

Policies for the Promotion of
Shokuiku
(White Paper on *Shokuiku*)
The Fiscal Year 2021 Edition
[Summary]

Ministry of Agriculture, Forestry, and Fisheries

- This report is the Policies for the Promotion of *Shokuiku* defined in Article 15 of **the Basic Act on Shokuiku (Food and Nutrition Education)** (Act No. 63 of 2005). The Act requires the national government to submit a report on the measures that were taken for the promotion of *shokuiku* to the Diet each year.
- In this report, we summarize and describe the measures that were taken for the promotion of *shokuiku* by relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Ministry of the Environment (MOE).

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Introduction: Basic Framework of the Policies for the Promotion of *Shokuiku*

1. Basic Act on *Shokuiku* (Food and Nutrition Education)

- The Basic Act on *Shokuiku* (Food and Nutrition Education) was promulgated in June 2005 and took effect in July 2005 to comprehensively and systematically promote *shokuiku* policies, thereby contributing to healthy and cultured living of Japanese citizens and a thriving and prosperous society in the present and in the future.
- The Act positioned *shokuiku* as the basis of a human life which is fundamental to intellectual, moral, and physical education, which helps citizens acquire knowledge about *shoku* [comprehensive term for food and nutrition, diet, meals, and way of eating] and the ability to choose the appropriate *shoku* through their various experiences, enabling them to adopt healthy dietary habits.

2. Basic Plan for the Promotion of *Shokuiku*

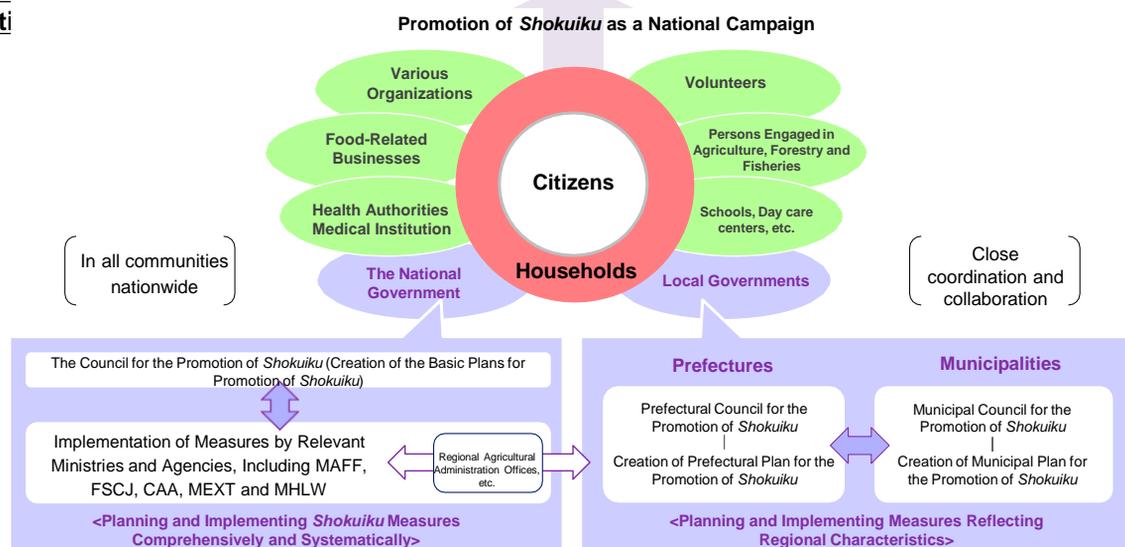
- In March 2021, “The Fourth Basic Plan for the Promotion of *Shokuiku*” (The Fourth Basic Plan) was created in consideration of the past achievements and challenges of *shokuiku*. The Fourth Basic Plan, covering approximately five years starting in fiscal 2021, sets the basic policies including targets for the promotion of *shokuiku*, and proposes measures to be taken for its comprehensive promotion.
- The following three priority issues were established as the basic policies:
(1) Promotion of *shokuiku* supporting lifetime physical and mental health; (2) Promotion of *shokuiku* supporting sustainable food and nutrition; (3) Promotion of *shokuiku* in response to the “new normal” and digitalization

