, "Examples of Shokuiku Activities Based on Collaboration Between Children's Cafeterias and Local Communities" (March 2018)

Special Feature

Community Shokuiku-promotion activities in partnership with children's cafeterias

Children's Cafeterias are places to which children can come for a free or cheap meal, even if they are on their own. As well as being valuable places where children can enjoy a shared meal around a table, they offer children a space in which they can be themselves in the heart of the local community. Accordingly, with the objective of promoting Shokuiku, MAFF has put together a collection of information about community promotion of Shokuiku in partnership with Children's Cafeterias, to enhance understanding of the significance of Children's Cafeteria activities among local governments and others involved in Shokuiku in the community, as well as encouraging appropriate collaboration. This information is published on MAFF's website.

In addition, with the cooperation of experts in Children's Cafeterias and Shokuiku, those actually involved in Children's Cafeterias and their networks, and local government coordinators, MAFF has examined efforts to gather examples and raise awareness of Shokuiku initiatives based on collaboration between Children's Cafeterias and local communities. Through questionnaires and interviews with Children's Cafeterias, MAFF has put together an overview of the current status of Children's Cafeterias, the issues that they face, and the extent of their partnerships with their local communities. In addition, it has compiled an anthology of specific examples of collaboration between Children's Cafeterias and local communities, organized by topic addressed and type of Shokuiku initiative.

MAFF will raise awareness of this anthology, with a view to ensuring that it is used effectively by local governments, groups, and communities to resolve the problems that Children's Cafeterias are facing and enhance Shokuiku initiatives.



Examples of Shokuiku Activities Based on Collaboration Between Children's Cafeterias and Local Communities

## Case Study

# Children's Cafeterias working with producers to promote local production for local consumption

Shinshu Kodomo Shokudo Network, administered by NPO Hotline Shinshu, links Children's Cafeterias throughout Nagano Prefecture.

As well as providing support such as distributing foodstuffs donated to foodbanks to children's cafeterias in each area, the network distributes information through seminars for those who want to open a Children's Cafeteria and the Shinshu Kodomo Shokudo Network News, which highlights children's cafeteria activities, etc.

One of the motivations behind children's cafeterias is the desire to provide children with a nutritious meal, so they have an abundant need for fresh food. Accordingly, Hotline Shinshu organizes a foodbank of fresh food, using agricultural produce supplied by both individual producers and local agricultural cooperatives (JA Nakano City and JA Green Nagano). In FY2017, with the assistance of JA Nagano and the Nagano Prefecture Future Fund, a cash rebate system was launched that enables Children's Cafeterias to claim back the cost of ingredients, primarily fresh foods purchased at direct sale outlets and A-Coop stores.

Working in partnership with producers and relevant organizations, the network provides meals that use a substantial quantity of local produce and also offers opportunities for children to hear producers talk about food.



Children delighted by mushrooms supplied by JA Nakano City



Listening to a producer talk about food for life

## Case Study

# The Field Canteen: A place that brings people of all generations and living circumstances together through agriculture and food

Located in Yasugi City, Shimane Prefecture, Machiko Farm grows pesticide-free organic fruit and vegetables, and undertakes learning-support and atmosphere-creating initiatives for children and young people that provide them with a place where they can be themselves.

Its Field Canteen initiative attracts a wide range of participants, including students from elementary schools and schools for children with disabilities, non-attendant students, young people with social withdrawal, university students, users of daycare services for elderly people, and local volunteers. Each and every person has a role to play, whether that is planting seedlings, weeding the fields, harvesting the vegetables, or sorting the harvested soybeans and peanuts. After everyone has helped to make lunch using the vegetables picked from the fields, they get together for a multigenerational meal, sharing the food as they talk about the day's work, the meal, and local history, among other topics.

As well as providing a venue for Shokuiku focused on children, the Field Canteen gives children and young people who have difficulty engaging with society opportunities for intergenerational communication. It also offers a lively and comfortable environment in which elderly people can do farm work that they enjoy. As such, it is a cornerstone of mutual community support.



Working on the farm



A multigenerational lunch around the table

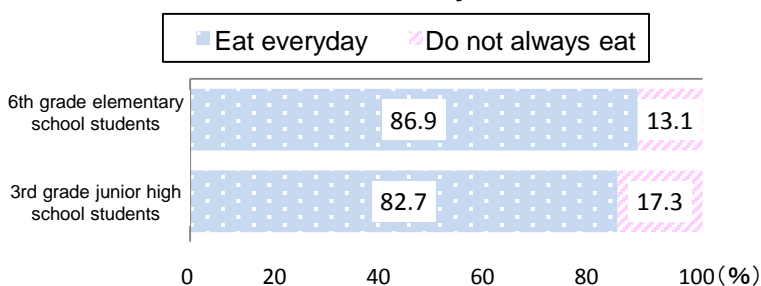
## (The Circle of Shokuiku starts with community efforts to encourage eating meals together)

- While people are aware of the importance of eating meals with their families, it is often difficult for them to put this into practice, because they or their family members are busy at work. The aging of the population coupled with a declining birthrate and changes in family composition mean that the number of people of "Koshoku" who regularly eat alone could well rise further.
- Amid this situation, communities are increasingly engaging in initiatives that enable people of all generations, from children to seniors, to get together for a meal.
- As well as enabling people to enjoy a balanced meal in a convivial environment, these initiatives help to deepen understanding of the food cycle from production to table via hands-on experience of agriculture, or offer the chance to pass on knowledge and experience concerning food and food culture to the next generation through multigenerational exchange. In addition, they provide opportunities for members of the community to work together, thereby widening the circle of Shokuiku.

# Chapter 1: Shokuiku Promotion at Home

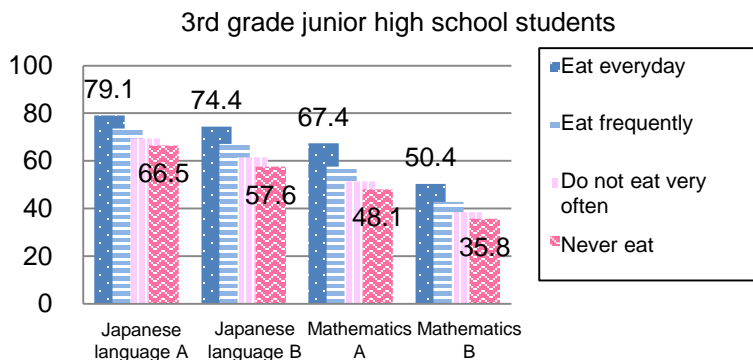
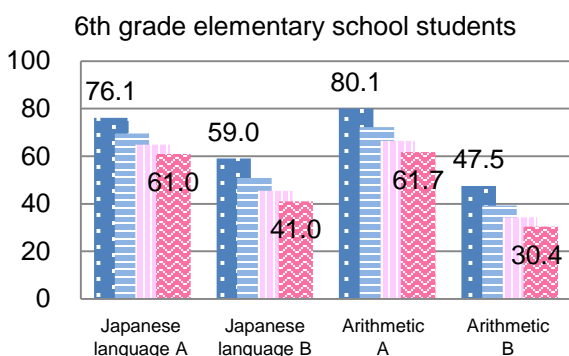
- The percentage of students who skip breakfast was 13.1% for 6th grade elementary school students and 17.3% for 3rd grade junior high school students.
- Academic ability assessments have shown that children who eat breakfast every day tend to answer correctly to questions more often on average than those who do not.

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



Source: "National Assessment of Academic Ability" (MEXT) (FY2017)

## 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) (FY2017)

- The forum to promote FY2017 "Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign has been held in four places nationwide since FY2017.
- FY2017 "Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign Partner Schools Project seeks to understand the basic lifestyle habits of junior high school students, identify problems therein, and implement creative initiatives to resolve those problems.



