

Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing of Environmentally Friendly Agriculture, Forestry, and Fisheries

(Promotion of Agriculture, Forestry, and Fishery Experiences)

- MAFF has implemented support for activities providing first-hand experience of agriculture, forestry and fishery like that of education farms.
- “*Nōhaku* [countryside stays]” in which participants stay in rural areas whose economy is based on agriculture, forestry or fisheries and enjoy dining and experiences that utilize regional resources during their stay, are being promoted.
- In fiscal 2020, elements such as the “COVID-19 Guidelines for *Nōhaku*” were thoroughly implemented and disseminated.
- Urban and rural interactions that contribute to factors such as *shokuiku* are promoted through “the exchange project for children to experience farming and rural lives” which provides agriculture, forestry, and fishery experiences for children in rural areas whose economy is based on agriculture, forestry or fisheries.



Farmhouse accommodation
“*Nōhaku*” offers exchanges through lodging, dining, and experiences in rural areas whose economy is based on agriculture, forestry or fisheries.

(Promotion of Local Production for Local Consumption)

- MAFF has implemented initiatives, such as awarding efforts that contribute to local production for local consumption and boosting consumption of domestic agricultural, forestry and fishery products, supporting menu development and actual applications in school lunches, and supporting dispatch of coordinators for local production for local consumption with expert knowledge in order to promote the increased use of local products in school lunches, etc.

Case Study Learning the Importance of Food at One’s Second Home --Stay-over Programs for Agriculture, Forestry, and Fishery Experiences in Minamishimabara--

- Minamishimabara Himawari Village offers a program, with the participation of approximately 160 farmers, that accepts groups such as school trips from within Japan and overseas.
- Participants engage in agriculture, forestry and fishery experiences at their accommodations, and cook and eat meals with self-harvested vegetables and local ingredients with their host family.
- A system to receive visitors has been developed to correspond to the “with COVID-19 era”, with activities such as establishing guidelines for COVID-19.

Minamishimabara Himawari Village
(Nagasaki Prefecture)



A “cozy family meal” with the host family

Case Study “Shounaihana Culture Ambassadors” Pass On Food Culture and the Delicious Taste Of Local Shounaihana Fish

- In Yamagata Prefecture’s Shounaihana (the coastal area of the Shounai region), where the fishery industry is especially active, people who pass on the “tastiness” of local fish hauled there or the local food culture are certified as “Shounaihana Culture Ambassadors” as an initiative to boost consumption of local fish.
- These Ambassadors teach how to prepare and cook local fish at cooking classes and other events conducted by the prefecture, to spread information and raise awareness between the general public about the culture such as traditional customs and methods of eating local fish.

Shounaihana Culture Ambassadors
Association (Yamagata Prefecture)

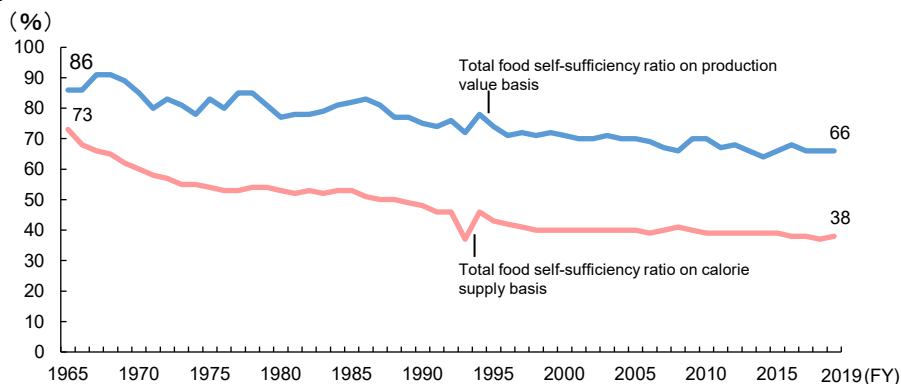


Ambassador *shokuiku* class at a junior high school

(Reducing Food Loss and Waste)

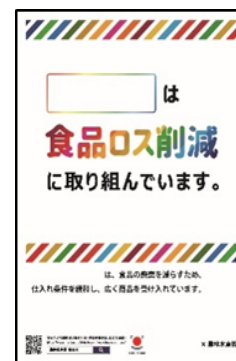
- While Japan's food self-sufficiency ratio in fiscal 2019 was 38% (calorie supply basis), six million tons of food was lost and wasted in fiscal 2018.

