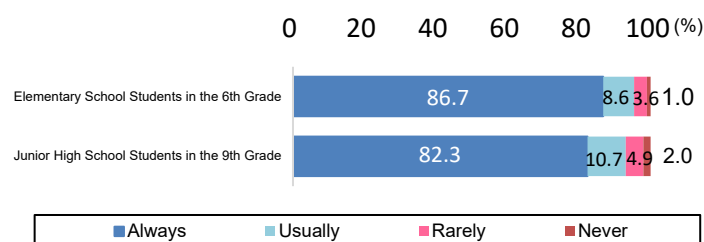


Chapter 1: Shokuiku at Households

Developing Healthy Lifestyle Habits for Children

Percentage of Students Who Eat Breakfast Every Day



Data Source: MEXT. (2019). National Assessment of Academic Ability.

Note: Question: "Do you practice the following in your life? Choose one answer that applies." and "Do you eat breakfast every day?"

Answers: "Always," "Usually," "Rarely," and "Never"

- The percentage of students who eat breakfast every day was 86.7% for elementary school students and 82.3% for junior high school students. On the other hand, the percentage of students who skip breakfast was 4.6% for elementary school students and 6.9% for junior high school students.
- In fiscal 2019, MEXT and the National Institution for Youth Education collaborated to implement the "Early to Bed, Early to Rise, and Don't Forget Your Breakfast" partner schools program in 12 areas nationwide.

Case Study

Shokuiku and Lifestyle Improvement Project Carried out by Everyone at Itako Daini Junior High School
("Early to Bed, Early to Rise, and Don't Forget Your Breakfast" partner school program for fiscal 2018)

- At Itako Municipal Itako Daini Junior High School in Ibaraki Prefecture, the school, families and community work together to promote *shokuiku* across the region so that each student can set their own goals and improve their dietary habits and review lifestyle habits.
- Offering classes that covered topics matching the actual situation of the students helped them to learn the importance of eating breakfast, increasing the number of students who eat breakfast and make breakfast by themselves.



At a class held by a diet and nutrition teacher

(Encouraging Shokuiku for Pregnant and Parturient Women and Citizens in Child-Rearing Age Groups)

- MHLW has created a leaflet for the general public that describes breastfeeding and weaning in an easy-to-understand manner based on the contents of the "Guidelines for Nursing/Bottle Feeding, and for Baby Food" revised in 2019.
- In fiscal 2019, an intermediate evaluation of the "Healthy Parents and Children 21 (phase 2)" was conducted. Improvements were made to 34 of the 52 targeted indicators.

Case Study

Eating Together with Family and Friends – "Tomo Shoku Project"

- NPO Fathering Japan launched the "Tomo Shoku Project" in June 2019.
- By naming the act of "kyōshoku※" with family members, local people, etc., as "Tomo Shoku", the NPO aims to improve work-life balance and reform work styles.
※ Kyōshoku means eating meals together with someone



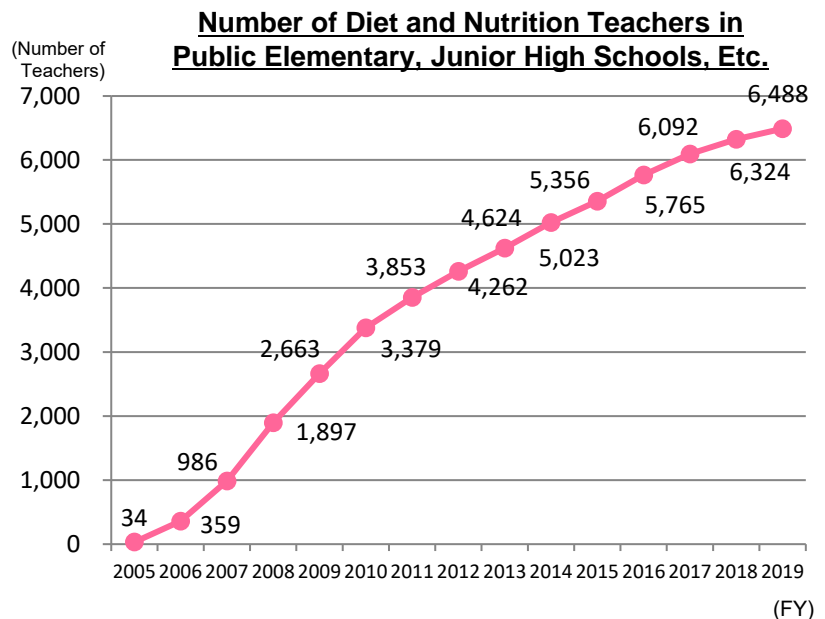
"Tomo Shoku Project" logo

- The project has been introduced by various entities, such as the universities declaring "Tomo Shoku" under the name of their presidents and local governments holding workshops as part of the "parenting school".

Chapter 2 Shokuiku in Schools, Childcare Centers, Etc.