3. System to Advance Measures for *Shokuiku*

- The Ministry of Agriculture, Forestry and Fisheries (MAFF) is responsible for affairs concerning the creation and promotion of the Basic Plan for the Promotion of *Shokuiku*. MAFF is promoting *shokuiku* as a government-wide initiative in coordination with other relevant ministries and agencies, including the Food Safety Commission of Japan (FSCJ), the Consumer Affairs Agency (CAA), the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Health, Labour and Welfare (MHLW).
- Rolling out *shokuiku* as a national campaign will require the national and local governments’ efforts and close coordination and collaboration among various community-level stakeholders.

System Promoti

Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

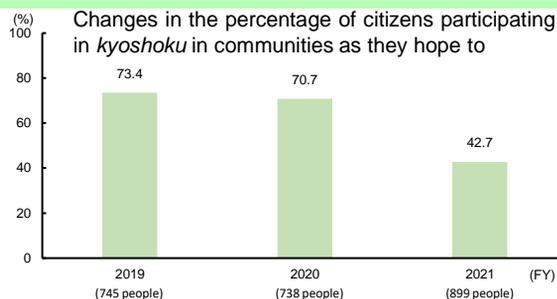


Shokuiku and the Spread of COVID-19

- With the increase of teleworking under **the influence of COVID-19, people stay at home longer and have more opportunities to think about food with their family**. As a result, the importance of *shokuiku* at home increased.
- We **describe changes in public attitude to *kyoshoku* (communal eating)** under the prolonged influence of the infection, **efforts of relevant ministries and agencies** according to the infection status, and **cases of online *Shokuiku***.

1. Changes in the Thinking and Behavior about *Kyoshoku*

- Ratio of people who participated in a gathering to eat in the last twelve months to the people who answered “yes” when asked if one wants to participate in gatherings to eat in their region or community (including workplace) if the opportunity arises was 40% in FY2021 greatly falling from over 70% of FY2019 and FY2020. We can see **a change in behavior concerning *kyoshoku***.

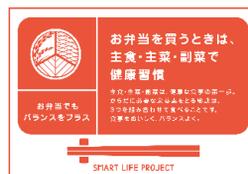


Data Source: MAFF. The Survey of Attitudes towards *Shokuiku* (Annual)

Note: 1) Ratio of people who actually “participated” in the last twelve months to the people who answered “yes” (“yes, very much” and “yes”) when asked if one wants to participate in gatherings to eat in their region or community (including workplace) if the opportunity arises
 2) The number of the respondents to the question is in parentheses
 3) In the 2020 and 2019 surveys, “Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19” is added at the beginning of the question.
 4) FY2019 survey was “individual interviews by enumerators,” whereas the FY2020 and 2021 surveys were carried out via postal mail and the Internet.

2. Efforts by Relevant Ministries and Agencies

- In February 2022, MEXT, MHLW and MAFF jointly issued an administrative circular to present **examples of the initiatives** to use foods that are not used due to special holidays of schools in response to the spread of the Omicron variant.
- MHLW created a tool for **raising awareness of the importance of improvement in dietary habits at home** and a brochure to describe points of “new healthy life.”
- MAFF provided subsidy when inactive inventory of **agricultural, forestry and fishery products are provided for school lunches and *Kodomo Shokudo***. In addition, MAFF **provided the rice stored by the government for free to *Kodomo Shokudo*, *Kodomo Takushoku*** (food delivery to children), etc. to use as part of *Shokuiku*.
- The ministry **gathers information on unused food that food-related businesses hope to donate to a food bank** and sends the information to food banks across the country.



