

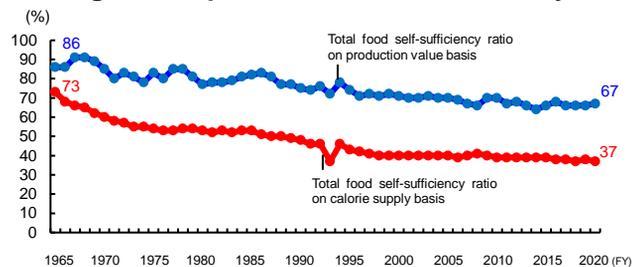
Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries

(Promotion of Interaction between Producers and Consumers)

- **Japan's food self-sufficiency ratio is 37%** (calorie supply basis). For the stable supply of food, while fostering public understanding of farm land, farmers, and other components of food self-sufficiency, it is important that as many citizens as possible have the opportunity to learn the roles of food, agriculture and farming villages of Japan and the significance of improving the food self-sufficiency ratio and take independent action to support each other from their respective positions.
- Promoting *shokuiku* by persons engaged in agriculture, forestry and fisheries and cooperation/interaction between urban and rural districts.

- MAFF has implemented support for activities providing first-hand experience of agriculture, forestry and fishery such as that of education farms.
- “*Nohaku* [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.
- 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.

Changes in Japan's Food Self-Sufficiency Ratio



Data Source: MAFF. Food Balance Sheet.

(Promotion of Local Production for Local Consumption)

- Initiative of **local production for local consumption** is an important initiative for vitalization of rural areas.
 - Launching a **new national movement** in addition to **supports in school lunches and other initiatives**.
- 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. Also, supporting menu development and actual applications in school lunches. In addition, supporting dispatch of coordinators for local production for local consumption in order to promote the increased use of local products in school lunches, etc.
 - “Food mileage” is an indicator calculated by multiplying the transportation distance by the volume of food shipped. In this respect, expansion of domestic production and consumption and promotion of Local Production for Local Consumption are expected to contribute to the reduction of environmental burdens as well.
 - In July 2021, “Nippon Food Shift – We think about Japan from the viewpoint of food” was launched as a new national movement. Focusing on young people, information that attracts sympathy and support is expected to encourage specific behaviors including active choice of domestic agricultural products.

Article Current Status of Food Security of Japan

- There is a concern of global tight food supply in the longer term due to the increase in demand for animal products associated with population increase and economic development, the impact of climate change and other factors. There are also concerns over food supply due to the spread of COVID-19 and Russia's invasion of Ukraine.
- For example, international prices of wheat hit the all-time high in March 2022 due to Russia's invasion of Ukraine in addition to bad harvest in North America caused by high temperature and dry weather.
- In order to deepen understanding of the importance of establishing food security, MAFF strengthened collection and analysis of information on food supply and demand, and dissemination of information to consumers and others.

Case Study Fishery Villages that We Wish to Pass Down to Children - through Fish Meals Using Horse Mackerel and Japanese Puffer fish

Sinmatsuura Fishery Cooperative
(Nagasaki Prefecture)

- With the aim of passing down the fishery villages by making fisheries in Matsuura city known to children and by vitalizing the community, Sinmatsuura Fishery Cooperative is implementing various initiatives to spread fish meals.
- In 2013, the cooperative started to provide fried Japanese puffer fish for school lunches. Farmers visited the schools to explain the features and culture of the fish.



Cooking horse mackerel in a cooking class

(Promotion of *Shokuiku* Considering Sustainable Food Production and Consumption in Harmony with the Environment)

- MAFF formulated the “**Strategy for Sustainable Food Systems, MeaDRI**” in May 2021, in order to enhance potential and ensure sustainability of food, agriculture, forestry and fishery industries in a compatible manner through innovation.
 - Implementing public relations to increase public understanding of and interest in initiatives to maintain sound biodiversity and the natural material cycle and manage or increase natural capital, which include sustainable agricultural production and fishery resource management.
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- Working to strengthen cooperation by holding seminars to share practical examples of supporting organic agriculture by the communities, which include use of organic food in school lunches.
 - “The project AFFF – no - wa 2030 - for Sustainability of Agriculture, Forestry, Fisheries and Food” that was jointly launched by MAFF, CAA and MOE to promote sustainable production and consumption in cooperation of enterprises, groups and the state, held an exhibition “Choose and Eat for Sustainability Exhibition” to disseminate information on invisible values of food, which include environmentally friendly production methods.