(Enhancing Shokuiku in Schools)

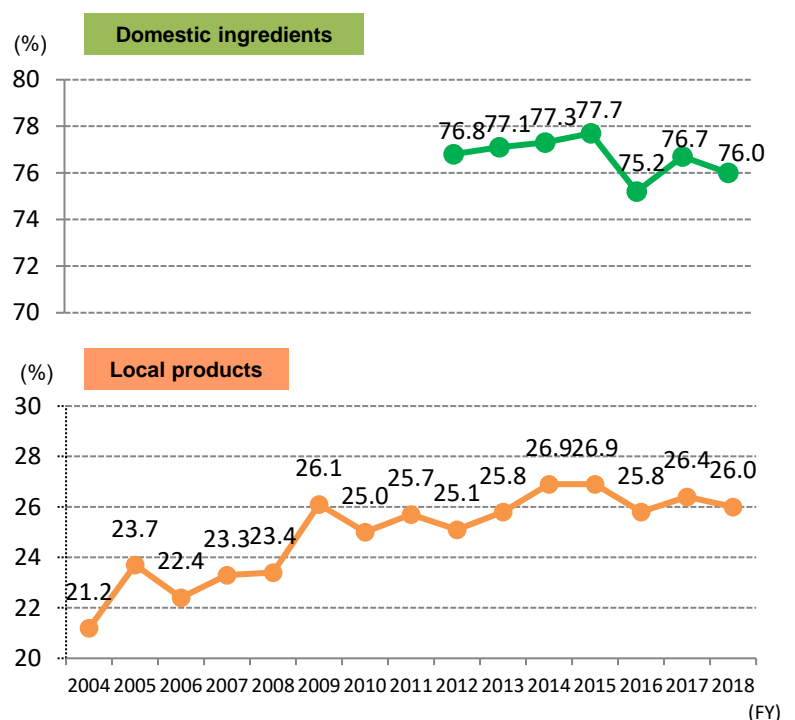
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,488 teachers nationwide (as of May 1, 2019).
- In the education guideline for each subject revised from 2017 to 2019, “Enhancing Shokuiku in Schools” continues to be positioned as a general rule.
- Schools, being the core of our efforts, in cooperation with households and producers and related organizations, implemented the “Integrated Shokuiku Promotion Projects,” which aim to foster children’s ability to manage their own diet. In fiscal 2019, 9 projects (21 implementing schools) were implemented nationwide.
- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018).
- In fiscal 2018, the national average for the use of domestically produced ingredients was 76.0%, and the usage rate of local produce was 26.0% (national average, by number of ingredients used).
- MEXT has implemented the “Project to Address Social Issues via School Lunches” to advance further use of local produce in school lunches by developing new methodologies of food production, processing, and distribution, etc., and to roll out the best practices throughout the nation. Also, MAFF has trained and dispatched local production for local consumption coordinators who coordinate between producers and schools.
- Approximately 80% of the current shokuiku promotion plans of each prefecture have set targets related to the use of local products in school lunches.



Data Source: Until fiscal 2015: Health Education and Shokuiku Division, Elementary and Secondary Education Bureau, MEXT. 2016 to present: MEXT. School Basic Survey.

Note: “Public elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Percentage of Using Locally Produced Food, Etc. in School Lunches



Data Source: MEXT. “Report on School Lunch Nutrition.”

Case Study

Working Together with the Community to Reduce Food Loss and Waste and Advance Farm to Table by Using School Lunches (Efforts in the Project to Address Social Issues via School Lunches)

- The Tokushima Prefectural Board of Education has been working together with related parties centering on Kamiita Town to reduce food loss and waste and advance farm to table by using school lunches.
- In the field after the first harvesting is done, children conduct the second harvesting of nonstandard field crops that cannot be distributed as products. Then, these are processed and frozen into “chopped” or “paste” form by the processor to be used for school lunches.
- These efforts have resulted in a rise in the frequency of nonstandard field crops used and the percentage of local products used in school lunches.



Children conducting the second harvesting

Case Study

Using Locally Produced Field Crops in School Lunches

- In Kodaira City, Tokyo, a study group was established by the government, producers and JA Tokyo Musashi Kodaira Branch to promote the use of locally produced field crops in school lunches.
- To solve the issues related to the delivery of field crops, JA started a school lunch business that handles the delivery.
- As of fiscal 2006, the percentage of the use of locally produced field crops was 5.5% for elementary schools and 6.0% for junior high schools. In fiscal 2018, these percentages rose to 29.3% and 26.9%, respectively.



At a meeting to discuss the standards of field crops with dietitians and producers

(Promotion of Shokuiku for Preschool Children)

- Systematic *shokuiku* efforts based on “National Curriculum Standards for Day-Care Center” for day care center, the “National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for centers for early childhood education and care were performed as a part of childcare and educational activities.

Case Study

Shokuiku Efforts Made by Kindergartens, Elementary Schools, Households and Communities as a Whole - Through the Cooking of a Local Cuisine, “Nettabo”

- Ishiyama Kindergarten in Miyakonojo City, Miyazaki Prefecture cultivates sweet potatoes from May with the first to third grade children of the adjoining elementary school. They mix these sweet potatoes with sticky rice cultivated by the fourth to sixth grade children of the same elementary school to cook a local cuisine, “Nettabo”, at a “Sukoyaka Festa”.
- The “Sukoyaka Festa” is enjoyed by various people including the elementary school children, their parents, elderly people in the community and diet improvement promotion members, providing an opportunity for social interaction across multiple generations.