Dietary habits Publishing tools for improvement campaign promotion and education



Children eating the provided lunch

Case Study

Shokuiku activities through *Kodomo Takushoku* (free food delivery to children)

Kodomo Takushoku Ouendan (Tokyo)
 Kodomo Takushoku Enmarubin (Nagano Prefecture)
 Creer Kodomo Shokudo Takushokubin (Tokushima Prefecture)

- Initiatives of *kodomo takushoku* are spreading.
- *Shokuiku* initiatives using the government’s stockpile rice provided for free



The government’s stockpile rice arrived at Creer Kodomo Shokudo

Case Study

Online dairy farming experience class in collaboration between a ranch and schools

Yoshida Ranch (Saitama prefecture)

- The ranch and the classroom are connected via the Internet to show the ranch, milking, etc. and answer questions from children so that they will continue to be interested in dairy farming.



Cloth with a life-size picture of a cow

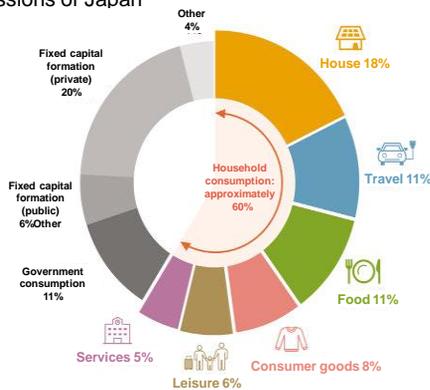
Featured Article: Harmony between food and the environment

1. Relationship between Dietary Habits and the Environment

- We are **facing global environmental issues** that can be threats to healthy diet.
- The Intergovernmental Panel on Climate Change (IPCC) assessed the situation as: “It is unequivocal that human influence has warmed the atmosphere, ocean and land.”
- **Sustainable environment is essential as the foundation for healthy dietary habits** of the people.
- **The Fourth Basic Plan for the Promotion of *Shokuiku*** identified **“promotion of *shokuiku* supporting sustainable food and nutrition”** as one of the priority items. **The Strategy for Sustainable Food Systems, MeaDRI** also positions *shokuiku* as a specific initiative at the **consumption** stage.

➤ Approximately 10% of Japan’s greenhouse gas emissions (consumption-based) are from activities related to food.

Consumption-based lifecycle greenhouse gas emissions of Japan



Data Source: NANSAI Keisuke (2019), Embodied Energy and Emission Intensity Data for Japan Using Input-Output Tables (3EID) (National Institute for Environmental Studies: NIES) Nansai et al.(2020) Resources, Conservation & Recycling 152 104525, Estimation by NIES and Institute for Global Environmental Strategies (IGES) based on the 2015 Input-Output Table, Ministry of Internal Affairs and Communications

Note: Value of each item is the sum of the estimated greenhouse gas emissions from the lifecycle (resource extraction, material processing, production, distribution, retail, use and disposal) of each product/service that is consumed or whose fixed capital is formed (carbon footprint) in Japan and does not agree with the direct emissions based on domestic production (absorption by agriculture/forest is not included).

Article

The Strategy for Sustainable Food Systems, MeaDRI - Innovation will enhance potentials and ensure sustainability in a compatible manner -

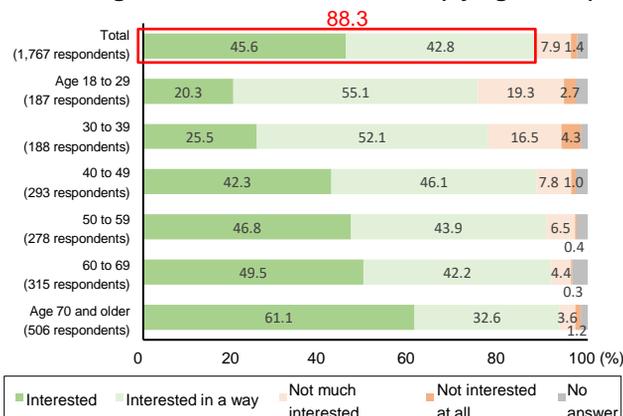
- MAFF formulated The Strategy for Sustainable Food Systems, MeaDRI in May 2021 and is promoting initiatives at each stage of procurement, production, processing/distribution and consumption, and innovations, such as carbon neutrality, to reduce environmental burdens.
- It is expected that the progress of social implementation of innovative technologies and production systems will make our food system more sustainable and enable next generations to enjoy a global environment, to live in peace, etc.