Leaflet for the Akita Prefecture forum

## Schools involved in the FY2017 "Early to bed, Early to rise, Don't forget your breakfast" National Campaign Partner Schools Project

No.	Prefecture	Commissioned Body	Project Title
1	Chiba	Futtsu Municipal Sanuki Junior High School	Healthy Habits Start With a Good Breakfast!
2	Chiba	Choshi Municipal Third Junior High School	"Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign Partner Schools Project
3	Shiga	Konan City	"Early to Bed" is the First Step Toward Better Basic Living Habits
4	Osaka	Osaka Prefectural Board of Education	"Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign Partner Schools Project
5	Osaka	Sakai City Board of Education	Project to Promote the "Seven Family Promises" Centered on Sleep Education
6	Wakayama	Katsuragi Town	Myoji Junior High School Plan to Encourage Learning in the Home
7	Wakayama	Wakayama Prefectural Toin Junior High School	Better Living With "Team Toin"
8	Wakayama	Yuasa Town	"Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign Partner Schools Project
9	Nagasaki	Hirado Municipal Chubu Junior High School	"Early to Bed, Early to Rise, Don't Forget Your Breakfast" National Campaign Partner Schools Project



- The Council of FY2017 “Early to Bed, Early to Rise, Don’t Forget Your Breakfast” National Campaign has produced a picture book entitled *Niconico Genkino Omajinai*, which it has distributed to libraries across the country. Its aim in doing so is to provide children with an understanding of orderly living habits in an enjoyable way from early childhood, thereby ensuring that they put those habits into practice, starting with “early to bed, early to rise, don’t forget your breakfast.”



Picture book : *Niconico Genkino Omajinai*  
©Yanase Studio

- “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 government is promoting the “Healthy Parents and Children 21 (Second Phase),” which is a national campaign plan focused on maternal and child health. The campaign promotes awareness among a wide-ranging audience through initiatives in collaboration with relevant organizations, including not only schools, but also private companies in the food and childcare support sectors.
- During the “Children and Young People’s Development Support Month” in November 2017”, 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.
- The “Intensive Policy to Accelerate the Empowerment of Women 2017”, which was approved on June 6, 2017, specified that nationwide momentum should be built to establish a society where men take more active roles in housework and childcare, among other activities. In light of this, the Cabinet Office launched “The Get Dads Cooking campaign” in FY2017 to encourage men of parenting age to get involved in housework and childcare by cooking meals.

## Case Study Special Father’s Day pizza-making workshop for dads and kids

Since FY2014, Hiratsuka City in Kanagawa Prefecture has held an annual cooking class on Father’s Day, to encourage fathers to spend time with their children and create enjoyable memories while making a special Father’s Day pizza.

In the first year, the workshop focused on making a simple dish of curry on rice and salad with locally grown vegetables, followed by a dessert. The program has been enhanced each year with the involvement of an increasing number of city office departments. The number of applicants is also rising, with applications outnumbering places by more than five to one in FY2017.

The workshop also features a talk on Shokuiku aimed at elementary school students while everyone is tasting the meal that they made. In addition, while the children are making Father’s Day cards in another room, their fathers attend a Shokuiku talk on topics such as nutritionally balanced diet patterns.

This rare opportunity to see each other preparing meals engenders communication between fathers and children while they cook, as well as fostering feelings of gratitude toward the mothers who do the lion’s share of day-to-day meal preparation.



Cooking in progress



Pizza and salad ready to eat

# 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 6,092 such teachers nationwide (as of May 1, 2017).

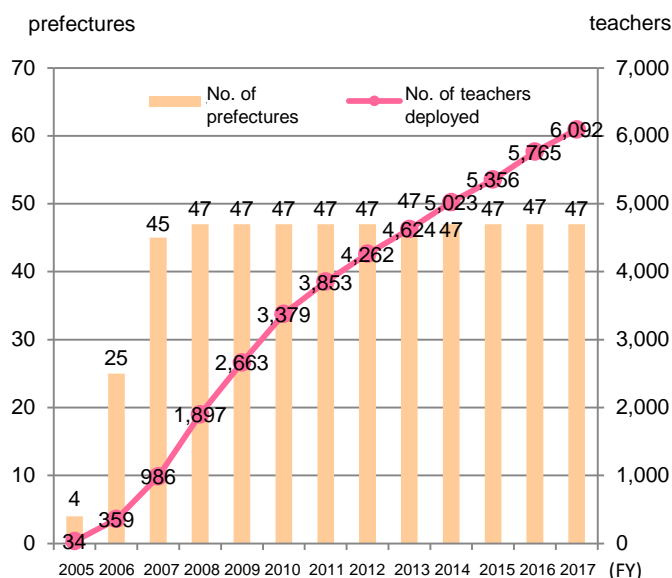
➤ The National Curriculum Standard for Upper Secondary Schools was revised in 2018. The National Curriculum Standard for High School Divisions of Special-Needs Schools is to be revised in 2018. As with the National Curriculum Standard for Elementary Schools, Lower Secondary Schools, and the Elementary and Junior High Divisions of Special-Needs Schools, which were revised in 2017, these revised guidelines stipulate that Shokuiku should continue to be promoted throughout all educational activities at school.

➤ Initiatives based on the Integrated Shokuiku Promotion Project, which aims to foster children's ability to manage their diet for themselves, were implemented, with schools at the heart of efforts to involve homes. In doing so, staff such as diet and nutrition teachers and school nurses will assist in approaches to homes. In FY2017, a total of 15 project initiatives (at 17 model schools) were implemented nationwide.

➤ In FY2016, the national average for the use of domestically produced ingredients was 75.2% (by number of ingredients used). The average usage rate of local produce nationwide was 25.8% (by number of ingredients used).

➤ School lunches are provided at 99.2% of all elementary schools and 89.0% of all junior high schools (as of May 2016).  
The Third Basic Program's target for the percentage of public junior high schools providing school lunches (90% or more by FY2020) has been met, having reached 90.2% in FY2016.

## Deployment 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) (since FY2016); As of May 1 each year

## Case Study Initiative based on the Integrated Shokuiku Promotion Project

As a model school in MEXT's FY2017 Integrated Shokuiku Promotion Project, Miyoshi Municipal Tsuji Elementary School in Tokushima Prefecture practices Shokuiku that fosters children's zest for living through initiatives that cultivate two-way links between schools, homes, and the community.

Using school lunches as a model, homeroom teachers, diet and nutrition teachers, and school nurses work together to provide lessons on the need to think about nutritional balance when choosing meals. Newsletters about Shokuiku produced with the involvement of parents and guardians are distributed to each child's home and various experiential education programs for parents and children are organized, including local cuisine cooking classes. Partnerships with the local community are fostered by seeking the assistance of school support volunteers when holding parent and child cooking classes and producing teaching materials focused on Shokuiku.

The behavioral changes observed as a result of these initiatives include better table manners and the provision of more nutritionally balanced meals in the homes of the children involved.



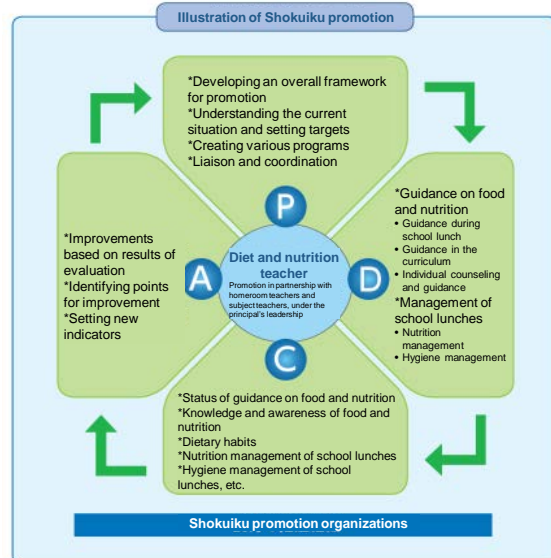
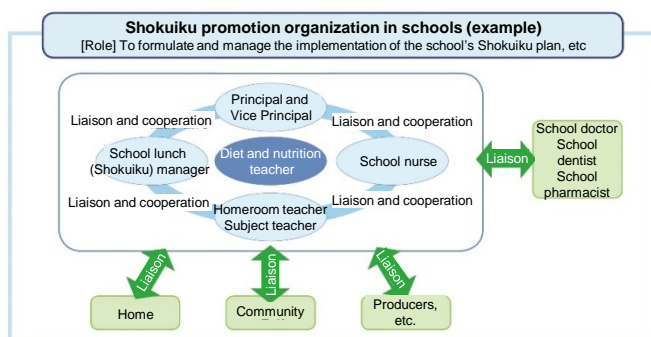
Making sudachi citrus jelly at a parent and child cooking class

## Putting diet and nutrition teachers at the heart of future Shokuiku in schools

In March 2017, MEXT published a document entitled “Putting Diet and Nutrition Teachers at the Heart of Future Shokuiku in Schools.”