Children tasting “Nettabo”

Chapter 3

Shokuiku in Communities

- “A Guide to Shokuiku” states that “we are what we eat” and illustrates the “food cycle” from fields/sea/etc. to our tables and “how our diet evolves with age” based on life stages as the “circles of *shokuiku*”. The Guide presents specific efforts according to each stage.
- The “Japanese Food Guide Spinning Top” was designed to help citizens take specific actions as specified by the “Dietary Guidelines for Japanese.” The guide has been disseminated and used through opportunities such as *shokuiku*-related events in the local communities.
- MHLW has implemented a “Preventing Diabetes Strategic Project” to create an environment that is helpful for citizens who are working to prevent diabetes.
- Mainly led by the Cabinet Office, a public-private collaborative project, the “Children’s Future Support National Movement” has been promoted. The project includes support for activities, such as *kodomo shokudo* [children’s cafeterias], that promote *shokuiku* for children in poverty and stop the perpetual cycle of poverty.
- MHLW has informed the children’s cafeterias of the cautionary points, such as food safety management, and called on the governments, local residents, welfare staff and educators to cooperate with the activities of the children’s cafeterias.
- MAFF provides relevant information on its website, so to enhance *shokuiku* efforts in communities which takes place in children’s cafeterias. MAFF also supports the provision of places for *kyōshoku* by understanding the needs of *kyōshoku* in the region and matching them with producers.
- To promote the support for the health of elderly people in local communities, in fiscal 2019, MHLW created a public awareness tool that elderly people, their family members and government officials can use for frailty prevention* by utilizing the “Dietary Reference Intakes for Japanese (2020)”.

*A state of decreased physical and mental vitality (such as muscle strength and cognitive function) with aging, posing increased risks of functional impairment requiring nursing care, and death.

Case Study

Utilization of “Hyogo Prefecture’s Frailty Prevention/Improvement Program” at “commuting places” for Local Elderly People

- Hyogo Prefecture has created the “Hyogo Prefecture’s Frailty Prevention/Improvement Program” in cooperation with the Hyogo Prefecture Medical Association, etc. The program is based on the “three guidelines for frailty prevention”: (1) pay attention to weight loss; (2) maintain oral health to be able to chew food properly; (3) eat three meals a day consisting of a staple food, a main dish and side dishes.
- To help elderly people to be able to prevent frailty themselves, the program implements the following measures: (1) utilization of a video that provides information on nutrition and oral health in a quiz format; (2) offering meals to prevent/improve frailty by using meal distributors and providing nutritional and health education by registered dietitians and dental hygienists at “hangout places” where local elderly people gather and interact with each other; (3) establishing a contact system for medical/nursing care services when frailty is suspected.



Flow of “Hyogo Prefecture’s Frailty Prevention/Improvement Program”

- MHLW organized the “40th Japan Dental Health Convention” in Fukushima Prefecture to promote *shokuiku* in dentistry and oral health. They have also supported efforts performed by the prefectures under the framework of the “8020 Campaign: Oral Health Promotion Program.”

- Food-related business operators, etc. performed *shokuiku* efforts as part of their corporate social responsibility (CSR) activities.



“Smart Life Project” logo



Diet improvement dissemination campaign “Plus 1 Dish” logo

- MHLW implemented the “Smart Life Project” in partnership with companies, private entities, and local governments. Activities under a series of annual diet improvement campaigns were performed such as “One More Vegetable Dish for a 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.”



Diet improvement dissemination campaign “Minus 2 grams” logo



Diet improvement dissemination campaign “With Milk” logo

- Based on the “Basic Policy for Promoting Fruit Tree Cultivation” and in partnership with producer groups, MAFF is encouraging citizens to eat more fruits at home and in school lunches, etc. through the “200 Grams of Fruits Every Day!” campaign.



“200 grams of Fruits Every Day!” logo

- The *shokuiku* volunteer members including volunteers for promoting improved dietary habits implemented community-based *shokuiku* activities.

Case Study Community-based Activities to “Health Promotion through Shoku”

- Aiming to “health promotion through food”, the Iwate Prefecture Hirono Town Diet Improvement Promoters Council promoted public awareness of healthy handmade snacks for young children, offered opportunities to cook local cuisine at junior high schools and organized cooking classes making recipes with a reduced/appropriate amount of sodium using local ingredients.
- The council aims to prevent overeating and encourage households to maintain nutritional balance in their meals through efforts such as holding events and publishing a collection of recipes using the “balanced lunch box” that gives a clear view of the appropriate amounts of staple food, a main dish, side dishes, dairy product, fruit based on the “Japanese Food Guide Spinning Top”.



Cooking class for men incorporating a reduced-sodium recipe

Case Study

“Building Connections” and “Creating a Place for Everyone” Through Food at Kodomo Shokudo

- While operating a vegetable store, “Kimagure Yaoya Dandan” has been supporting children with their study and offering a place for adults to learn as well. In 2012, they opened a *kodomo shokudo* to create a place in the community where children can eat with peace of mind even when they are alone and where people can enjoy the warm rice and miso soup with lots of ingredients.
- Every Thursday, meals are offered to children for a coin (it can be 1 yen or 1 toy coin) and 500 yen for adults.
- As a safety net to prevent isolation of single-parent families and elderly people and also a “place for everyone”, the cafeteria collects and disseminates local information.