2. Public Interest in Global Environmental Issues

- **Many people are keenly interested in global environmental issues** including global warming, ozone layer destruction and diminishing tropical forests and many have concerns about the influence of climate change on food.

➤ 88.3% of the respondents are interested in global environmental issues.

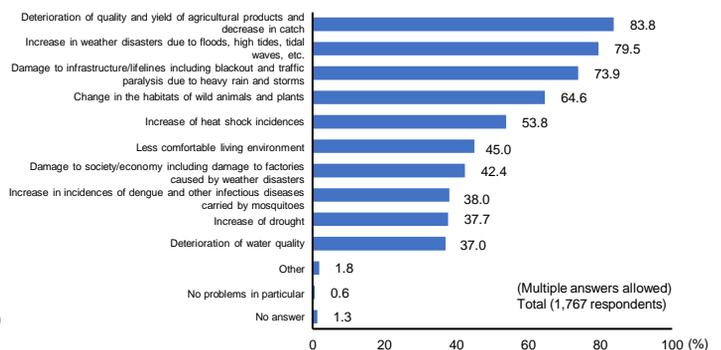
Interest in global environmental issues (by age class)



Data Source: Cabinet Office “Public Opinion Survey on Climate Change” (conducted from November to December 2020)

➤ “Deterioration of quality and yield of agricultural products and decrease in catch” was chosen by the largest number of respondents.

Influence of climate change that is perceived to be a problem



Data Source: Cabinet Office “Public Opinion Survey on Climate Change” (conducted from November to December 2020)

3. Public Mind about Environmentally Friendly Dietary Habits and their Practice

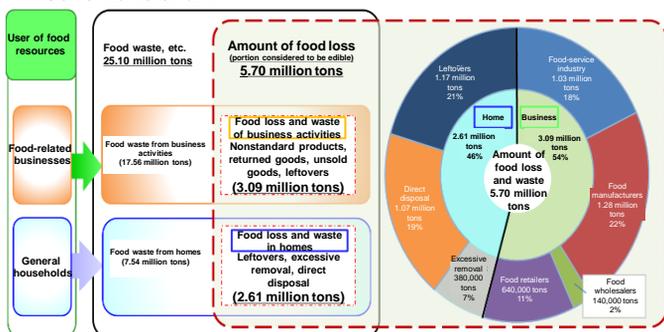
(Food loss and waste)

- It is estimated that 5.7 million tons of food was lost and wasted in the fiscal year 2019. The amount has been decreasing year by year, but is still more than the amount of food distributed by the UN World Food Programme (WFP) in 2020 (approximately 4.2 million tons).
- It is **essential that individual citizens work to reduce food loss and waste on their own initiative**. The Fourth Basic Plan for the Promotion of *Shokuiku* adopted “increase the number of citizens who take action to reduce food loss and waste” as its goal following the previous basic plan.
- It is **necessary to further raise public awareness** in order to increase the number of citizens who consider “Mottainai” as not someone else’s problem.

- Breakdown of food loss and waste: 3.09 million tons in businesses and 2.61 million tons in homes

Amount and proportion of food loss and waste, etc.

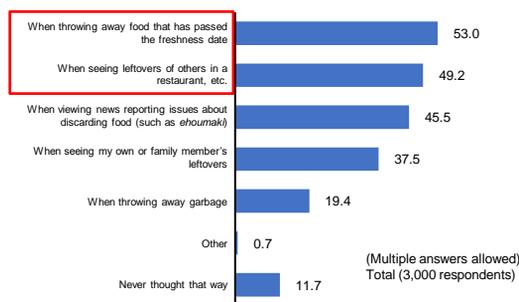
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Data Source: estimation by MAFF and MOE

- As the situation where one felt it was “Mottainai,” “when throwing away food that has passed the freshness date” was cited by the largest number of the respondents, which was followed by “when seeing leftovers of others in a restaurant, etc.”