As teachers in charge of nutritional guidance and management relating to schoolchildren, diet and nutrition teachers make full use of their expertise as they play a central role in drawing up and implementing comprehensive plans for guidance concerning diet and nutrition. As well as being responsible for the nutrition and hygiene management of school lunches, they play a key role in liaison and coordination not only among teachers and administrative staff within the school, but also with families and the community.

This document defined the whole set of initiatives involved in promoting Shokuiku centered on diet and nutrition teachers in each school in the context of the PDCA cycle. In FY2017, MEXT distributed the document to boards of education and elementary and junior high schools across the country and also publicized the document's perspective and ways of using it.



- To further promote health through children's diet, an annual Block Workshop for Meal Coordinators at Child Welfare Facilities is held in each of four regional blocks nationwide, aimed at staff involved in the provision of meals at nursery schools and other child welfare facilities. In FY2017, the workshop featured a lecture about the new Nursery School Childcare Guidelines issued in March 2017.
- National Curriculum Standards for Kindergartens and the Certified Preschool and Nursery Collaborative Education and Childcare Guidelines were also revised in 2017 to enhance content relating to Shokuiku.

### Case Study Community-based *Ikinari-dago* project

Santo Kodomoen, a certified center for early childhood education and care in Kumamoto Prefecture, has located its kitchen and lunch room in the very middle of the center, so that children become accustomed to the sounds and smells of cooking as part of daily life. In the lunch room, meals are served in a buffet format, allowing children to decide how much they will eat and to serve themselves. The children also make their own decisions when choosing dining tables and the menu includes options that allow the children to choose from food of different colors, shapes, and flavors.



The buffet

At Santo, the children cultivate wheat, sweet potatoes, and adzuki beans in the center's garden and harvest them to make *Ikinari-dago* (easy-make dumplings), one of Kumamoto's local cuisine. They also make brown sugar by squeezing sugarcane that they have grown and boiling down the juice, and go to the seaside with a big pan to boil down salt water, which is then brought back to the center to crystallize naturally. In addition, they mash adzuki beans into a sweet paste and, once the *Ikinari-dago* are complete, invite their parents and guardians to a tea party at which the dumplings are served as sweets.



Cooking salt beside the sea



# Chapter 3: Shokuiku Promotion in the Community

- 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 categories were selected as goals in an effort to extend healthy life expectancy and reduce health disparities. To meet these goals, changes in measurements related to each major category will be studied and analyzed continuously.
- Issues relating to knowledge, awareness, and practices concerning food and nutrition are more prevalent among young people, so it is necessary to promote Shokuiku among the younger generation.

## Special Feature

## Exchanging views on the support needed to promote Shokuiku among the younger generation

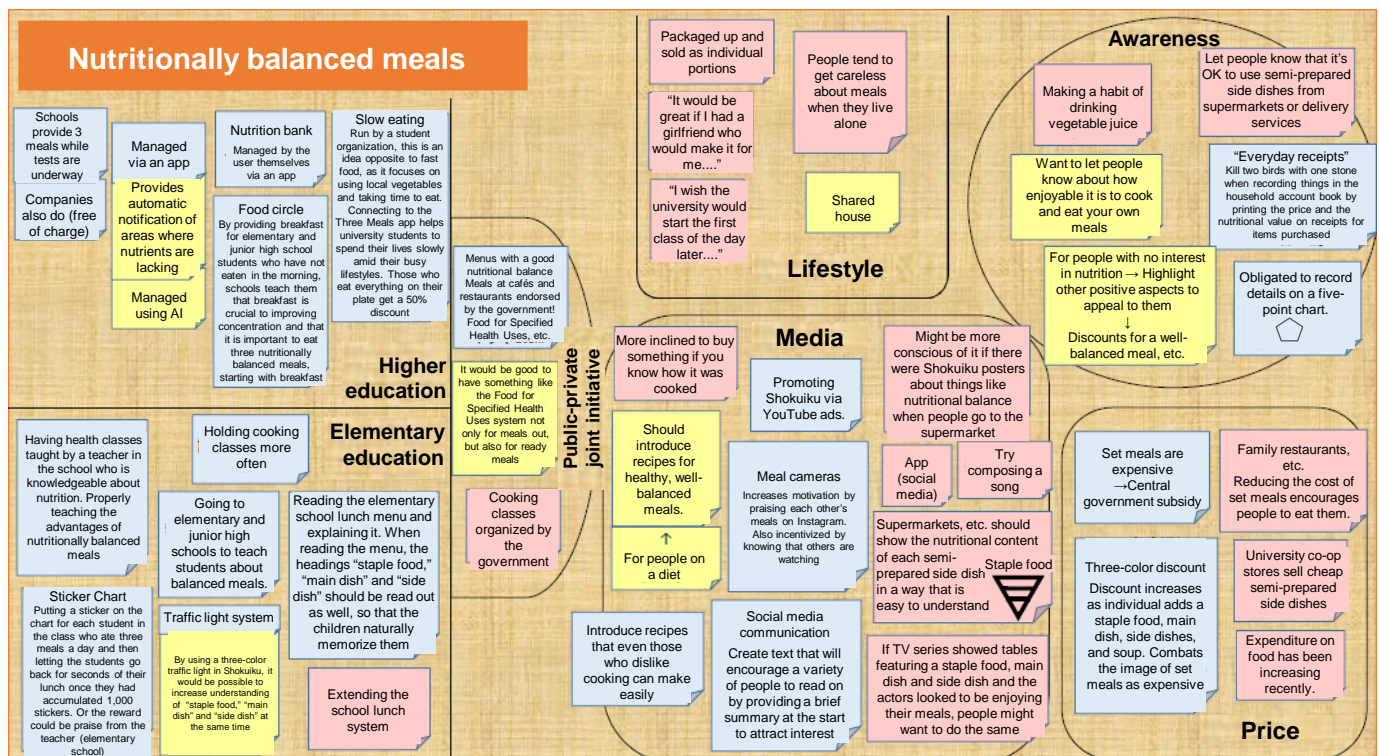
Making use of a Cabinet Office project which provides children and young people between junior high school age and the age of 29 with the opportunity to voice their views and exchange opinions, MAFF sought the views of young people and held a discussion session (“Youth Round Table”) on the subject of Shokuiku among the younger generation.

Participants in the Youth Round Table split up into topic-based groups: “Eating Breakfast,” “Nutritionally Balanced Meals,” and “Passing on Food Culture.” In these groups, they engaged in a lively exchange of views concerning the support required to put these actions into practice.

Many of the participants stated that the Youth Round Table gave them a greater interest in Shokuiku.



Youth Round Table



Opinions given in the Nutritionally Balanced Meals group

- MHLW works with relevant organizations to implement human-resource development and Shokuiku promotion initiatives, thereby cultivating national registered dietitians and dietitians as professionals with expert knowledge of dietary patterns and health promotion, who have an important role to play in promoting Shokuiku.
- Led by the Cabinet Office, the National Movement to Support Children's Future is a collaborative project that brings national and local governments together with private sector organizations. The project helps to provide Children's Cafeterias and other NPOs involved in efforts to break the cycle of poverty with financial support from the Fund to Support Children's Future and match them with companies wishing to provide support.
- MAFF provides relevant information on its website, to facilitate the promotion of Shokuiku in the community in partnership with Children's Cafeterias and has put together an anthology of examples for supporters and community stakeholders.
- Regarding seniors, it is necessary to promote Shokuiku that enhances quality of life (QOL) and is tailored to the specific attributes of individual elderly people, with a view to extending healthy life expectancy.
- 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. MHLW is supporting prefectures' efforts under the framework of the "8020 Campaign / Oral Health Promotion Project."

## Special Feature

## Meal delivery guidelines to support the health of elderly people

Amid the rapid aging of the population, meal delivery services have a significant role to play as a means of supporting the diet of elderly people who still live in their own homes. Accordingly, in FY2016, MHLW held meetings to discuss approaches to the nutritional management of meal delivery services that promote support for the health of the elderly in regional areas, etc. In March 2017, MHLW published the report on the findings from these meetings, along with a set of guidelines for meal delivery service operators.

### <Main topics summarized>

#### (1) Approaches to product management in meal delivery services

- Regarding menu development, response systems, basic procedures, and the management of variations in nutritional values were summarized.
- In terms of types of meals for home-care patients, approaches to meals nutritiously adjusted for one or more type of nutrient — e.g. amount of energy, protein content, or salt equivalent — and meals adjusted with consideration for properties such as hardness, adhesiveness, and cohesiveness were summarized.

#### (2) Approaches to understanding the physical state of meal delivery service users

- The guidelines recommended that meal delivery service providers conduct an assessment when meal deliveries are first ordered and then carry out a follow-up if the user continues with the service, to assist users in selecting the appropriate meal type. It also summarized response systems, items to be checked, and points to be borne in mind.
- Basic items to be confirmed to provide meal delivery service users with an understanding of their own physical state were summarized.

Although meal delivery services that promote support for the health of the elderly in regional areas have not yet become widespread, MHLW put together pamphlets to raise awareness among both operators and users of meal delivery services and published them on its website in January 2018, with a view to promoting the widespread provision and use of meal delivery services based on these guidelines.



Pamphlet for meal delivery service operators



Pamphlet for meal delivery service users

- MAFF provides support for Shokuiku activities tailored to local circumstances, to promote the practice of the “Japanese dietary pattern.”
- Operators in the food industry, among others, engage in Shokuiku as part of their corporate social responsibility (CSR) activities. They undertake a wide range of Shokuiku initiatives, including hosting visits to factories/shops; manufacturing, cooking, and agricultural, forestry, and fishery experiences; in-store Shokuiku classes; on-demand classes; and providing information about diet.

### Case Study Initiative focused on promoting the practice of the “Japanese dietary pattern”

In Toyama Prefecture, efforts have been made to promote the “Toyama-style dietary pattern,” eating well-balanced meals using Toyama-grown rice with fresh seafood, vegetables, and meat. Other activities have focused on encouraging the use of locally produced seasonal foods and passing on outstanding food culture practices and local cuisine to future generations. However, issues still remain among those in their 20s and 30s.

Accordingly, municipalities in Toyama Prefecture hold cooking classes for young people and families bringing up children, to pass on such time-honored Toyama dishes as shredded kelp on rice and *Itokoni* (a stew of root vegetables and adzuki beans), as well as dishes likely to appeal to young people, including cola-stewed chicken and the French savory cake called cake salé. Municipalities also hold Shokuiku classes based on a practical guide to Shokuiku for young generations.

Members of the public were invited to submit recipes for easy, healthy rice bowl dishes for young people, featuring locally produced ingredients and designed to be nutritionally balanced. The best submissions were compiled into a recipe book, which is distributed at events and workshops. In addition, a booklet featuring examples of practical Shokuiku activities by young generations has been put together and is distributed to groups promoting Shokuiku and other organizations.



Cooking class



Healthy Rice Bowl Recipe Collection

- Fruit and vegetable intake was down year on year in 2016, with vegetable intake at 276.5 g and fruit intake at 102.2 g.

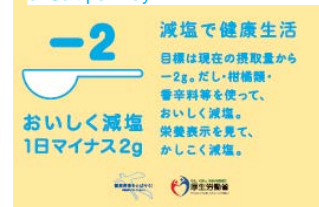
- In line with the “Health Japan 21 (the second term)” program, MHLW is promoting the Smart Life Project to extend healthy-life expectancy in partnership with businesses, groups and local governments. With “Tasty, well-balanced meals” as its basic theme, the diet improvement campaign held in September each year features nationwide activities in partnership with local governments and companies, focusing on the slogans “Plus 1 Vegetable Dish Every Day,” which is aimed at meeting the target of a vegetable intake of at least 350 g, and “Tasty Meals with Minus 2 Grams of Salt per Day,” as well as “with milk, for daily life.”

“Plus One Vegetable Dish Everyday”



Plus 1 Dish logo

“Tasty Meals with Minus 2 Grams of Salt per Day”



Minus 2 Grams logo



with milk logo

with milk,  
for daily life

- 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.



“200 Grams of Fruit Every Day” campaign logo

200 grams of fruit  
every day!



## Case Study

# Diet improvement campaign initiatives in partnership with companies

As part of the FY2017 diet improvement campaign, the city of Hakodate in Hokkaido conducted a “Plus One Vegetable Dish Every Day” campaign. Restaurants and café’s in the city registered dishes on their menu that include at least 70 g of vegetables, and the city featured the dishes and café’s, etc. on its website. The city also has point-of-purchase materials featuring its Shokuiku promotion mascot put up in convenience stores and supermarkets to raise awareness and encourage shoppers to eat more vegetables.

On September 30 and October 1, 2017, the city held a health promotion event at a local bookstore. To promote an interest in health while also ensuring that visitors had fun, the event included health quizzes and chances to measure various indicators of health. At the Shokuiku booth, the Hakodate branch of the Hokkaido Dietetic Association and the Hakodate City Diet Improvement Council held tastings and demonstrations of how to make dashi stock from locally produced kelp, in an effort to raise awareness of the need to reduce salt intake. Visitors also had the chance to weigh 350 g of vegetables, to recognize the recommended daily intake.

The city plans to continue working with the Diet Improvement Council and other relevant groups to promote Shokuiku.



Dashi-making demonstration

## Case Study

# Creative Shokuiku activities that promote health and pass on food culture to future generations

(Winner of the Minister of Agriculture, Forestry and Fisheries Prize in the FY2017 Shokuiku Activity Awards)

Teruko Yokokawa, a Dietary Life Improvement Promoter in Takaoka City, Toyama Prefecture, has promoted Shokuiku through various creative initiatives over the last 32 years.

Her “Chanchiki-za” shokuiku theatrical company goes to various locations to perform Shokuiku-themed comedy sketches focused on making lifestyle improvements and preventing cancer. In addition, she has developed a range of activities that involve the public, including the 2012 “Dine-at-Home Grand Prix” and the 2015 “Home Cooking Contest for Male Dietary Life Improvement Promoters”. In 2015, she organized a practical Shokuiku seminar for young people on the Manyo Line tram, which runs between the cities of Takaoka and Imizu. As well as classes on Shokuiku, this initiative offered bento(boxed lunches) featuring local dishes.

Based on the results of an annual questionnaire about dietary habits, she also distributes information about food and nutrition to people of all ages at supermarkets, schools, and companies, featuring messages about reducing salt intake and ensuring a vegetable intake of 350 g per day.



Shokuiku activities on the train

## Case Study

# Shokuiku program designed to appeal to local children: Rice Rangers Shokuiku Squad

(Winner of the Minister of Agriculture, Forestry and Fisheries Prize in the FY2017 Shokuiku Activity Awards)

Since FY2006, Yamaguchi Prefectural University has carried out Shokuiku activities in locations familiar to children, such as schools and supermarkets.

It has attracted children’s interest with unique teaching materials designed to be experienced with all five senses, as well as the Rice Rangers Shokuiku Squad, which are superhero-inspired characters of its own devising, who are modeled on the three-color system for food groups.

At supermarkets, university members organize programs that give children hands-on experience of not only shopping and cooking, but also the whole range of supermarket processes before food reaches the customer, including packaging ingredients and using cash registers. They analyze and share the results of questionnaire responses from parents and guardians and records of comments made by the children, and then feed these back into the next program or ongoing Shokuiku initiatives.

The teaching materials used in these activities are tailored to the ages of participants and the purpose of the activity. Distributed free of charge, the picture books and workbooks are also designed to be understood by those who did not take part in the program.



Rice Rangers Shokuiku Squad

# Chapter 4: Expansion of Shokuiku Promotion Movement

- The Basic Program for Shokuiku Promotion designates June every year as “Shokuiku Month.” The 12th National Convention on Shokuiku Promotion in Okayama—the core national event in Shokuiku Month—was held in Okayama City, Okayama Prefecture on June 30 and July 1, 2017. The 13th National Convention on Shokuiku Promotion will take place in Oita Prefecture on June 23 and 24, 2018.
- 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.
- The Shokuiku Activity Awards were launched with the aim of rolling out Shokuiku initiatives nationwide. Various other awards are also conferred.