A place for everyone, “Dandan”



Eating together brings smiles and laughter

- For the “Nutrition Day/Nutrition Week 2019”, the Japan Dietetic Association has implemented various projects under the unified theme of “Enjoy nutrition - Tackle the double burden of malnutrition”.
- At “Nutrition Wonder 2019”, presentations were given to 200,000 people for tackling “underweight in young women, malnutrition in elderly people and obesity of middle-aged men”. The Nutrition Wonder Book was also distributed.



Nutrition Wonder Book

Article

Examples of Corporate Efforts to Promote Shokuiku for the Health of their Employees

- MAFF conducted interviews with companies that are actively working on *shokuiku* for their employees, such as offering breakfast and “smart meals” for lunch and training for improving dietary habits. In March 2020, these interviews were compiled as a collection of case studies and published on the website of MAFF.
- MAFF expects that other companies that are planning to work on *shokuiku* for their employees will use these case studies as reference.



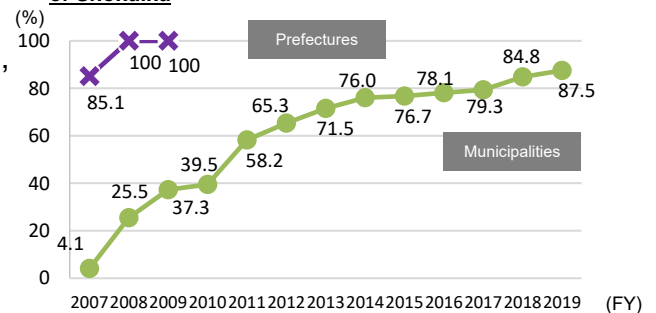
“A Collection of Case Studies of Corporate Shokuiku Efforts for the Health of Employees, etc.”

Chapter 4

Expansion of Shokuiku Campaign

- MAFF held the “14th National Convention on Promotion of Shokuiku in Yamanashi” in June 2019, as a core nationwide event during the Shokuiku Month of June.
- MAFF has conferred the “3rd Shokuiku Activity Awards” and other related awards.

Changes in the Percentages of Prefectures and Municipalities that Have Created Plans for the Promotion of Shokuiku



Data Source: MAFF. Survey by the Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, the same survey was conducted by the Cabinet Office until fiscal 2015.

Preparation Rate of the Municipal Plans, by Prefectures

Preparation Rate	Number of Prefectures
100%	22
75 - below 100%	18
50 - below 75%	6
Below 50%	1

Data Source: MAFF. Survey conducted by the Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau. (As of March 31, 2020).

Note: 1) The “Preparation Rate” indicates the percentage of municipalities that have prepared Municipal Plans for the Promotion of Shokuiku within the total number of municipalities within the prefectures.
2) 1,523 municipalities have prepared their Municipal Plans for the Promotion of Shokuiku.

Article

Raising Public Awareness of Shokuiku through “the 14th National Convention on the Promotion of Shokuiku in Yamanashi”

- Under the theme of “Food connecting people and future - From the home of Mt. Fuji with the longest healthy life expectancy, Yamanashi Prefecture to the rest of the nation”, the convention was held with 140 exhibit booths, 26 lectures and other various events, drawing about 22,000 people over two days.
- At the exhibition booths, panels related to *shokuiku* were displayed, food and soup tasting was offered and cooking classes for local cuisine were held.



Children’s cooking experience

Case Study

Promoting of Shokuiku by the Collaborative Efforts of the Community - Connecting with Shoku Across Sabae City

- The “Genki Sabae Shokuiku Promotion Council” was formed in 2011 to comprehensively promote *shokuiku* in Sabae City, Fukui Prefecture based on the city’s *shokuiku* promotion plan and in collaboration with various food-related organizations and individuals.
- In the school lunch field project, children experience planting and harvesting vegetables under the guidance of farmer volunteers.
- Diet and nutrition teachers and committee members working collaboratively, lecturers are invited to elementary schools and hold *shokuiku* classes according to the grade of students.



Experiencing farming at the school lunch field

Chapter 5 Interactions between Producers and Consumers, and Vitalization of Environment-Friendly Agriculture, Forestry, and Fisheries, and Other Practices

(Promotion of Agriculture, Forestry, or Fishery Experiences)

- MAFF has implemented support for activities providing first-hand experience of agriculture, forestry and fishery like that of education farms.
- MAFF has established frameworks to welcome participants and disseminate information on “nōhaku” [countryside stays]. The participants stay in rural areas whose economy is based on agriculture, forestry or fisheries while experiencing Japanese traditional lifestyle and communication with local residents.



“Nōhaku Portal” website

(Promoting Farm to Table)

- In addition to providing information on its website and distributing e-mail newsletters, MAFF promotes nationwide efforts, such as holding forums under the theme of promoting the use of local products.

Case Study Experience Program to Learn How Shoku is Connected to Our “Life”

- Zao Mountain Farm in Yamagata Prefecture offers hands-on experience programs and picture-story shows at the farm, etc.
- Through these opportunities, participants learn that dairy farming produces, nurtures and sells “life” to support society and people live with the benefits of “life” provided by nature.