Situation where you felt it was “Mottainai” in your dietary habit



Data Source: CAA. FY2019 Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for Food Loss and Waste Reduction conducted in January 2020.

- Percentage of citizens who recognize the problem of food loss and waste and take some action is 78.3%.

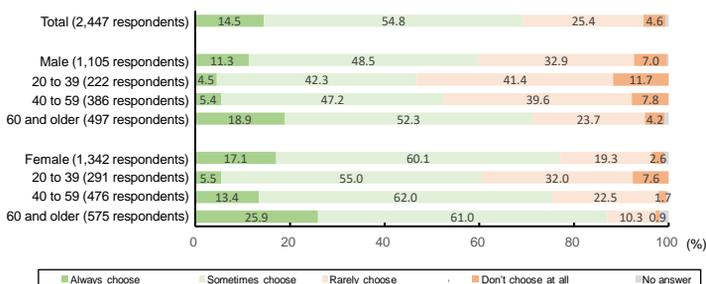
(Choice of environmentally friendly agricultural, forestry, and fishery products and foods)

- Choice of environmentally friendly agricultural, forestry, and fishery products and foods will reduce the burden on the environment and contribute to the establishment of a sustainable food system.**
- The Fourth Basic Plan for the Promotion of *Shokuiku* added “Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods” as a new objective.

*As examples of environmentally friendly agricultural, forestry and fishery products and foods, the Fourth Basic Plan for the Promotion of *Shokuiku* cites: organic agricultural products produced without the use of chemical pesticides and fertilizers; livestock products that utilize domestically produced feed to reduce carbon dioxide emissions from overseas transportation, and; products that do not use excessive packaging to generate less waste, etc.

- 14.5% of respondents answered “Choose always” and 54.8% answered “choose sometimes.” Respondents aged 60 or older are more likely to answer “choose” compared with other generations

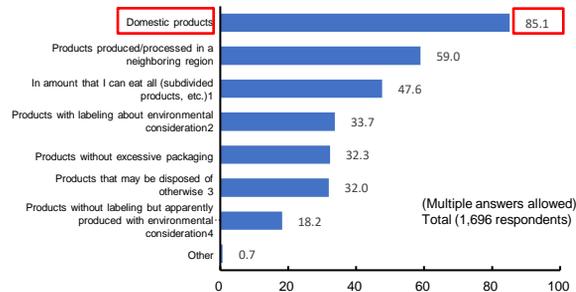
Choice of environmentally friendly agricultural, forestry, and fishery products and foods (by gender and age group)



Data Source: MAFF. The Survey of Attitudes towards *Shokuiku* (Annual). Conducted in November to December 2021.

- “Domestic products” were cited by the largest number of respondents at 85.1%.

Environmentally friendly agricultural, forestry, and fishery products and foods you choose



Data Source: MAFF. The Survey of Attitudes towards *Shokuiku* (Annual). Conducted in November to December 2021.

Note: 1) Asked to the respondents who answered they “always choose” or “sometimes choose” environmentally friendly agricultural, forestry, and fishery products and foods
2) Choices of the survey
1) Amount that one can eat all of (Subdivided goods, small packages, separate selling, etc.)
2) Products with labeling of environmental friendliness (Organic JAS, sea food eco label, etc.)
3) Products that might be disposed of due to near expiry date, etc.
4) Products without specific labeling but apparently produced with consideration to prevention of global warming, which include preservation of organisms and their habitat (including soil and water quality preservation) and reduction of use of fossil fuel.

Article

People’s Attitude to Organic Agricultural Products/Food, Ethical Consumption and Food Tech and the State of Their Practice

- The Fourth Basic Plan for the Promotion of *Shokuiku* stipulates raising public awareness of organic agriculture, promotion of ethical consumption (i.e., consideration of people, society, and the environment) and fostering understanding of food tech (cutting-edge food technology).