Changes in Japan's Food Self-Sufficiency Ratio



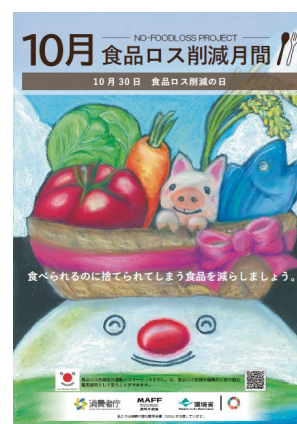
Data Source: MAFF. Food Balance Sheet.

- In the “2030 Agenda for Sustainable Development” for new UN Sustainable Development Goals (SDGs), there is an international target of halving per capita food waste at the retail and consumer level and reducing food losses along production and supply chains.
- To promote reduction of food loss and waste (FLW) as a national movement, the “Act on Promotion of Food Loss and Waste Reduction” (hereinafter referred to as the Act in this section) was established in May 2019 and went into effect on October 1 of the same year.



Store and restaurant posters targeting consumers

- 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 2021, 136 organizations are active in Japan.
- For food-related business operators which donated food to food banks, support for logistics and delivery fees as well as support for storage warehouse rental fees were provided to ensure a system for receiving food at food banks, as an emergency response to the spread of COVID-19.



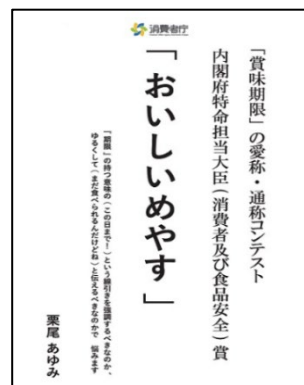
“Promotion Month for Reducing Food Loss and Waste” Poster (Fiscal 2020 Edition)

- In the “Promotion Month for Reducing Food Loss and Waste (October)” CAA, MAFF, and MOE worked together creating and distributing posters to organizations such as local governments while also conducting intensive information dissemination to raise public awareness on this matter.
- MOE established a portal site that aggregates information on FLW. Environments were developed in which each entity will be able to obtain accurate and easy-to-understand information on FLW. Furthermore, awareness-raising activities for FLW was conducted by using leaflets such as the “Seven Day Challenge! Food Loss and Waste Diary”.

- During the October Promotion Month for Reducing Food Loss and Waste, MAFF provided various poster materials to food retailers and restaurant business operators to raise FLW awareness amongst their customers. The names of 79 food retailers and restaurant business operators who had engaged in consumers' awareness-raising activities, such as displaying these posters, were announced.
- Based on the Act and “Basic Policy on Promotion of Food Loss and Waste Reduction”, and with the aim of promoting FLW reduction as a “National Movement”, CAA has established the “Promotion of Food Loss Reduction Grand Prix”, which awards those who have taken outstanding efforts that are expected to spread widely between consumers with a ripple effect.
- With the spread of COVID-19, the CAA has set up a special feature webpage, “How to Reduce Food Loss within the “New Lifestyles””, which urges reduction of FLW while social distancing, through activities such as getting takeout and online shopping on their website “Let’s challenge for Zero Food Loss!” .
- The CAA, MAFF, and MOE, along with the National Deliciously ‘Tabekiri (no leftovers)’ Movement Committee, implemented the “Deliciously ‘Tabekiri’ National Joint Campaign” from December 2020 to January 2021.