Children interacting with cattle at the farm

Case Study Hirado City, a “Treasure Island” for cultivating Shoku

- The Hirado City Shokuiku Promotion Council in Nagasaki Prefecture is working to promote *shokuiku* for children with an aim to increase the usage ratio of local products to 80% by actively incorporating local cuisine in school lunches.
- With the cooperation of local producers and sellers, ingredients that require time to prepare, such as Japanese silver leaf and bracken, are delivered after they are prepared and various seasonal ingredients are used in school lunches.

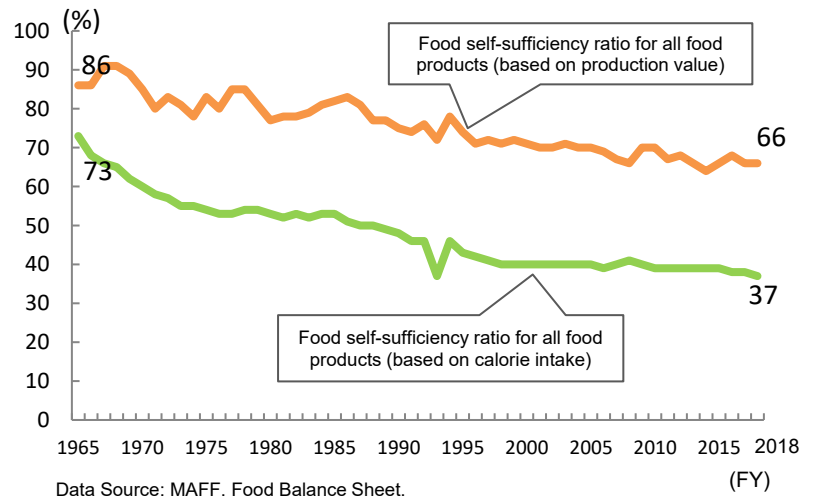


Children making “Yakiago” [grilling flying fish]

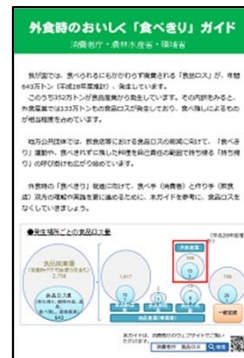
(Reducing Food Loss and Waste)

- While Japan's food self-sufficiency ratio for fiscal year (FY) 2018 was the lowest ever at 37% (calorie intake basis), 6.12 million tons of food was lost and wasted in FY 2017.
- In September 2015, the UN Summit adopted "2030 Agenda for Sustainable Development" for new UN Sustainable Development Goals (SDGs). Within the Goal 12 "Ensure sustainable consumption and production patterns" of 17 Goals, there is an international target of halving per capita food loss and waste (FLW) at the retail and consumer level and reducing FLW along production and supply chains.
- "Act on Promotion of Food Loss and Waste Reduction" (Act No. 19 of 2019) was promulgated in May 2019 and enforced on October 1 of the same year.
- To facilitate consumer's understanding of FLW, MAFF has created publicity materials such as posters, and distributed them to retailers for awareness-raising activities in collaborating retail stores nationwide.
- Food bank activities are expanding, in which they receive donations of unused food produced in the process of production, distribution and consumption from food companies and producers. As of March 2020, 120 organizations are active in Japan.
- March 2020, MAFF provided opportunities for matching buyers and sellers, and subsidized storage/delivery fees for unused food that would have been used for school lunches if schools had not been closed as an emergency measure against novel coronavirus infections.

Changes in Japan's Food Self-Sufficiency Ratio



Consumer enlightenment material for retail stores (by MAFF)



A Guide to Deliciously "Tabekiri (no leftover)" when Eating-out

- CAA, in collaboration with MAFF and the Ministry of the Environment (MOE), published "A Guide to Deliciously 'Tabekiri (no leftover)' when Eating-out", which contains practical and cautionary points to promote "Tabekiri" when eating out.
- MOE has implemented awareness-raising activities for FLW by using leaflets such as the "Seven Day Challenge! Food Loss Diary". MOE established a portal site that aggregates information on FLW where each entity can obtain accurate and easy-to-understand information on FLW.

Article “Act on Promotion of Food Loss and Waste Reduction”

- On May 24, 2019, the Act on Promotion of Food Loss and Waste Reduction (hereinafter referred to as the Act in this section) was passed by the Diet to promote the reduction of FLW as a national movement through collaboration of various entities, such as the national government, local governments, business operators and consumers. The Act was promulgated on May 31, 2019 and enforced on October 1 of the same year.

- The Act aims to promote the issue of FLW by clarifying the responsibilities of the national government, local governments and businesses, the role of consumers and designating basic policies and other measures for reducing FLW.