○ Organic agricultural products/food

- It is reported that organic paddies are highly effective for preservation of biodiversity.
- In the FY2019 survey, to the question asking what motivated the first use of organic food, the most frequent answer was “to keep my family and myself from falling ill.” **Less people are aware of the relationship with the environment.**
- MAFF is making efforts to increase consumers’ understanding of and interest in organic agriculture by sharing practical examples of communities supporting organic agriculture and disseminating them to persons involved including consumers.

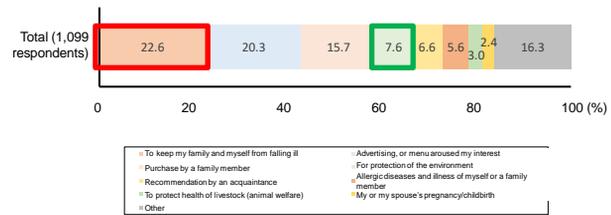
○ Ethical consumption

- Ethical consumption refers to consumption behavior with consideration of people, society, and the environment, which includes regional revitalization and employment.
- According to the FY2019 survey, 59.1% of the respondents answered that they are interested in ethical consumption. **People who are positive about ethical consumption are increasing.**
- It is important to increase approaches including awareness raising using marks relating to ethical consumption.

○ Food tech

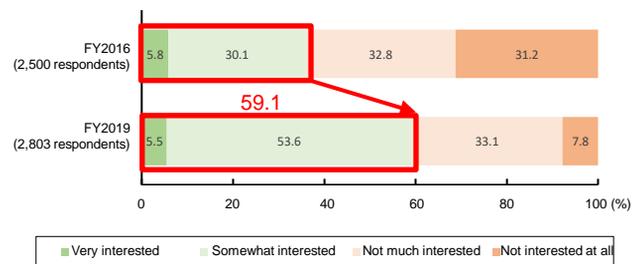
- Against the background of the diversification of values regarding food expected by consumers, which include health and the environment, interest in food tech is growing.
- According to a survey conducted by MAFF, 55.6% of the respondents answered that they want to eat “meat alternatives such as soy meat made of plant protein.”

Relationship between the frequency to take organic food and the motivation of the first taking



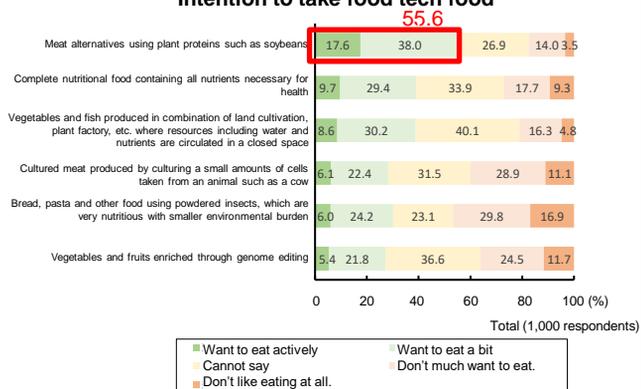
Data Source: MAFF “Survey on consumption of organic foods, etc.” (implemented from August to September 2019)

Interest in ethical consumption



Data Source: CAA, “Report of the survey of consumer attitudes to ‘ethical consumption’” (FY2019 Survey was implemented in February 2020; FY2016 Survey was implemented in December 2016)

Intention to take food tech food



Data Source: Mitsubishi Research Institute (commissioned by MAFF) “Report of the 2020 commissioned research pertaining to the promotion of food tech” March 2021

Case Study

Independent Declaration of Ethical Consumption – Ethical Consumption Spread from Students’ Activities to the Community

Tokushima Prefectural Yoshinogawa High School (Tokushima Prefecture)

- Yoshinogawa High School made Independent Declaration of Ethical Consumption in 2017.
- The school café operated by students of the Food Business Course in the school serves sweets, etc. using non-standard agricultural products grown by students of the agrology course and local farmers.