Choose and Eat for Sustainability Exhibition

(Launching National Campaign to Reduce Food Loss and Waste)

- It is estimated in the fiscal year 2019 that **5.7 million tons of food was lost and wasted** in Japan.
 - 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**” went into effect on October 1, 2019.
 - CAA, MAFF, MOE and others are promoting initiatives targeting consumers and business operators.
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- In the “Promotion Month for Reducing Food Loss and Waste (October)” CAA, MAFF, and MOE worked together in creating and distributing posters to organizations such as local governments while also conducting intensive information dissemination to raise public awareness on this matter.
 - In the “Promotion Month for Reducing Food Loss and Waste” MAFF invited retailers that were willing to put up various posters to raise awareness of food loss reduction and local governments that would ask retailers, etc. to raise public awareness of food loss and waste reduction. 159 business operators and 76 local governments responded.



“Promotion Month for Reducing Food Loss and Waste” poster (Fiscal 2021 Edition)

- Food bank activities are expanding, in which they receive donations of unused food produced in the process of production, distribution and consumption from food-related businesses and producers. As of March 2022, 178 organizations are active in Japan.
- For food-related business operators who donated food to food banks, support for logistics and delivery fees was provided in response to the spread of COVID-19. For food banks, support is provided for costs necessary to expand their activities to receive and provide food to *Kodomo Shokudo*, etc.
- In order to foster momentum for food loss and waste reduction, the MOE Award for Food Loss and waste Reduction was given to good initiatives that were effective and promising spillover effects.
- In addition to the enlightenment activities using a character named “*Sugutabekun*,” the ministry worked to make it natural for consumers to take home leftover food on their own responsibility when eating out (“mottECO”).



“mottECO” awareness raising material

- With the aim of promoting FLW reduction as a “National Movement,” CAA implemented the “Promotion of Food Loss Reduction Grand Prix” and “Senryu Verse Competition toward Zero Food Loss and Waste!.”
- The CAA, MAFF, and MOE, along with the National Deliciously ‘*Tabekiri* (no leftovers)’ Movement Committee, implemented the “Deliciously ‘*Tabekiri*’ National Joint Campaign” from December 2021 to January 2022.

Article Initiatives for Reducing Food Loss and Waste

- CAA held “Senryu Verse Competition toward Zero Food Loss and Waste!” as part of its awareness raising activities. Out of a total of 6,636 applications, the judges selected “Open the fridge and look into the Earth” as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- MOE created a portal site gathering information on food loss and developed an environment to access accurate and easy-to-understand information on food loss.
- Winner of mottECO Prize: “Project to reduce both food loss and plastic by spreading mottECO” of Seven & i Food Systems Co., Ltd. And ROYAL HOLDINGS Co., Ltd.
 Winner of Food Drive Award: “Cross-industry collaboration toward further development of food drive activities” of Daiei, Inc., Kobe City and Sakai Moving Service Co., Ltd.
 Winner of Food Loss and Waste Reduction Initiative Award: “Use ‘quick freezing’ to eliminate leftovers – an Initiative to reduce food loss through a new meal serving method tailored to individual aged persons” of Social Welfare Service Corporation Seiwakai



“SENRYU (Japanese Satirical Verses) Competition for Reducing Food Loss and Waste”
 The Minister of State for Consumer Affairs and Food Safety Award

Chapter 6 Support for Activities to Pass Down Food Culture

(Efforts in Utilization of Licensed Expert Cooks in Volunteer and other Activities)

- A variety of activities to pass down food culture were implemented, which include cooking classes for children and their parents provided by Diet Improvement Promoters and Licensed Expert Cooks, and events and contests organized by related groups.
 - Diet Improvement Promoters provided learning opportunities, such as “*Oyakono Shokuiku Class*,” to pass down local cuisine and food culture.
 - Following the fiscal 2020, home visitations were made to conduct 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.
 - The All Japan Chefs Association and the Nihon Chourishikai (Japanese Licensed Cooks Association) works on promoting *shokuiku* regarding passing down of food culture through contests and other activities.



Best Work of the “National Contest of Boxed Lunch for Dear Child”: Exciting Boxed Lunch for Excursion.