Overview of the Act on Promotion of Food Loss and Waste Reduction	
<p>Issues of food loss and waste (FLW)</p> <ul style="list-style-type: none"> A large amount of edible food is discarded in Japan. Food loss and waste is mentioned in the 2030 Agenda for Sustainable Development (adopted by the U.N. General Assembly in September 2015). <p>Purpose</p> <ul style="list-style-type: none"> While there are many people plagued with malnutrition in the world, it is imperative for Japan to respond to reducing FLW worldwide, as a nation that depends on a large amount of imported food. There are two basic necessities for reducing FLW. 1) All entities need to change their attitudes and foster awareness of not wasting food. 2) prevent (discarding edible food, in short, consume food as food). Decide that the objective of the Act is to promote FLW reduction as a national movement through collaboration of various entities. <p>Definition of reducing food loss and waste (Article 2)</p> <p>Defines reducing FLW as “to take action to prevent discarding food that is edible and nutritious for human consumption”.</p> <p>Responsibilities (Article 3-7)</p> <p>Describe the responsibilities of the national government (national government), local governments, and businesses, the role of consumers, and the necessity of collaboration between relevant entities.</p> <p>Relationship between the Act on Promotion of Food Loss and Waste Reduction and the Food Waste Recycling Law (Article 4)</p> <p>The central government/local governments must implement measures on the Food Waste Recycling Law based on the philosophy and the contents of the Act on Promotion of FLW reduction.</p> <p>Promotion month for reducing food loss and waste (Article 9)</p> <p>Proclaims October as a promotion month for reducing FLW in order to enhance understanding and interests among the people.</p> <p>Basic policy (Article 11-12)</p> <ul style="list-style-type: none"> The national government must decide a basic policy (by the cabinet decision) on reducing FLW. Local governments (prefecture and municipal-level) endeavor to compile their basic plans on reducing FLW based on the basic policy. 	<p>Formulation - 21st May 2019 as Act No. 54 of 2019 Enforcement - 1/10/2019</p> <p>Issues include waste of resources (e.g. increase of business costs and household expenses) and reduction of environmental burden.</p> <p>Basic measures by the central government/local governments (Article 14-19)</p> <ul style="list-style-type: none"> Provide government and assistance on FLW to consumers and businesses. Adopt efforts made for food-related business operators. Command entities for making significant achievements on reducing FLW. Conduct surveys on FLW; implement research/evaluation measures to reduce FLW effectively. Select and disseminate best practices on reducing FLW. Support food loss to, conduct operations or information for food donation/supply by food banks. <p>Council for Promotion of Food Loss and Waste Reduction (Article 20-26)</p> <ul style="list-style-type: none"> The Council will be established in the Cabinet Office. The Council consists of members of Ministers and experts of FLW and conduct to draft the basic policy. (Chairman) - Minister of State for Consumer Affairs and Food Safety.

Outline of the “Act on Promotion of the Reduction of Food Loss and Waste”

Article Initiatives for Promotion Month for Reducing Food Loss and Waste

- In October, which is designated as the “Promotion Month for Reducing Food Loss and Waste” by the Act, various initiatives were implemented by each ministry.
- On October 30, which is the “Promotion Day for Reducing Food Loss and Waste”, the “3rd National Convention for Food Loss and Waste Reduction” was held in Tokushima City, Tokushima Prefecture where presentations of advanced cases and talk sessions entitled “Reducing food loss and waste by using ICT” were held .
- CAA disseminated the current situation, initiatives and case studies of FLW and other information that may be useful for those who are trying for reducing FLW through its website, etc., and introduced waste-avoidance recipes on the cooking recipe website, “Cookpad”.
- MAFF published on its website the name of retailers (75 food business operators) that are engaged in consumers’ awareness-raising activities, such as displaying posters. MAFF also published 19 examples of the use of “Loss-non”, a logo of the NO-FOOD LOSS PROJECT.



Promotion Month for Reducing Food Loss



A store displaying a poster calling for FLW reduction



“The Kitchen of the Consumer Affairs Agency” on the cooking recipe website “Cookpad”

- In October 2019, MOE held the “Symposium on Food Loss and Waste Reduction Promotion” to strengthen cooperation among the national government, local governments, business operators and consumers. MOE also held quiz rallies and introduced display panels in Sendai, Osaka and Fukuoka City, mainly for families.

Chapter 6 Activities for the Inheritance of Japanese Food Culture

- Volunteers for promoting improved dietary habits provided hands-on learning opportunities in various places where children and their parents cook local cuisine together, such as “Oyakono Shokuiku Class”, to pass down local cuisine and food culture.
- The All Japan Chefs Association and the Nihon chourishikai (Japanese Licensed Cooks Association) continue to work on promoting shokuiku for children and parents through various events and contests.
- In 2013, “Washoku, traditional dietary cultures of the Japanese,” was registered as a UNESCO Intangible Cultural Heritage. Government, industry and academia are working together to promote protection/succession of the Japanese traditional food culture.



Grand Prize winning work at the “National Lunch Box Contest for Children” sponsored by the Nihon chourishikai (Japanese Licensed Cooks Association)

Article Efforts to Protect and Pass on “Washoku”

- MAFF has started making efforts to protect/succeed various food cultures (local cuisine) unique to each region. In fiscal 2019, meetings of the regional review committees consisting of members from local governments, university research institutes, private organizations, educators and private companies were held in 10 prefectures. These meetings studied the history, origin, related events, necessary ingredients, recipes and other information of the local cuisine selected by each region and posted the results on the website of MAFF.
- Efforts to foster nursery teachers, dietitians, etc. who play a core role in conveying the Japanese food culture to children and the child-rearing generation have also started, holding training sessions in 10 prefectures in fiscal 2019.