## Recognition of Shokuiku promotion efforts

Ministry	Types of recognition	Summary
MAFF	Shokuiku Activity Awards	Recognize outstanding initiatives to promote Shokuiku through volunteer activities, educational activities, or business activities such as those involving the agriculture, forestry and fishery industries or food manufacture and sale.
	Local production for local consumption, etc. Best Practice Awards	Recognize those who contribute to the community through ongoing initiatives such as promoting the use of local produce, expanding consumption of domestic agricultural, forestry, and fisheries produce or other foods, popularizing or passing on to the next generation production or processing techniques, or encouraging interaction with consumers.
	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.
MHLW	MHLW Minister Prize for People Who Have Rendered Meritorious Nutrition-Related Services	Recognize individuals, district organizations, and others, 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 local 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).

### Special Feature

## Raising Awareness via the 12th National Convention on Shokuiku Promotion in Okayama

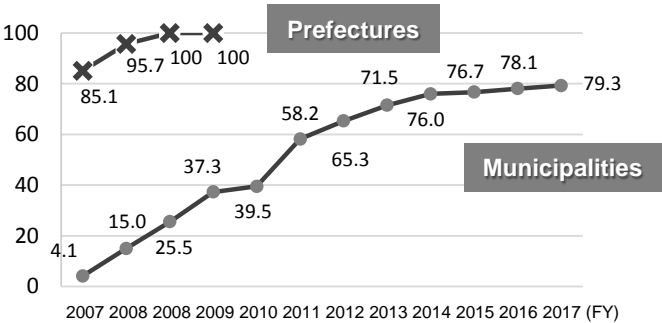
The theme of the 12th National Convention on Shokuiku Promotion in Okayama was “Shokuiku Shapes People! Working Together to Pass on Good Food to the Next Generation: Promoting Food and Health for the Future From Okayama, the Home of the Legendary Momotaro the Peach Boy.” As well as film screenings and 17 lectures and symposia, the convention featured 10 demonstration kitchens and a model elementary-school Shokuiku class. A total of 166 organizations set up 149 booths, including outdoor food stalls. Along with lectures, workshops, and a diverse array of booth displays, various events were held to ensure that the convention provided opportunities for visitors to gain an understanding of Shokuiku and put it into practice while enjoying themselves. Approximately 21,000 people visited the convention over its two-day duration.



Poster for the 12th National Convention on Shokuiku Promotion in Okayama

- Regarding the preparation of Shokuiku promotion plans by prefectural governments, the target of 100% was achieved in FY2008.
- The Basic Act obliges municipalities to make efforts to prepare Shokuiku promotion plans. The number that have actually done so is growing steadily, as a result of awareness campaigns. The proportion of municipalities that have prepared a plan is approaching 80%, against a target of 100% in the Basic Plan.
- The government continues to request that prefectures provide those municipalities that have not yet formulated a plan with support in doing so. The government provides prefectures with various forms of support, such as providing the information required to increase the percentage of municipalities that have put together a plan and dispatching lecturers to lead workshops.

### Preparation of Shokuiku promotion plans

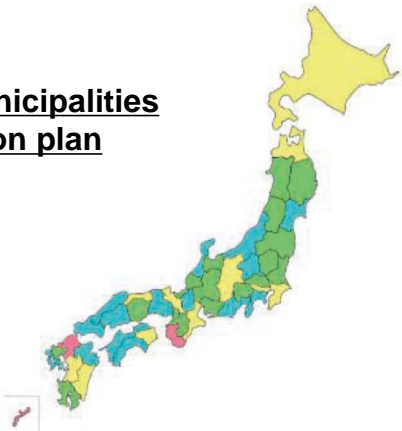


Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF (figures to FY2015 gathered by the Cabinet Office)  
 Note: Figures for FY2008 show the proportion that had prepared a plan as of June 2008 and March 2009.

### Number of prefectures by proportion of municipalities that have prepared a Shokuiku promotion plan

	Preparation rate	Number of prefectures
	100%	16
	75%-below 100%	17
	50%-below 75%	11
	Below 50%	3
	Number of municipalities that have prepared a plan	1,380

Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF  
 Note: The preparation rate indicates the municipalities that have prepared a plan as a percentage of the total number of municipalities within the prefecture concerned



### Special Feature

### Exchanging opinions with Shokuiku practitioners through “Kuruma-za furusato talk”(Round-table talk with locals) ~Promoting Shokuiku through community partnerships~

In December 2017, MAFF held a “Kuruma-za furusato talk” in the Okinawa Prefecture city of Itoman, on the subject of promoting Shokuiku through community partnerships. State Minister of Agriculture, Forestry and Fisheries Yosuke Isozaki and Special Advisor to the Prime Minister Mitsuhiro Miyakoshi represented the government at the meeting, which was attended by educators involved in Shokuiku at universities and nursery schools, students who study Shokuiku and health at university and engage in community Shokuiku activities, producers who offer hands-on experience of agriculture, and business representatives including national-registered dietitians and media organizations involved in a wide range of Shokuiku activities promoted through partnerships with stakeholders.

Diverse views were exchanged as participants engaged in a lively discussion about their Shokuiku activities and the issues that they face.



State Minister of Agriculture, Forestry and Fisheries Isozaki, Special Advisor to the Prime Minister Miyakoshi, and participants

### Comments by participants (excerpt)

- One challenge is how to pitch Shokuiku to workers and to families with a low awareness of food and nutrition.
- Another challenge is undertaking Shokuiku among workers. It would be helpful if time could be set aside for Shokuiku at companies on weekdays.
- Awareness of food and nutrition among adults is low. As it is difficult to change attitudes among adults, it is important to instill such awareness while children are still young.
- It is vital to start Shokuiku at a young age. The home environment seems to have a major impact on Shokuiku.
- Many parents are unused to handling kitchen knives, so a growing number of such families rely on semi-prepared side dishes and eating out, which leads to an increasing number of meals with inadequate nutrition, because of the consumption of junk food due to the cost involved. Cooking classes for parents are needed.
- Few schools in Okinawa Prefecture have introduced diet and nutrition teachers. It would be helpful if the number of diet and nutrition teachers could be increased to promote Shokuiku in schools, thereby ensuring that Okinawa becomes a prefecture a long average life expectancy once those children reach adulthood.
- While methods differ, everyone is undertaking Shokuiku initiatives in response to the same issues and with the same objective in mind, so joining up these initiatives would turn them into something much bigger.



# Chapter 5: Promoting Exchange between Producers and Consumers, and a Revitalization of Agriculture, Forestry and Fishery in Harmony with the Environment, and other practices

- Support for “education farms” and other activities providing first-hand experience of the agriculture, forestry and fishery industries (MAFF): As well as providing grants, MAFF offers an integrated database of “education farms” that includes information about which activities can be experienced at which farm.
- Promoting interaction between urban citizens and agriculture, forestry or fishery operators through green tourism (MAFF): MAFF supports the creation of interactive programs in communities dependent on agriculture, forestry, or fisheries, as well as supporting the development of frameworks for hosting visitors and centers for interregional exchange.
- A City and Village Children’s Exchange Project (Ministry of Internal Affairs and Communications, Cabinet Secretariat, MEXT, MAFF, Ministry of the Environment): This project promotes residential programs in communities dependent on agriculture, forestry or fisheries that give children the opportunity to experience nature and the agriculture, forestry or fishery industries.
- Promoting countryside stay (MAFF): MAFF has built a framework to support the development of systems enabling countryside stay to be run as a viable business, the dispatch of personnel to areas implementing such initiatives, the enhancement of underused community resources to create attractions that will appeal to tourists, the development of accommodation facilities in traditional-style old houses, and the promotion of outstanding areas at home and abroad.

## Case Study Agricultural high school students providing hands-on experience of farming to local children

Since 2006, Nakashibetsu Agricultural High School, in the Kenebetsu district of Nakashibetsu-cho, Hokkaido, has hosted the Kenebetsu Shokuiku School initiative, in which local preschoolers as well as elementary and junior high school students visit its school farm for hands-on experience of farming activities in which the high school students serve as the teachers.

The activities, which are planned by the high school students themselves, are tailored to the children’s stage of development and include cultivating and harvesting vegetables, milking cows, and making sausages. For example, preschoolers plant and harvest potatoes, giving them the chance to enjoy getting their hands into the soil, while activities for elementary school students are linked to lesson content, such as recording vegetable growth on a line graph, based on what they have learned in their mathematics class. The content for junior high school students is designed to make them realize the importance of receiving life, through the series of processes involved in manufacturing sausages.

By teaching younger children about growing crops and the significance of Shokuiku, the high school students themselves learn about the importance of food and life, and gain a deeper understanding of agriculture and Shokuiku. More than 10 years after its launch, the initiative has generated a virtuous cycle of providing hands-on experience of agriculture to local children, with children who previously participated in Kenebetsu Shokuiku School themselves going on to enter Nakashibetsu Agricultural High School and serve as teachers for the next generation.



Potato harvesting (preschoolers)



Meat processing (junior high school students)

- Promoting local production for local consumption (MAFF)
  - (1) Dissemination of information via the website and distribution of an e-mail newsletter
  - (2) Holding of forums on such themes as promoting the use of local produce
  - (3) Support for the development of agricultural produce processing facilities and farmers’ market-related activities
  - (4) Holding of the Awards for Excellence in Local Production for Local Consumption and the Local Production for Local Consumption School Lunch Menu Contest, among others
  - (5) Training and dispatch of local production for local consumption coordinators

- The “2030 Agenda for Sustainable Development,” adopted in 2015 at the United Nations Summit, has set a goal of halving per capita global food waste at the retail and consumer levels.
- Relevant ministries and agencies are working together to revise the business practice spanning the manufacturing, delivery, and retail stages of the food chain, which is contributing to generation of food waste. They are expanding the number of items and the companies handling them, as well as promoting labeling foods with best before dates using only the month and year.
- To ensure that food related business operators can supply food to groups that run foodbanks at ease, MAFF organizes foodbank hygiene management workshops and seminars to encourage the use of foodbanks.
- National Advisory Network for Enjoyable Ways to Not Waste Food is a network formed by local governments in October 2016 with the aim of reducing food waste. In October 2017, it organized the First National Conference on Reducing Food Waste (held in Matsumoto City, Nagano Prefecture).

### Case Study **Spreading the message about the need to reduce food waste (First National Conference on Reducing Food Loss)**

This event was held to bring together a variety of stakeholders involved in reducing food waste, including business operators and consumers, so that they could build new partnerships and spread the message about the need to reduce food waste throughout the food chain across the country (organizers: Matsumoto City and National Advisory Network for Enjoyable Ways to Not Waste Food; co-organizers: Consumer Affairs Agency, MAFF, Ministry of the Environment).

The event included panel discussions involving consumers, business operators, and local governments. In addition, the whole venue came together to issue a declaration exhorting the whole country to reduce food waste.



First National Conference on Reducing Food Waste  
(Matsumoto City, Nagano Prefecture)

### Special Feature **Tie-up with the film “0 Yen Kitchen” (Wastecooking) Distributing information about reducing food loss that captures people’s imagination**

In a July 2017, as a tie-up with the film “0 Yen Kitchen” (released in English under the title “Wastecooking”), MAFF distributed information about the importance of valuing food, under the catchphrase “Think again about wasting food.”

The film is a documentary that follows a journalist with an interest in food crises as he journeys around Europe in a car that he himself modified to run on used cooking oil, aiming to find tips on reducing food waste. It shows him collecting and cooking food that is still edible, from companies and consumers who were planning to throw it away. By cooking up dishes that people would not imagine were made from wasted food, he makes people think seriously about food disposal and fosters an awareness of how much food that is still edible is wasted.

It is important to publicize information to promote the reduction of food loss, by using media that appeal to as broad a range of the public as possible, as in the case of this tie-up.



# Chapter 6: Activities for the Inheritance of a Food Culture

- To ensure that food culture are cherished and passed on to the next generation, Local Dietary Life Improvement Promoters and other Shokuiku volunteers who undertake grassroots Shokuiku activities with the public, and highly skilled expert chefs have important roles to play.
- Understanding the distinctive features of the local ingredients, etc. that have sustained traditional local cuisine and food culture, and teaching others about them is an important part of passing on local food culture. MAFF promotes initiatives by municipalities, nongovernmental organizations, JA, and consumers' cooperatives, aimed at increasing interest in local food culture and local produce among consumers, especially children and their parents.
- In FY2017, MAFF held the Second All-Japan Children's Washoku King Contest, in which elementary school students compete to demonstrate their traditional Japanese food culture knowledge and skills, as well as drawing pictures of traditional Japanese cuisine.
- MAFF also held workshops to encourage local government dietitians to organize Shokuiku activities on the theme of traditional Japanese food culture. In addition, MAFF organized Shokuiku classes to encourage pregnant women and parents currently raising children to incorporate traditional Japanese food culture into their child's upbringing and provided information in a format suitable for smartphones.

## Case Study Savoring Japanese Cuisine through Dashi

Since 2015, the Washoku Association of Japan (Washoku Japan) has organized the annual “Savoring Japanese Cuisine through Dashi” event to promote lunches based on traditional Japanese cuisine at nursery schools and elementary and junior high schools nationwide. Held around *Washoku* Day on November 24 each year, the event offers an opportunity to think about *washoku*, Japan's traditional dietary cultures, by serving Japanese cuisine for school lunches.

In FY2017, a total of approximately 1.573 million children at around 6,500 schools nationwide took part. The participating schools served a lunch that gave children the chance to savor the umami-rich flavor of dashi stock, incorporating such dishes such as miso soup made with diverse seasonal ingredients; *kenchinjiru*, which is a clear soup made with locally grown ingredients; and *noppe* stew, which is a popular local cuisine in some areas. Shokuiku lessons on the theme of washoku also took place, giving children the chance not only to hear about dashi, but also to handle the ingredients and taste the finished product.



Shokuiku class

## Case Study Initiative to encourage young people and families bringing up children to eat soybean-miso dishes

In the Aichi Prefecture city of Okazaki, dishes such as *nimiso*—made by stewing whatever vegetables are available in miso—have been a part of home cooking for centuries. However, in recent years, local citizens are increasingly unfamiliar with such aspects of Okazaki food culture as soybean miso and *nimiso*.

In FY2017, the local government made use of MAFF's Rediscover Appealing Local Food Shokuiku Promotion Project to organize a workshop to teach people how to make soybean miso (which is made without the use of rice or other grains) and *nimiso*.

The city plans to conduct a survey regarding local food culture and develop initiatives aimed at ensuring that not only *nimiso*, but also other local dishes are passed on to families and the community as a whole through workshops and various forms of information provision.



Making soybean miso



# Shokuiku and the transformation of diet in the Meiji period



## Importance of Shokuiku highlighted

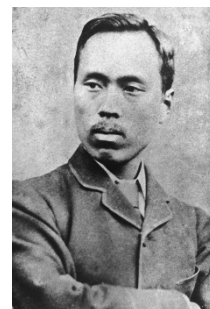
Published in 1898, Sagen Ishizuka's book "Diet for Health" highlighted the effects of diet on people. He also mentioned the importance of Shokuiku as the basis of physical, intellectual, and talent education. In "Gourmandism," which was published in 1903, Gensai Murai pointed out the importance of Shokuiku: "For young children, Shokuiku comes before moral education, before intellectual education, and before physical education."



Inside cover of "Diet for Health" by Sagen Ishizuka  
Source: Collections of the National Diet Library

## Importance of nutrition discovered

When Takaki Kanehiro was appointed director of the Tokyo Naval Hospital in 1880, he began to conduct research into the prevention and treatment of beriberi. While we know today that the cause of beriberi is vitamin B1 deficiency, at that time the prevailing theory was that it was an infectious disease caused by bacteria. Takaki thought that beriberi was caused by a nutritional deficiency, so in 1885, he introduced the practice of mixing barley into the white rice that was the staple food of naval crews, thereby eradicating cases of beriberi in the navy. However, army physician Mori Rintaro (better known by his pen-name Mori Ogai), who supported the infectious disease theory, refused to accept Takaki's conclusions. Whereas there were hardly any deaths from beriberi among members of the navy during the First Sino-Japanese War and the Russo-Japanese War, the army lost many men to the disease.