Article Initiatives for Reducing Food Loss and Waste

- CAA has conducted the “Expiration Date Nickname Contest” to promote proper understanding of expiration dates. Out of a total of 704 applicants, judging selected “*Oishii Meyasu* (Tasty Guide)” as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- With this, the “My Food Loss and Waste Reduction Slogan & Photo Contest” was held, and the “Sprinkle Magic on Roughed Vegetables” received the Minister of State for Consumer Affairs and Food Safety Award out of a total of 179 applicants.
- MOE, in conjunction with CAA, MAFF and the Doggy Bag Committee, held a “New Doggy Bag Ideas Contest”, a call for nicknames, etc. for the activity of taking home leftovers from restaurants.
- “mottECO” was selected as the grand prize for the new name of doggy bagging.



“Expiration Date” Nickname Contest
The Minister of State for Consumer Affairs and
Food Safety Award



My Food Loss and Waste Reduction Slogan & Photo Contest
The Minister of State for Consumer Affairs and Food Safety
Award



The “mottECO” logo, which received the grand prize

Chapter 6 Activities to Pass Down Food Culture

(Efforts in Volunteer Activities, etc.)

- Diet improvement Promoters provided learning opportunities, such as “*Oyakono Shokuiku Class*”, to pass down local cuisine and food culture.
- In fiscal 2020, activities were switched to home visitations, conducting promotion and education activities such as recipe distribution, as this was seen as a chance to pass down traditional home cooking now that there were more opportunities to eat at home.



Local cuisine recipe distribution by the Diet Improvement Promoters

(Efforts Such as Incorporating Licensed Expert Cooks)

- The All Japan Chefs Association and the *Nihon chourishikai* (Japanese Licensed Cooks Association) works on promoting *shokuiku* for children and parents through various events and contests.



Enjoying mealtime with everybody!

(Industry-Academia-Government Efforts to Protect and Pass down “*Washoku*”)

- MAFF has established November as “*Wagohan* (Japanese food) Month” with November 24th as “*Washoku Day*”, and workshops were held with the cooperation of Let’s *Wagohan* Project member enterprises to learn about the appeal and values of *Washoku*. The contents of these events were uploaded to YouTube.
- The *Washoku* Association of Japan conducted “*Washoku Day to taste Umami of Dashi*” around “*Washoku Day*”, in which *Washoku* school lunches are provided and classes related to *Washoku* culture are offered to educational organizations such as elementary schools, junior high schools, and day care centers all over Japan.

Article Efforts to Protect and Pass down *Washoku* Culture

- MAFF has studied the history, origin, related events, necessary ingredients, recipes and other information of local cuisines selected by each region. The results of this study featuring 17 prefectures for fiscal 2020 were posted on the MAFF website “Our Regional Cuisines”.
- From fiscal 2019, training has been conducted in each prefecture to cultivate core human resources “*Washoku* Culture Inheritance Leaders” who will pass on regional *Washoku* cultures.
In fiscal 2019, approximately 200 *Washoku* Culture Inheritance Leaders were trained in ten prefectures. Training has been conducted in fiscal 2020 as well, in eight prefectures.



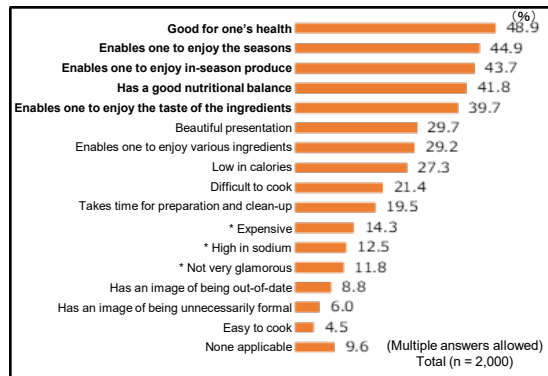
“Our Regional Cuisines” leaflet

Article Survey on Attitudes Toward *Washoku* Culture

➤ MAFF has conducted a survey to comprehend citizens' awareness, and to contribute to future protection and inheritance of *Washoku* culture.

The image of “*Washoku*” and “*Washoku* Culture”

➤ Although people have a positive image toward “*Washoku* and *Washoku* culture”, such as “Good for one’s health”, “Enables one to enjoy the seasons”, and “Enables one to enjoy in-season produce”, the survey found that there were also negative opinions such as “Difficult to cook”, “Takes time for preparation and clean-up”.



➤ MAFF held the “Fifth All-Japan Children’s *Washoku* King Contest” online, in which mainly elementary school students competed with photographs and movies on traditional Japanese cuisine and culture.

(Efforts to Rediscover the Charm of Regional Food Cultures)

➤ MAFF has extended support so that sustainable efforts to rediscover traditional ingredients, etc. such as those found in local cuisines and traditional vegetables, can be continued with the cooperation of local governments, agriculture, forestry, and fishery operators and food-related business operators.



“Fifth All-Japan Children’s *Washoku* King Contest”
Photo of the winning elementary school group

Case Study

High School Students, Leaders of the Next Generation, Compete on their Knowledge of Food “All-Japan Senior High School *Shokuiku* King Contest”

Fukui Prefecture

➤ To boost interest toward food with senior high school students, Fukui Prefecture has been holding the “All-Japan Senior High School *Shokuiku* King Contest” from 2007, with the aim of developing the ability to choose appropriate “food and nutrition” and to encourage development of desirable dietary habits.

➤ Senior high school students from all over Japan compete in quizzes related to regional food culture and cooking techniques according to themes.

➤ The 14th competition in fiscal 2020 was held online due to the spread of COVID-19, with a record 345 teams participating.

➤ Judging results crowned *Katsurou* kitchen (Katsushika School for the Deaf) as the 14th Senior High School *Shokuiku* King.



The 14th Senior High School *Shokuiku* King
“*Katsurou* kitchen (Katsushika School of the Deaf)”

Chapter 7 Providing Information on Food Safety, Nutrition, and Other Dietary Habits

- As one of many approaches for risk communications concerning food safety, CAA, FSCJ, MHLW and MAFF worked together to organize information exchange meetings.
- It is important to provide consumers with accurate and easy-to-understand information in order for them to be able to make rational decisions on their food choices based on sound science. CAA coordinates the policies of the relevant government ministries and agencies, and also provides easy-to-understand information from the consumer's viewpoint.
- For allergies, a system in which citizens will be able to obtain appropriate medical information based on scientific knowledge has been developed, based on the “Basic Guidelines on Allergic Diseases Measures”.
- 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.
- The new Food Labelling System has been fully enforced since April 2020. CAA has been making efforts to raise food labelling awareness among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In MEXT's “Food Guidance Companion”, created for teachers and school employees for *shokuiku* promotion in schools, there is a passage that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labels”, which is utilized at schools.



MAFF “Enjoy at Home! --Let's Eat Fresh and Delicious Food Ingredients--Hand Washing Edition/Box Lunch Edition”

Article The Nikkei SDGs Forum Special Symposium “New Era of Health from a *Tokuho* (food for specified health uses) Perspective”

- CAA and Nikkei Inc. co-hosted the symposium “New Era of Health from a *Tokuho* Perspective” as part of the promotion and education of food for specified health uses (*Tokuho*).
- With the Fair Competition Code regarding *Tokuho* enforced in August 2020, panelists from *Tokuho* manufacturers, consumer organizations, etc. discussed issues such as the significance and aim of *Tokuho*, contents of the Fair Competition Code, and prospective roles of *Tokuho*.
- Raising awareness of *Tokuho* is one of upcoming issues within initiatives toward enabling consumers to make appropriate product choices to improve their dietary habits, so CAA and *Tokuho*-related trade associations will make further efforts for promotion and education.



A scene from the Symposium

Chapter 8 Research, Studies, and Other Efforts

- MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition)” with enhanced contents such as newly listed foods.
- 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 to grasp the actual status of the improvement of the social environment.
- In December 2020, the SDGs Promotion Headquarters established the “SDGs Action Plan 2021.” Promotion of *Shokuiku* was identified as one of the SDGs initiatives to be promoted by the government.

Case Study

Practicing *Shokuiku* with Japanese Foods at Overseas Japanese Schools

Efforts by the Japanese School in Bahrain

- With the cooperation with the Embassy of Japan in Bahrain, a hands-on experience was offered to all students in the Japanese School in Bahrain. They visited the Ambassador’s residence to learn about differences in food cultures around the world, and experienced the wonders of Japanese food culture through Japanese sweets making demonstrations.



Shokuiku by Ambassador's chef

Efforts by the Japanese School in Paris

- The Japanese School in Paris conducts international exchanges with local schools, while educating about traditional culture through Japanese foods.
- Its elementary department annually visits a Japanese farm that grows vegetables in France, to experience actual harvesting. These vegetables are taken home and turned into Japanese vegetable dishes.
- Its junior high department conducts cultural exchanges with local schools in Paris, with each side introducing their country’s food culture.



Exchanges with a local school

Article Tokyo Nutrition for Growth Summit 2021

- In 2012, London hosted the Olympic and Paralympic Games. To make the most of this opportunity, “Nutrition for Growth” was launched as an international initiative to accelerate efforts to improve nutrition in the international community, with the first Summit held in London in 2013. Japan has been contributing to this initiative since the first Summit. The event was also held in Brazil in 2016, with the Rio Olympic and Paralympic Games.
- At the Tokyo Nutrition for Growth Summit 2021, global nutrition issues such as the “double burden of malnutrition” will be discussed and this will contribute to achieving SDGs.



At the panel discussion held in 2013

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 citizens (households) that have had agriculture, forestry or fishery experiences”, “Percentage of citizens who have received and passed on traditional dishes and table manners that form part of their community or family heritage passed on to them”, “Percentage of young citizens who have received 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 been achieved.

<i>Shokuiku</i> Promotion Goals	Values when the Third Plan was Created (FY2015)	Current Values (FY2020)	Target Values (FY2020)
1. Percentage of citizens who are interested in <i>shokuiku</i>	75.0%	83.2%	90% or more
2. Number of <i>kyōshoku</i> [breakfast or dinner eaten together with family members]	9.7 times/week	9.6 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%	70.7%	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%	21.5%	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% (FY2019)	30% or more
8. Percentage of domestic foodstuffs used in school lunches	77.3% (FY2014)	77.1% (FY2019)	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%	36.4%	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%	27.4%	55% or more
11. Percentage of citizens who routinely have a healthy diet in which they strive to maintain a proper weight and limit salt intake in order to prevent or treat non-communicable diseases	69.4%	64.3%	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 (FY2016)	100 companies or more
13. Percentage of citizens who take time to eat and chew well	49.2%	47.3%	55% or more
14. Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	344,000± (FY2014)	362,000± (FY2019)	370 thousand or more
15. Percentage of citizens (households) who have had agriculture, forestry or fishery experience	36.2%	65.7%	40% or more
16. Percentage of citizens who take action to reduce food loss and waste	67.4% (FY2014)	76.6%	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%	50.4%	50% or more
18. Percentage of young citizens who have received traditional cuisine and table manners from their communities or families	49.3%	60.3%	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%	75.2%	80% or more
20. Percentage of young citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	56.8%	67.1%	65% or more
21. Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	76.7%	89.3%	100%

Data Sources for 1, 2, 3, 5, 9, 10, 11, 13, 17, 18, 19, 20: 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 (FY2019).

For 15: Survey on Diet and Agriculture, Forestry, and Fishery Experiences (FY2015), the Survey on Attitudes Towards *Shokuiku* (Annual) (FY2020)

For 16: The Basic Survey on Consumer Life (FY2014). Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (FY2020).

For 21: *Shokuiku* Promotion Office, Cabinet Office (FY2015). Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, MAFF (FY2020).

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

Note: As for methods taken for the Survey on Attitudes Towards *Shokuiku* (Annual), fiscal 2020 was changed to “self-recorded and mailed or sent via the internet” (up to fiscal 2019, the method taken was “individual interviews by investigators”). Furthermore, in fiscal 2020, The Survey on Diet and Agriculture, Forestry, and Fishery Experiences was conducted along with the Survey on Attitudes Towards *Shokuiku* (Annual).