Local cuisine selected in 10 prefectures



At a training session

- MAFF held the “Fourth All-Japan Children’s Washoku King Contest” where mainly elementary school students compete to demonstrate their knowledge and skills and draw pictures of traditional Japanese cuisine and culture.
- MAFF has extended support so that sustainable efforts to rediscover traditional ingredients, etc. such as those found in local cuisines and traditional vegetables, with the cooperation of local governments, agriculture, forestry, and fishery operators and food-related business operators.



“Fourth All-Japan Children’s Washoku King Contest”
National Overall Gold Award winning work for the
Washoku Painting Category
“Local Cuisine that I Cooked with My Grandmother”

Case Study

Cherishing and Passing on Our Food Culture, the “Taste of Uwajima”

- Uwajima City in Ehime Prefecture promotes *shokuiku* activities to “cherish and pass on their food culture” under the basic principle in the second Uwajima City shokuiku plan, “Appreciate food and foster the ability to live a healthy and fulfilling life”.
- In addition to a “local cuisine workshop” held for adults, a “visiting lecture for local cuisine” was held for elementary, junior high and high school students.
- As an approach to the younger generation that has little interest in local cuisine, leaflets of local cuisine were distributed and panels were exhibited for young parents who visited for medical examination of their babies to create an opportunity to trigger their interest in local cuisine.



Cooking practice of local cuisine,
“Fukumen” by junior high school students

Case Study

Passing on the Local Cuisine, “Udon*of Yoshida”

※Thick white noodles made of wheat flour

- “Udon of Yoshida” is a local cuisine that has been enjoyed in the countryside area of Fujiyoshida City, Yamanashi Prefecture.
- In 2010, Yamanashi Prefectural Hibarigaoka High School started to take actions to spread “Udon of Yoshida” as part of the lesson, such as creating a website. From 2014, they expanded their activities as an Udon Club.
- They disseminated information using various tools, such as a website, free paper and SNS and in 2018, opened an Udon store run by high school students.
- As the “Udon of Yoshida Tourism Ambassador”, they continue to actively disseminate information through various efforts, such as exhibiting at events within and outside the prefecture.



Free paper, “Udon Navi”



Opening “Udon of Yoshida” inside a supermarket

Chapter 7 Information Provision on Food Safety, Nutrition, and Other Related Matters

- As one of many approaches toward risk communications concerning food safety, CAA, FSCJ, MHLW and MAFF worked together to organize opinion exchange meetings.
- From July to August 2019, relevant ministries and agencies worked collaboratively to participate in parent-child events held in Miyagi, Tokyo and Kyoto Prefecture where they held a stage program for radioactive substances in food for elementary school students and their parents.
- MAFF provides information on its website, etc. so that consumers can acquire accurate knowledge about food safety and are able to appropriately select and handle food based on it.
- CAA has been making efforts to raise awareness of the new Food Labelling System among consumers and business operators. CAA dispatched lecturers to workshops, etc., revised the leaflets notifying the mandatory nutrition labelling and renewed its website.



Example of MAFF's website
"What we can do to prevent food poisoning caused by potatoes"

Article Consumer Education Efforts for the Utilization of Nutrition Labelling Taking Advantage of Regional Characteristics

- With the enforcement of the Food Labelling Act, CAA has been working to raise awareness and improve understanding of the mandatory nutrition labelling among consumers and business operators.
- In fiscal 2018, a research project on consumer education for the utilization of nutrition labelling was conducted in Tokushima Prefecture, which has been selected as a demonstration field. The results were compiled in a report and published in August 2019.
- Based on the results of the demonstration project, a program to promote consumer education for the utilization of nutrition labelling and a practical manual summarizing the key points when practicing the program were prepared.
- In November 2019, a briefing session was held on the results of the demonstration project conducted in fiscal 2017 and fiscal 2018 in Tokushima Prefecture.



At the event that used the practical manual

Chapter 8 Surveys, Studies, and Other Efforts

- MEXT added and revised the composition values for 105 foods (including 81 newly listed foods) for the “Standard Tables of Food Composition in Japan - 2015 - (Seventh Revised Edition)”, and published it as the “2019 Data Update of the Standard Tables of Food Composition in Japan - 2015 - (Seventh Revised Edition)”.
- MHLW conducted the annual “National Health and Nutrition Survey” to learn about the state of citizens’ health, nutritional intake, and lifestyle habits. The main focus of the 2019 survey is the improvement of the social environment.
- In December 2019, the SDGs Promotion Headquarters established the “SDGs Action Plan 2020.” The plan identified “Promotion of Shokuiku” as one of the initiatives for the priority issue of “Empowerment of All People” of the “Sustainable Development Goals (SDGs) Implementation Guiding Principles.”

Case Study

“Onigiri Action”, Tackling Global Poverty with “Onigiri” (Rice Ball)

- TABLE FOR TWO International, a non-profit organization, implements initiatives toward achieving SDGs, such as ending poverty and hunger in developing countries and providing educational opportunities to children.
- The “Onigiri Action” that launched in fiscal 2015 is an initiative to deliver school meals to children in developing countries. The initiative works like this: every time someone posts a photo related to “Onigiri” on SNS, etc., its partner organizations make a donation equivalent to 5 school meals.