Case Study Efforts by Diet improvement Promoters to Pass Down Food Culture

- Kagoshima Prefecture Liaison Council of Diet Improvement Promoters
 - Satsuma Sendai City Liaison Council of Diet improvement Promoters holds monthly cooking class at an adult education university (community center courses). Its menu includes local cuisine of Kagoshima such as *Satsuma jiru*, *Karaimo Nettabo* and *nanbanzuke* of blue sprats.
- Nagano Prefecture Diet Improvement Promotion Council
 - The council compiled “Food of Nagano Color” to support the health and longevity of Nagano Prefecture and communicated local food ingredients and cuisine associated with events to many people including families, elementary, junior-high and high school students in cooperation with community centers and schools.

Japan Dietary Life Association



Workshop



Oyaki cooking class for parents and children

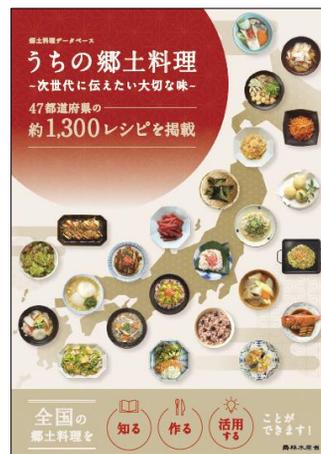
(Promotion of *Shokuiku* that Contributes to Passing Down of Diverse Food Culture of Communities)

- MAFF implemented Industry-Academia-Government Efforts to Protect and Pass down “*Washoku*” and initiatives for rediscovery of the appeal of local food culture.
 - MAFF has established November as “*Wagohan* (Japanese food) Month” with November 24th as “*Washoku Day*,” and events were held with the cooperation of Let’s *Wagohan* Project member enterprises to communicate the appeal and values of *Washoku*. The ministry also communicates the appeal of *Washoku* via SNS.
 - 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.

- MAFF in cooperation with MEXT and member schools of UNESCO ASPNet created teaching materials for elementary school students to learn the big picture of *washoku* culture in accordance with their development stage. The member schools implemented model lessons using the teaching material.
- The Agency for Cultural Affairs supports local governments that are promoting registration of cultural properties based on the Act on Protection of Cultural Properties or working for succession and promotion of unique food culture in their development and dissemination of the “Food Culture Story” that conveys the cultural background in an easy-to-understand manner.

Article Efforts to Protect and Pass down *Washoku* Culture

- MAFF has created a database of local cuisine of 47 prefectures and disseminated over 1,300 local cuisine recipes, their history, origin, related events and necessary ingredients on the MAFF website. Cooking videos of some of the local dishes are also posted.
- As part of the training program for core human resources, “*Washoku* Culture Inheritance Leaders” who will pass on regional *washoku* cultures, “2022 Skill-up Collages toward *Washoku* that Gets Across” (online event) was held gathering around 100 participants.
- In order to convey the value and appeal of *washoku* in a fun and easy-to-understand way, the ministry distributed a video talk show titled “A Talk with UMAMI (flavor)” where young cooks enchanted by *washoku* culture talked about their ideas.



“Our Local Cuisines” leaflet

- MAFF supported efforts that would contribute to rediscovery of traditional ingredients such as those found in local cuisines and traditional vegetables in cooperation with local governments, agriculture, forestry, and fishery operators and others.
- MAFF, Regional Agricultural Administration Offices and others served as the secretariat to launch the “Network of Local *Washoku* Culture” of people and groups involved in preservation/succession of local food culture, *Washoku* Culture Inheritance Leaders, etc.

Case Study

Protect the Environment of Lake Biwa through Eating “Museum of Local Cuisine of Shiga” was created with people of the community

- At Shibukawa Elementary School, students of all grades grapple with “environmental studies” under the theme of life and nature of the region.
- Fifth graders cook and eat “*funazushi*” and other dishes together with fishermen and other people and listen to the current state and challenges of the environment of Lake Biwa, and based on these experiences they exhibited “Museum of Local Cuisine of Shiga” in and outside of school to convey the appeal of the local cuisine.
- These initiatives increased the number of children who think: “I wish to pass down local cuisine. There are things I can do for handing local cuisine.” The school will enhance environmental education through local cuisine so that children can cultivate love for the hometown and act to protect its environment.

Kusatsu Municipal Shibukawa Elementary School (Shiga Prefecture)



Explanation by inviting Shiga Governor to “Museum of Local Cuisine of Shiga”

Chapter 7 Promotion of Research, Study, Provision of Information and International Exchange on Food Safety and Nutrition

- **Enhancing risk communications on food safety, etc.** by holding information exchange meetings or other means.
- Providing information on food safety in an easy-to-understand manner using SNS, etc.
- Implementing basic research and studies and providing information of the results.
- **Promoting understanding of both consumers and business operators on the new food labeling system** based on the Food Labeling Act.
- **Disseminating information on *Shokuiku*, Japanese food and food culture to the world.**

(Enhancement of Risk Communications)

- As one of many approaches for risk communications on food safety, CAA, FSCJ, MHLW and MAFF worked together to organize meetings to exchange opinions among governments, consumers and other stakeholders. In particular, initiatives concerning “radionuclides in food” were strengthened.
- In the production fields, efforts are made to prevent distribution of agricultural and livestock products exceeding the maximum levels for radionuclides in the market. In order to eliminate rumors related to the accident of TEPCO’s Fukushima 1 nuclear power plant, and based on the “strategy to eliminate rumors and enhance risk communications,” in fiscal 2021, MAFF provided accurate information concerning the producers’ efforts to reduce radionuclides to guarantee food safety and held opinion exchange meetings. Opinion exchange meetings were also held with the aim of encouraging independent consumption behavior based on correct information.

(Providing Information on Food Safety)

- 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 provides easy-to-understand information for consumers.
- For allergies, a system in which citizens will be able to obtain appropriate information based on scientific knowledge has been developed, based on the “Basic Guidelines on Allergic Diseases Measures.”
- MAFF provides information on food safety through its website, etc. so that consumers can acquire accurate knowledge about food safety and are able to appropriately select and handle food.

(Implementing Basic Survey and Studies and Providing Information on the Results)

- For healthy dietary habits of the people, MHLW develops the “Dietary Reference Intakes for Japanese” and revises the reference every five years. Report by the Review Board to Prepare the “Dietary Reference Intakes for Japanese (2020)” is posted on its website to provide information.
- In December 2021, MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition)” with enhanced contents such as newly listed foods.

(Promoting Understanding of Food Labeling)

- The new Food Labeling System has been fully enforced since April 2020. CAA has been making efforts to promote understanding food labeling among consumers and business operators, through holding seminars and dispatching lecturers to training sessions.
- In the “Food Guidance Companion – Second Revised Edition,” created by MEXT for teachers and school employees, there is a passage which is utilized at schools that says to “cultivate a mentality to proactively obtain information such as that on food quality and safety, from items such as food labels.”

(State of *Shokuiku* Abroad, Promotion of International Exchange, etc.)

- The “SDGs Action Plan 2022” established in December 2021 positions promotion of *shokuiku* as one of the initiatives to be carried out by the government.

Article Disseminating Japan’s Food Culture at Tokyo Olympic and Paralympic Games and Exchanging Food Culture of Host Towns.

- During Tokyo Olympic and Paralympic Games, sustainable food culture of Japan is disseminated to the world through food and drinks provided at Olympic Village restaurants.
- Procurement standards for sustainable cooking ingredients were established and Olympic Village restaurants used cooking ingredients satisfying the standards from 47 prefectures.
- Initiatives to promote food culture exchange were implemented, which include online exchange of information on dishes for guests among host towns of countries/regions participating in the games with participation of embassy staff and other people.



Online exchange meeting

Article UN Food Systems Summit and Tokyo Nutrition for Growth Summit 2021

- At the UN Food Systems Summit held in September 2021, participants discussed actions to integrally understand a series of activities from food production to consumption as food systems and transform them to sustainable systems toward SDGs.
- Many private companies and local governments of Japan submitted a commitment concerning promotion of *shokuiku*, and video messages from experts and chefs at home and abroad communicating advantages of Japanese food were posted on the UN website.
- Tokyo Nutrition for Growth Summit 2021 that was held in December 2021 took up the issue of “the double burden of malnutrition,” where undernutrition coexists with overnutrition and held discussions toward its solution.
- As an official side event, MAFF held a panel discussion under the theme of “Promoting *Shokuiku* for ‘No One Left Behind’ - Population Approach to Improve Dietary Behavior.”



Closing speech by the Prime Minister
(Picture provided by the Cabinet Public Relations Office)

Part III: Goals and Evaluating Progress of *Shokuiku* Promotion Efforts

Goals				
Detailed target values		Values when the Fourth Plan was Created (FY2020)	Current Values (FY2021)	Target Values (FY2025)
1 Increase the number of citizens who are interested in <i>shokuiku</i> 				
(1)	Percentage of citizens who are interested in <i>shokuiku</i>	83.2%	79.6%	90% or more
2 Increase the number of “<i>kyoshoku</i>” occasions for breakfasts or dinners with family members 				
(2)	Number of <i>kyoshoku</i> [breakfast or dinner eaten together with family members]	9.6 times/week	9.2 times/week	11 times or more/week
3 Increase the percentage of citizens participating in <i>kyoshoku</i> in communities as they hope to 				
(3)	Percentage of citizens participated in <i>kyoshoku</i> in communities as they hope to	70.7%	42.7%	75% or more
4 Decrease the percentage of citizens skipping breakfast 				
(4)	Percentage of children who skip breakfast	4.6% (FY2019)	5.1%	0%
(5)	Percentage of young citizens who skip breakfast	21.5%	26.5%	15% or less
5 Increase efforts to use local products in school lunches, etc. 				
(6)	Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	9.0 times/month	12 times or more/month
(7)	Percentage of prefectures maintaining or improving the percentage of local products used in school lunches (on a value basis) from the current value (FY2019)	—	68.1%	90% or more
(8)	Percentage of prefectures maintaining or improving the percentage of domestic foodstuffs used in school lunches (on a value basis) from the current value (FY2019)	—	74.5%	90% or more
6 Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition  				
(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	36.4%	37.7%	50% 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	27.4%	29.8%	40% or more
(11)	Mean daily salt intake	10.1g (FY2019)	10.1g (FY2019)	8g or less
(12)	Mean daily vegetable intake	280.5g (FY2019)	280.5g (FY2019)	350g or more
(13)	Percentage of those with a fruit intake of less than 100 grams per day	61.6% (FY2019)	61.6% (FY2019)	30% or less
7 Increase the percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases 				
(14)	Percentage of citizens who put into practice a healthy diet from day to day where they take care to maintain an appropriate weight and limit salt intake in order to prevent or treat lifestyle diseases	64.3%	64.1%	75% or more

Goals			
Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2021)	Target Values (FY2025)
8 Increase the percentage of citizens who take time to eat and chew well 			
(15) Percentage of citizens who take time to eat and chew well	47.3%	47.9%	55% or more
9 Increase the number of volunteers engaging in the promotion of <i>shokuiku</i> 			
(16) Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000 (FY2019)	343,000 (FY2020)	370,000 or more
10 Increase the number of citizens who have agriculture, forestry, or fishery experience 			
(17) Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	61.3%	70% or more
11 Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer  			
(18) Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	74.8%	80% or more
12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods  			
(19) Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	69.3%	75% or more
13 Increase the number of citizens who take action to reduce food loss and waste 			
(20) Percentage of citizens who take action to reduce food loss and waste	76.5% (FY2019)	78.3%	80% or more
14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families 			
(21) Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	43.9%	55% or more
(22) Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	61.7%	50% or more
15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it 			
(23) Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	77.4%	80% or more
16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i> 			
(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5% (FY2019)	89.6%	100%

Data Sources for (1)to(3), (5), (9), (10), (14), (15), (17)to(19), (21)to(23): Survey on Attitudes Towards *Shokuiku* (Annual). (MAFF)

For (4): National Assessment of Academic Ability. (MEXT)

For (6): Survey on Efforts to Teach about Local Products in Schools. (MEXT)

For (7), (8): Survey on the Use of Local Products and Domestic Food Stuffs in School Lunches. (MEXT)

For (11)to(13): National Health and Nutrition Survey. (MHLW)

For (16), (24): Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, MAFF

For (20): Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction. (CAA)

Note: 1) The goals that have been achieved are colored in blue.

2) *Shokuiku* Pictogram “Don’t become overweight or underweight” of “(6) Increase the number of citizens who adopt dietary habits with consideration of balanced nutrition” corresponds to the target values of (11).