Takaki Kanehiro  
Source: Jikei University School of Medicine collection

## Meat becomes popular

The practice of eating meat was seen as a symbol of the Westernization movement during the Meiji period, so the number of butchers selling beef and restaurants offering beef dishes increased. The Meiji period trend for meat-based meals can be seen in Kanagaki Robun's 1871 novel "The Beef Eater" and the 1897 book "New Record of Tokyo's Prosperity," among others. In his 1870 essay "On Meat Eating," Fukuzawa Yukichi argued that beef and milk were effective in promoting better health. Fukuzawa also emphasized the benefits of a meat-based diet in his 1882 essay "One Must Eat Meat," citing the fact that Westerners were mentally and physically stronger than Japanese and arguing that this difference could be attributed to eating different foods.

Initially, beef was generally eaten in the form of beef hotpot, in which the meat was seasoned the Japanese way with soy sauce or miso and then eaten with chopsticks. Beef hotpot restaurants were comparatively cheap, so even the common people could feel comfortable eating there.



A beef hotpot restaurant (from "The Beef Eater")  
Source: Website of the National Diet Library

## Western cuisine spreads

Along with the opening of restaurants serving Western dishes, the publication of books about Western cooking helped to raise its profile. Knowledge of Western cuisine spread with the 1872 publication of Western cookery books such as Keigakudo Shujin's "Guide to Western Cooking" and Kanagaki Robun's "Connoisseurship of Western Cuisine."

In the latter half of the 1880s, restaurants called *yoshokuya* (Western restaurants) began to open, bringing Western cuisine to the masses. Between the end of the 1800s through to the second decade of the 20th century, there were up to 1,500 to 1,600 *yoshokuya* in Tokyo alone. Dishes served by *yoshokuya* included deep-fried shrimp, croquettes, and curry, all served with cooked rice. Of the 326 major restaurants in Tokyo in 1906, 207 served traditional Japanese-style meals, 36 Western cuisine, 81 beef or poultry dishes, and 2 Chinese food.

## School lunches introduced

In 1889, Chuai Elementary School, a private school in what was then the town of Tsuruoka in Yamagata Prefecture, began offering school lunches free of charge to students living in poverty. In 1907, Ogusa Village Compulsory Education Promotion Association in Hiroshima Prefecture began offering school lunches, while Takanashi Elementary School in Akita Prefecture offered them to students living in poverty. After school lunches began to be provided in Iwate Prefecture and Shizuoka Prefecture, and in parts of Okayama Prefecture in 1911, school lunch initiatives gradually became more widespread.



A typical school lunch in 1889: rice ball, salted salmon, pickled vegetables  
Source: Japan Sport Council

- To provide information and facilitate the exchange of views with consumers and other stakeholders concerning food safety and other related matters, the Consumer Affairs Agency, Food Safety Commission of Japan, MHLW, and MAFF worked together to organize meetings for the public. In FY2017, such meetings were held in various areas of the country, focusing on “Structure to Maintain Food Safety,” “Radioactive Materials in Food,” and “Health Foods.”
- The Consumer Affairs Agency provided consumers with information and exchanged opinions with them, to ensure that they could act on the basis of an accurate understanding of relevant matters.
- The whole government is working together on initiatives to dispel harmful rumors about food from disaster-stricken areas arising from the nuclear power plant accident. The government has redoubled its efforts to share information about the appeal of Fukushima Prefecture’s produce and the safety thereof, based on “The Strategy for the Enhancement of the Elimination of Negative Reputation Impact and Risk Communication” which was formulated in December 2017.

- The Food Labelling Act entered into force in 2015. This consolidated the provisions concerning food labelling in the Food Sanitation Act, the Act on Standardization and Proper Quality Labelling of Agricultural and Forestry Products, and the Health Promotion Act. In addition, it introduced a number of necessary revisions, including (1) mandatory nutritional information labelling of processed foods; (2) improved rules around allergen labelling; and (3) the creation of a system governing Foods with Function Claims. The Consumer Affairs Agency conducts activities to raise awareness among consumers and business operators alike.
- On September 1, 2017, a Cabinet Office ordinance partially revising the food labeling standards was enacted. This set out labelling of the countries of origin of ingredients in processed foods. The new system targets all processed foods and requires the ingredients to be listed by country in descending order by weight, starting with the countries of origin of the main ingredient by weight.

Special Feature

Providing consumers with information via the “Health Foods Q&A” pamphlet and the “5 Problems Concerning Health Foods” leaflet

While many consumers use health foods, the Consumer Affairs Agency and other bodies do receive reports about health hazards and economic harm resulting from health foods. In October 2017, the Consumer Affairs Agency compiled the “Health Foods Q&A” pamphlet and the “5 Problems Concerning Health Foods” leaflet. These two documents provide consumers with an understanding of health foods, highlight key points to be aware of when using such foods, and introduce reliable sources of information for consumers wishing to investigate the subject further for themselves. As it is important for people to abide by the recommended intake when using health foods and to understand whether or not such foods are having an adverse impact on their physical health, these documents provide examples showing ways to take notes to record details of health foods being used.

They state that the basis of maintaining and improving health is “eating nutritionally balanced meals, taking moderate exercise, and getting adequate rest.” Moreover, they seek to raise awareness of the need to avoid overly relying on health foods to remedy unbalanced nutritional intake and unhealthy lifestyle habits, stating that it is necessary to rethink one’s own lifestyle and use them in a way that will assist in improving one’s diet and lifestyle practices.



図2 健康食品手帳の例

製品名	目安の摂取量	日 付 (曜日)						
		( )	( )	( )	( )	( )	( )	( )
消費した健康食品とその量	朝							
	昼							
	夕							
	朝							
	昼							
	夕							
	朝							
	昼							
	夕							
	朝							
	昼							
	夕							
体調	調子が良い							
	変わらない							
	調子が悪い							
記入したこと (メモ)								

Health Foods Q&A



5 Problems Concerning Health Foods



# Chapter 8: Research and Study, and the Promotion of Other Policies

- MEXT releases the Standard Tables of Food Composition in Japan, with the objective of providing basic data concerning the ingredients in the foods that people consume every day. Following further enhancements, tables showing the composition of 148 foods (including 16 foods listed for the first time) were published in FY2017.
- The information that MAFF makes widely available to the public includes basic statistical data required in promoting Shokuiku, concerning the state of the agriculture, forestry and fishery industries and the production, distribution, and consumption of food, as well as the results of surveys of attitudes.
- The Nutrition Japan Public Private Platform was established in September 2016 as a partnership between the public and private sectors. Involving around 50 private sector companies and organizations, the body undertakes integrated activities aimed at building a sustainable model as a commercial enterprise. In 2017, with the cooperation of the governments of the countries concerned, it launched projects aimed at improving nutrition at workplaces in such Southeast Asian countries as Indonesia and Cambodia.

## Special Feature

### Nutrition for Growth

The London Olympic and Paralympic Games were held in the UK in 2012. The British government took advantage of this opportunity to launch an international initiative called Nutrition for Growth (N4G) to accelerate efforts to improve nutrition throughout the international community.

Japan became involved in N4G in 2013. That year, the first “Nutrition for Growth Summit: Beating Hunger through Business and Science” was held as a side event of the G8 Lough Erne Summit hosted by the UK. The N4G Summit produced the Global Nutrition for Growth Compact, which set a target of reducing the number of stunted children by at least 20 million and saving the lives of at least 1.7 million children by 2020. At that time, Japan committed to helping to improve global nutrition through public-private partnerships, which resulted in the establishment of the Nutrition Japan Public Private Platform (NJPPP).

At the Rio de Janeiro Olympic and Paralympic Games in 2016, Japan, as a host country of the Tokyo 2020 Olympic and Paralympic Games, joined the governments of Brazil and the UK in co-organizing “N4G: Accelerating progress against malnutrition with actions to promote access to healthy food for all.”

In 2017, the Government of Italy, which has long been concerned about the issue of nutrition, demonstrated its support for this process by hosting the Global Nutrition Summit as a side event of the G7 Ministerial Meeting on Health in Milan. As the host country of the Tokyo 2020 Olympic and Paralympic Games, Japan intends to organize a nutrition summit to take place that year. As can be seen from these endeavors, concern about improving nutrition is growing by the year among members of the international community.



Panel discussion at the 2013 Nutrition for Growth Summit

# Outline of 2016 National Health and Nutrition Survey Results

MHLW conducts the National Health and Nutrition Survey every year to learn about the state of people’s health, their nutritional intake, and their lifestyle habits. The main theme of the 2016 survey was regional disparities; the number of districts where the survey was conducted was increased and the results were published in September 2017.