“Paper bags coming back campaign”

4. Promotion of Shokuiku for the Harmony between Food and the Environment

- It is necessary to **deepen understanding of and increase interest in environmental consideration, and encourage behavior modification.**
- It is required to **promote shokuiku** with a comprehensive perspective **paying attention to the environmental and nutritional aspects.**
- We will further raise public awareness by **using certification marks that aid in judging** whether or not the agricultural, forestry and fishery products/foods are produced in an environment-friendly manner.
- **“The project AFFF – no -wa 2030 - for Sustainability of Agriculture, Forestry, Fisheries and Food,” publication of a leaflet “Proposal of Sustainable and Healthy Dietary Habits,” and a national movement to reduce food loss and waste were implemented.** Involved sectors will continue to cooperate in the initiatives.

(Deepening understanding)

- Among reasons for choosing “domestic products” of the people who give first priority to domestic products: “good quality” is 84.5%, while “to solve environmental problems” is 12.6%.

(Increasing interest in environmental consideration, and encouraging behavior modification)

- 80.2% of the respondents who answered they are “interested” in global environmental problems choose environmentally friendly agricultural, forestry, and fishery products and foods.
- The most frequent motivation for “always choosing” or “sometimes choosing” such products is “knowledge through media including publications, television broadcasting and websites.”

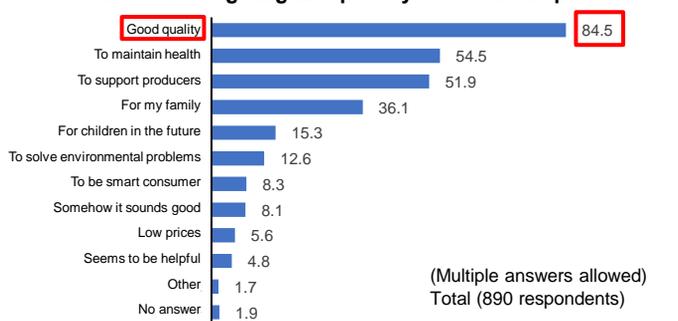
- Regarding the reason of “rarely choosing” or “not choose at all,” “lack of information to determine which is environmentally friendly agricultural, forestry, and fishery products and foods” is 55.6%.

(Approach from both environmental and nutritional aspects)

- Respondents who answered “always choose” are more likely to answer they eat meals considering nutritional balance “almost every day” (60.2%) compared other respondents.

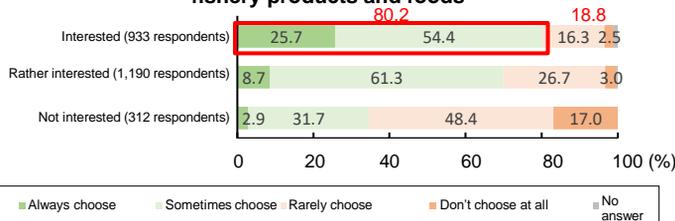
- The result suggests possible synergy effect of promotion of *shokuiku* from both environmental and nutritional balance aspects

Reasons for giving first priority to “domestic products”



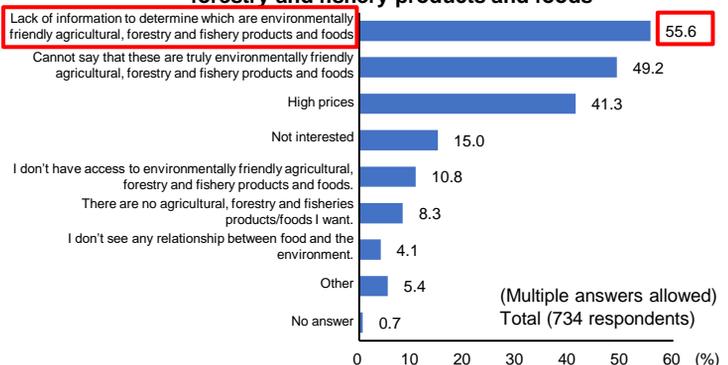
Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.

Relationship between the interest in global environmental problems and the choice of environmentally friendly agricultural, forestry and fishery products and foods



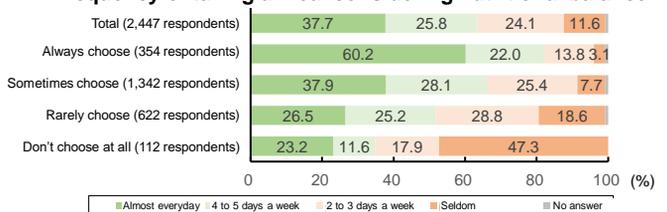
Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.

Reason for not choosing environmentally friendly agricultural, forestry and fishery products and foods



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.
Note: The question was asked to the respondents who answered they “rarely choose” or “don't choose at all” environmentally friendly agricultural, forestry and fishery products and foods.

Relationship between choice of environmentally friendly agricultural, forestry and fishery products and foods and the frequency of taking a meal considering nutritional balance



Data Source: MAFF. The Survey of Attitudes Towards *Shokuiku* (Annual). Conducted in November to December 2021.
Note: The total includes the answers of the respondents who did not answer the question about choosing environmentally friendly agricultural, forestry and fishery products and foods.

Article Certification Mark - Information for Making Determination on Environmentally Friendly Agricultural, Forestry and Fishery Products and Foods

- Certification marks that provide information for determination on environmentally friendly agricultural, forestry and fishery products and foods include Organic JAS mark and Seafood Eco Label.
- Low visibility of certification marks poses a challenge. It is important to make efforts to raise awareness of certification marks, while at the same time increasing the number of items with such marks and the opportunities for exposure to consumers.



Organic JAS mark

Article “The project AFFF – no - wa 2030”

- MAFF jointly with CAA and MOE launched the “the project AFFF – no - wa 2030 for Sustainability of Agriculture, Forestry, Fisheries and Food” in June 2020.
- The project encourages behavioral changes across the supply chain from production to consumption by implementing activities such as “the Week for Sustainability” which disseminates information on sustainability of food and the agriculture, forestry, fishery and food industries.

Article Proposal of sustainable and healthy dietary habits

- In August 2021, MOE compiled and published a book titled “Proposal of Sustainable and Healthy Dietary Habits” to help efforts by individual persons in everyday life.
- Covering seven topics including enjoyment of local seasonal ingredients and reduction of food loss and waste, the book describes the topics in an easy-to-understand manner together with relevant data.

Case Study Efforts to Reduce Food Loss and Waste at Local Governments

- From the perspective of waste reduction and *shokuiku* promotion, Matsumoto City, Nagano Prefecture, is promoting the “Let’s Eat Up Everything! 30/10 Campaign” for every generation, with the aim of reducing food loss and waste in various situations including home and eating out.

Matsumoto City,
Nagano Prefecture



30/10 Campaign PR coaster

Case Study “SUSTABLE,” a Hands-on Event for Adults to Enjoy Learning – Connect Producers, Users and Eaters

- “*Shokuiku* Marunouchi” had been implemented from 2008 for *Shokuiku* for adults. The project name was changed to EAT&LEAD in 2021 to launch new activities.
- In 2021, an event to eat “sustainable food” using environment-friendly ingredients for the purpose of learning by feeling was held six times.

Mitsubishi Estate Co., Ltd.
(Tokyo)



Explaining MEL certification

Case Study Learning Agriculture, Food and Local Communities and Their Relationship with Biodiversity through School Lunches Incorporating Organic Rice and by Growing Organic Rice

- Isumi City started to incorporate local organic rice for school lunches in 2015 and accomplished the use of organic rice for all school lunches of municipal elementary and junior-high schools in October 2017. The city promotes *shokuiku* by paying the extra costs of using local organic rice.
- Since 2017, the city has been implementing the “Education Farm” class integrating nutrition education, agricultural experience and environmental study (experience of organic rice farming, survey on creatures living in paddies, etc.) in the Period for Integrated Studies of the 5th graders of its elementary schools.

Isumi City,
Chiba Prefecture



Experience of organic rice farming