Mosaic art for children created from the photos posted for the “Onigiri Action 2019”

Article Nutrition for Growth (N4G)

- In 2012, London hosted the Olympic and Paralympic Games. “Nutrition for Growth” was launched as an international initiative to accelerate efforts to improve nutrition in the international community. Japan has been contributing to this initiative since 2013.
- Japan, as a hosting country of the Tokyo Olympic and Paralympic Games, plans to hold the Tokyo Nutrition for Growth Summit in Tokyo.



At the panel discussion held in 2013

Article Efforts to Spread the Charm of Japanese Food and Culture at the G20 Niigata Agriculture Ministers' Meeting

- In May 2019, Japan chaired and hosted the “G20 Niigata Agriculture Ministers’ Meeting” in Niigata City, Niigata Prefecture. 34 countries and organizations participated in the meeting.
- At the welcome reception, etc., dishes using ingredients produced in Niigata Prefecture and the areas recovering from the Great East Japan Earthquake were served. Also during the field tour, participants experienced a mochi (rice cake) making demonstration and took part in a Japanese tea ceremony.



Serving Sushi Using Fishery Products from Fukushima Prefecture at a Welcome Reception

Part III Goals and Evaluating Progress of Shokuiku Promotion Efforts

- Comparing the target value of the current promotion of *shokuiku*, the survey for the current fiscal year shows that the target for “Percentage of citizens participated in *kyōshoku* in their communities, etc. at their request”, “Percentage of junior high schools that provide school lunches,” “Number of food companies registered as striving to reduce salt and fat in their food products,” “Percentage of young citizens who have had traditional dishes and table manners that form part of their community or family heritage passed on to them” and “Percentage of young citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it” have already been achieved.
- However, some issues, such as the “percentage of children who skip breakfast” and the “percentage of young citizens who eat at least two well-balanced meals consisting of a staple food, a main dish, and side dishes almost every day”, remain on the agenda.

Shokuiku Promotion Goals	Values in Fiscal 2015, When the Third Plan Was Created	Current Values (FY2019)	Target Values (FY2020)
1. Percentage of citizens who are interested in <i>shokuiku</i>	75.0%	76.2%	90% or more
2. Number of <i>kyōshoku</i> [breakfast or dinner eaten together with family members]	9.7 times/ week	10.0 times/ week	11 times or more/ week
3. Percentage of citizens participated in <i>kyōshoku</i> in their communities, etc. at their request	64.6%	73.4%	70% or more
4. Percentage of children who skip breakfast	4.4%	4.6%	0%
5. Percentage of young citizens who skip breakfast	24.7%	25.8%	15% or less
6. Percentage of junior high schools that provide school lunches	87.5% (FY2014)	93.2% (FY2018)	90% or more
7. Percentage of using locally produced food in school lunches	26.9% (FY2014)	26.0% (FY2018)	30% or more
8. Percentage of domestic ingredients used in school lunches	77.3% (FY2014)	76.0% (FY2018)	80% or more
9. Percentage of citizens who eat at least two well - balanced meals consisting of a staple food, a main dish, and side dishes almost every day	57.7%	56.1%	70% or more
10. Percentage of young citizens who eat at least two well - balanced meals consisting of a staple food, a main dish, and side dishes almost every day	43.2%	37.3%	55% or more
11. Percentage of citizens who routinely practice a healthy diet in which they take care to maintain a proper weight and limit salt intake in order to prevent or treat lifestyle diseases	69.4%	67.4%	75% or more
12. Number of food companies registered as striving to reduce salt and fat in their food products	67 companies (FY2014)	103 companies (FY2018)	100 companies or more
13. Percentage of citizens who take time to eat and chew well	49.2%	53.4%	55% or more
14. Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of shokuiku	344,000 (FY2014)	365,000 (FY2018)	370,000 or more
15. Percentage of citizens (households) who have had agriculture, forestry or fishery experience	36.2%	39.3%	40% or more
16. Percentage of citizens who take action to reduce food loss	67.4% (FY2014)	76.5%	80% or more
17. Percentage of citizens who have received and pass on traditional cuisine and table manners from their communities or families	41.6%	47.9%	50% or more
18. Percentage of young citizens who have received and pass on traditional cuisine and table manners from their communities or families	49.3%	61.6%	60% or more
19. Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	72.0%	79.4%	80% or more
20. Percentage of young citizens who have basic the knowledge of food safety and are able to make appropriate decisions based on it	56.8%	70.3%	65% or more
21. Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku	76.7%	87.5%	100%

Data Sources for 1, 2, 3, 5, 9, 10, 11, 13, 17, 18, 19, 20: Ministry of Agriculture, Forestry and Fisheries. Survey on Attitudes Towards Shokuiku (Annual).

For 4: National Assessment of Academic Ability.

For 6: Survey of School Lunch Provision. *Values are for the school lunch system implementation rate in public junior high schools.

For 7, 8: Report on School Lunch Nutrition.

For 12: Number of companies registered for the “Smart Life Project.”

For 14: Shokuiku Promotion Office, Cabinet Office (FY2014). Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2018).

For 15: Survey on Diet and Agriculture, Forestry, and Fisheries Experiences

For 16: The Basic Survey on Consumer Life (FY2014). Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Waste Reduction (FY2019).

For 21: Shokuiku Promotion Office, Cabinet Office (FY2015). Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2019).

Note: The goals that have been achieved are colored in blue.