The 2016 National Health and Nutrition Survey gained an understanding of regional disparities in the priority areas of physique and living habits.

**<There are significant differences between the top and bottom groups of prefectures in terms of physique and living habits>**

Prefectural figures were adjusted for age and divided into four groups in descending order. A comparison of the statuses of the top group (top 25%) and bottom group (bottom 25%) showed regional variation between the top and bottom groups in respect of BMI, vegetable intake, salt intake, number of steps walked, and the percentage of men who habitually smoke at present. In terms of average vegetable intake among those aged 20 or above, the difference between the top and bottom groups was 59 g/day among men and 60 g/day among women. Disparities between prefectures had shrunk since the 2012 survey in respect of male vegetable intake and both male and female salt intake.

**Status of prefectures in terms of physique and living habits**

		National average	Prefectural situation		Gap between the top and bottom groups
			Top group	Bottom group	
1. Average BMI (kg/m <sup>2</sup> )	Male (aged 20-69)	23.8	24.4	23.4	0.9
	Female (aged 40-69)	22.6	23.3	22.1	1.2
2. Average Vegetable Intake (g/day)	Male (20 or over)	284	318	258	59
	Female (20 or over)	270	302	242	60
3. Average Salt Intake (g/day)	Male (20 or over)	10.8	11.5	10.0	1.5
	Female (20 or over)	9.2	9.7	8.5	1.1
4. Average Number of Steps (steps/day)	Male (aged 20-64)	7,779	8,264	6,774	1,490
	Female (aged 20-64)	6,776	7,200	5,930	1,270
5. Percentage of people who habitually smoke at present (%)	Male (20 or over)	29.7	35.2	25.4	9.9

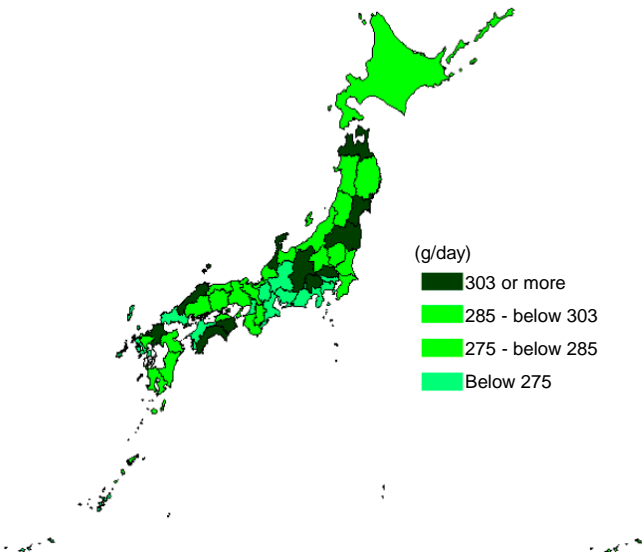
\*Prefectural data was divided into four groups in descending order, with the top group consisting of the top 25% and the bottom group consisting of the bottom 25%. Kumamoto Prefecture was excluded.

\*The figures used for comparison are adjusted for age based on average age in the age categories for each indicator.

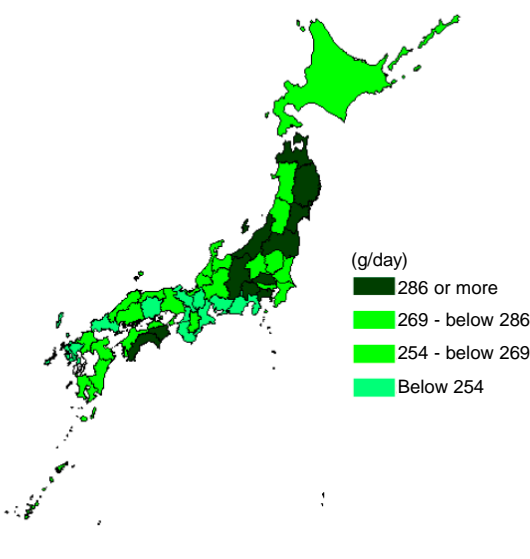
\*Due to rounding, the differences between the top and bottom groups do not correspond to the differences between the averages for the top group and the averages for the bottom group.

**Vegetable intake by prefecture and by gender**

Male (20 or over)



Female (20 or over)



\*Kumamoto Prefecture was excluded from the survey, due to the impact of the April 2016 Kumamoto Earthquake.

# PART III Evaluation of Targets and Current State of Shokuiku Promotion Measures

- Comparing targets with the current state of Shokuiku promotion, the survey for the current fiscal year shows that the target for “Percentage of people who want to “eat together” in communities and actually participate in such opportunities,” “Percentage of junior high schools that provide school lunches” and “Number of food companies registered as striving to reduce salt and fat in their food products” have already been met.
- The percentage of municipalities that have made and carried out a promotion plan is steadily increasing. However, some issues remain, such as the percentage of children who skip breakfast.

	Values when the Third Basic Program was established (FY2015)	Current value (FY2017)	Target value (FY2020)
①Percentage of people who are aware of Shokuiku	75.0%	78.4%	90% or more
②Number of mutual meals such as breakfast or dinner taken together with family members	9.7 times/week	10.5 times/week	11or more times/week
③Percentage of people who want to “eat together” in communities and actually participate in such opportunities	64.6%	72.6%	70% or more
④Percentage of children who skip breakfast	4.4%	4.6%	0%
⑤Percentage of young people who skip breakfast	24.7%	23.5%	15% or less
⑥Percentage of junior high schools that provide school lunches	87.5% (FY2014)	90.2% (FY2016)	90% or more
⑦Percentage of using locally produced food in school lunches	26.9% (FY2014)	25.8% (FY2016)	30% or more
⑧Percentage of domestic ingredients used in school lunches	77.3% (FY2014)	75.2% (FY2016)	80% or more
⑨Percentage of people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	57.7%	58.1%	70% or more
⑩Percentage of young people who eat at least two meals consisting of a staple food, main dish and side dish a day almost every day	43.2%	39.1%	55% or more
⑪Percentage of people who routinely practice a dietary life in which they take care to maintain a proper weight and limit salt intake, among other efforts, in order to prevent or treat lifestyle-related diseases	69.4%	68.2%	75% or more
⑫Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	103 companies (FY2016)	100 companies or more
⑬Percentage of people who take time to eat and chew properly	49.2%	50.2%	55% or more
⑭Number of people involved in volunteer groups, etc. engaged in Shokuiku promotion	344,000 (FY2014)	360,000 (FY2016)	370,000 or more
⑮Percentage of people (households) who have experienced the work of agriculture, forestry and fishery	36.2%	36.3%	40% or more
⑯Percentage of people who take some kind of action to reduce food loss	67.4% (FY2014)	71.8%	80% or more
⑰Percentage of people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them and are passing these on to others	41.6%	37.8%	50% or more
⑱Percentage of young people who have had traditional dishes and table manners that form part of their community or family heritage passed on to them	49.3%	50.4%	60% or more
⑲Percentage of people who possess the basic knowledge about the safety of food and use their own judgement accordingly	72.0%	72.4%	80% or more
⑳Percentage of young people who possess the basic knowledge about the safety of food and use their own judgement accordingly	56.8%	62.6%	65% or more
㉑Percentage of municipalities that have made and are realizing a basic program for Shokuiku promotion	76.7%	79.3%	100%

Source: ①, ②, ③, ⑤, ⑨, ⑩, ⑪, ⑬, ⑰, ⑱, ⑲, ⑳: “The Survey of Attitude toward Shokuiku”  
 ④: “National Assessment of Academic Ability”  
 ⑥: “Survey of School Lunch Provision”  
 ⑦, ⑧: “Report on School Lunch Nutrition”  
 ⑫: “Number of companies registered for the Smart Life Project”  
 ⑬: FY2014 “Cabinet Office Shokuiku Promotion Office investigation”, FY2016 survey by Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF  
 ⑮: “Survey on eating habits and agriculture, forestry and fishery experience”  
 ⑯: FY2014 “The Basic Survey on Consumer Life”, Survey of Consumer Attitudes (Survey of awareness of food loss reduction and actions taken) (FY2017)  
 ㉑: FY2015 “Cabinet Office Shokuiku Promotion Office investigation”, FY2017 survey by Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF