

# 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

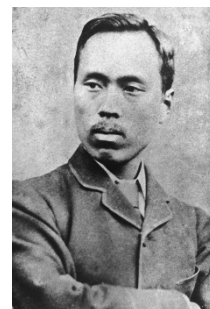
Published in 1898, Sagen Ishizuka's book "Diet for Health" highlighted the effects of diet on people. He also mentioned the importance of Shokuiku as the basis of physical, intellectual, and talent education. In "Gourmandism," which was published in 1903, Gensai Murai pointed out the importance of Shokuiku: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

# Chapter 7: Promoting the Information Provision on Food Safety, Nutrition and Other Related Matters

- 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.

## Special Feature Providing Information on Food Safety to Children and Their Parents/Guardians

The Consumer Affairs Agency, the Food Safety Commission of Japan, MHLW, and MAFF, jointly participated in “Operation Summer Vacation Homework / Independent Research 2017!” (took place over three days in Tokyo and two days in Sendai) and “Osaka Shokuiku Festa 2017” (held over two days in Osaka). Through such events, they provide the opportunity to reconsider familiar themes about safety in food and daily life for elementary school students and their parents/guardians.

The Consumer Affairs Agency set up a booth on the theme of “Thinking what we can do! Safety in food and daily life for children and parents” and provided information on six themes relating to safety in food and daily life, including radioactive materials in food, through mini-seminars and a poster presentation. It also held a workshop in which children created their own board game played with dice (so-called “Sugoroku” in Japan). At the workshop, the children selected three questions relating to safety in food and daily life based on their interest, and wrote down the answers (with the help of parents/guardians, in the case of younger children), then drew up their own board game.

Through such events, the Consumer Affairs Agency was able to disseminate information to audience, including those who usually cannot participate in public meetings, so the agency will continue providing information to as many consumers as possible in various user friendly manners.

### 食べものの「安全」について学ぼう

**食べものの「安全」って、どんなこと?**

食べものを食べて、おなかが悪くなり具合が悪くなったことってないかな? 食べものを食べておなかの具合が悪くなったことはないようにすることが、食べものの「安全」を守るってことなんだ。「どんな時でもおいしい安全」という食べものはないんだ。

どんな食べものも、取りあつかい方をまちがえたり、食べすぎたりすると、体の具合が悪くなることもあるよ。だから、みんなのおうちでは、肉や魚などの生ものは冷蔵庫に入れて、しっかり手洗いをし、肉の調理は平気で火を通すなど、食べものを正しく取りあつかってね。そして、いろいろな食べものを好き嫌いしないで食べることが大切なんだ。

**食べものの「安全」はみんなで守っているよ**

店にはいろいろな食べ物が売られているね。野菜、肉、魚、お菓子、おそうじ、これらの食べものは作るときや、作った後に守らなければいけないルールがあるんだ。日本では、食べ物の安全を科学的に調べて、国がルールを決めて、ルールが守られているか調べているよ。

### 食べものの「安全」について学ぼう

**自然にも危険なものはいっぱいあるよ**

ジャガイモには、芽、葉やみどり葉の部分に、たくさん食べるとおなかをこわす毒が入っているよ。ジャガイモの芽、葉やみどり葉の部分は、摘除する前にしっかりと取り除いてから食べてね。

毒をもった危ないキノコや毒菌には、食べても安全なキノコや毒菌にそっくりで、おなかをまちがえしてしまうものもあるよ! お菌にも毒をもったのがいるよ。だから、公園や空き地には生えている知らないキノコや草は、食べられそうに思えても、絶対にとったり、口にしたりしちゃダメだよ。

**食品てんか物はルールを守って使われているよ**

食べものを長持ちさせたり、色やにおいをつけたり、食べやすくしたりするために使われるのが、食品てんか物だよ。ようふくのように食品てんか物の「にがり」を使わないと、つれいはいきものもあるんだ。

食品てんか物は、使われるルールが守られているから、「食品てんか物」を守って使われていて、お店で広く使われているのは安全だよ。

### 3つの決まりを守って食中毒を防ごう

**1 しっかりあらって食べものばい菌を「つけない」**

【手をしっかり洗おう】  
手にはいろいろなばい菌(菌やウイルス)が潜んでいるよ。食中毒をおこすばい菌を食べものに付かないように、こまめに手を洗おう。洗うときは、しっかりと洗う。洗った後は、しっかりと乾かす。

【食べものもしっかり洗おう】  
野菜や肉、魚にもばい菌が潜んでいるよ。生肉や生魚を食べる前には、しっかりと洗おう。洗った後は、しっかりと乾かす。

**2 すぐに冷蔵庫、冷凍庫にしまおう**

ばい菌の多くは、おなかをこわすために、おなかの温度で生きていく。生肉や生魚などの生肉や生魚は、買った後すぐに冷蔵庫や冷凍庫に入れて、すぐに食べてね。

**3 冷蔵庫の温度を必ず確認しよう**

冷蔵庫に入れても、ばい菌は生きていく。冷蔵庫の温度を必ず確認しよう。冷蔵庫の温度は、必ず5℃以下に設定しよう。

**4 低い温度で保存してばい菌を「増やさない」**

【お肉はしっかりと平気で火を通そう】  
お肉は、しっかりと平気で火を通そう。肉の中心から赤い色がなくなるまで火を通してね。

【ばい菌の作る菌に気をつけよう】  
お肉や魚の生肉や生魚は、おなかをこわす菌が潜んでいるよ。お肉や魚の生肉や生魚は、おなかをこわす菌が潜んでいるよ。お肉や魚の生肉や生魚は、おなかをこわす菌が潜んでいるよ。

- 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)						
		( )	( )	( )	( )	( )	( )	( )
胃腸に健康食品をその薬	朝							
	昼							
	夕							
	朝							
	昼							
	夕							
体調	朝							
	昼							
	夕							
	朝							
	昼							
	夕							
調子が良い								
変わらない								
調子が悪い								
気付いたこと (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

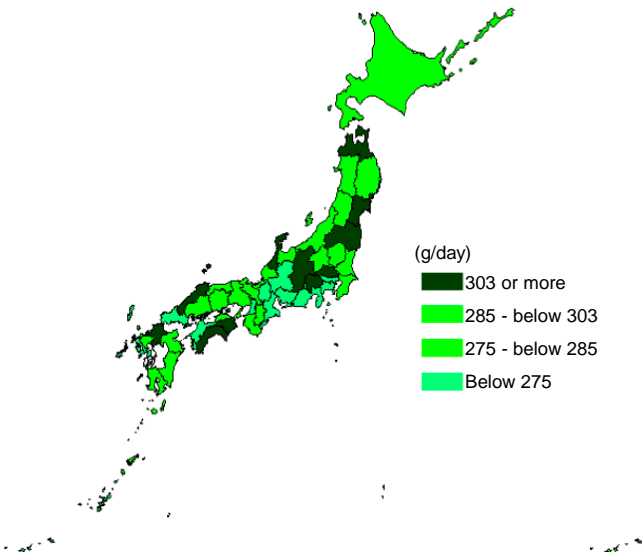
\*Prefectural data was divided into four groups in descending order, with the top group consisting of the top 25% and the bottom group consisting of the bottom 25%. Kumamoto Prefecture was excluded.

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

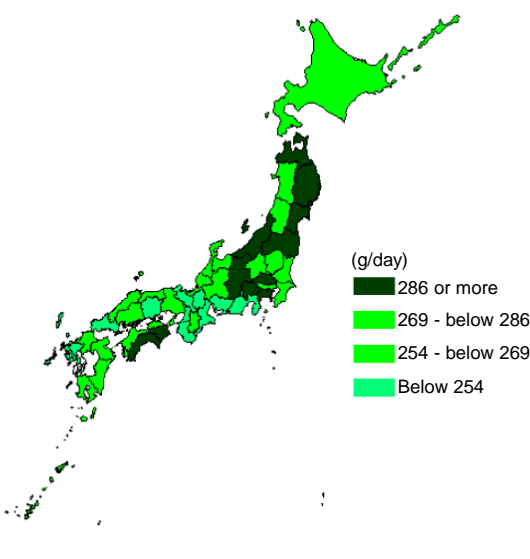
\*Due to rounding, the differences between the top and bottom groups do not correspond to the differences between the averages for the top group and the averages for the bottom group.

**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: “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)

⑲: FY2015 “Cabinet Office Shokuiku Promotion Office investigation”, FY2017 survey by Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF