

Policies for the Promotion of  
*Shokuiku*  
(White Paper on *Shokuiku*)  
The Fiscal Year 2022 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).

## Table of Contents

Introduction: Basic Framework of the Policies for the Promotion of <i>Shokuiku</i>	• • • 1
<b>Part I: Progress of <i>Shokuiku</i> Promotion Efforts</b>	
<b>Japan’s Food Security and <i>Shokuiku</i> Promotion</b>	• • • 4
1. Japan’s Food Security and <i>Shokuiku</i> Promotion	• • • 4
2. Circumstances Around the Food Security of Japan / Fostering Public Understanding and Encouraging Active Purchase of Domestic Agricultural, Forestry and Fishery Products	• • • 4
<b>Featured Article: Promotion of <i>Shokuiku</i> in Response to the “New Normal” and Digitalization</b>	• • • 6
1. Positioning in the Fourth Basic Plan for the Promotion of <i>Shokuiku</i>	• • • 6
2. Changes in Eating Habits under the Influence of COVID-19	• • • 6
3. People’s Practice of <i>Shokuiku</i> Utilizing Digital Technologies	• • • 8
4. Promotion of <i>Shokuiku</i> in the Age of Post/With Coronavirus	• • • 10
<b>Part II: Efforts for the Policies for the Promotion of <i>Shokuiku</i></b>	
Chapter 1 Promotion of <i>Shokuiku</i> in Households	• • • 12
Chapter 2 Promotion of <i>Shokuiku</i> in Schools and Day Care Centers, etc.	• • • 14
Chapter 3 Promotion of <i>Shokuiku</i> in Local Communities	• • • 17
Chapter 4 Expansion of Campaign Promoting <i>Shokuiku</i>	• • • 23
Chapter 5 Promoting Interaction between Producers and Consumers; and Vitalizing Environmentally Friendly Agriculture, Forestry, and Fisheries	• • • 24
Chapter 6 Support for Activities to Pass Down Food Culture	• • • 27
Chapter 7 Promotion of Research, Study, Provision of Information and International Exchange on Food Safety and Nutrition	• • • 28
<b>Part III: Goals and Evaluating Progress of <i>Shokuiku</i> Promotion Efforts</b>	
Goals and Evaluating Progress of <i>Shokuiku</i> Promotion Effort	• • • 30

○In principle, the numbers given in figures and tables are rounded off, and therefore they may differ slightly in summation from the totals indicated.

## 1. Basic Framework of the Policies for the Promotion of *Shokuiku*

### ○ **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.
- For the promotion of *shokuiku*, it is important for each citizen to practice a sound diet that improves mental and physical health by raising awareness of food and learning skills to make the right judgment based on reliable food information. It is also necessary to deepen our feelings of gratitude for and understanding of the fact that our diet is based on the benefits of nature and supported by various people engaged in food-related activities.

### ○ **Basic Plan for the Promotion of *Shokuiku***

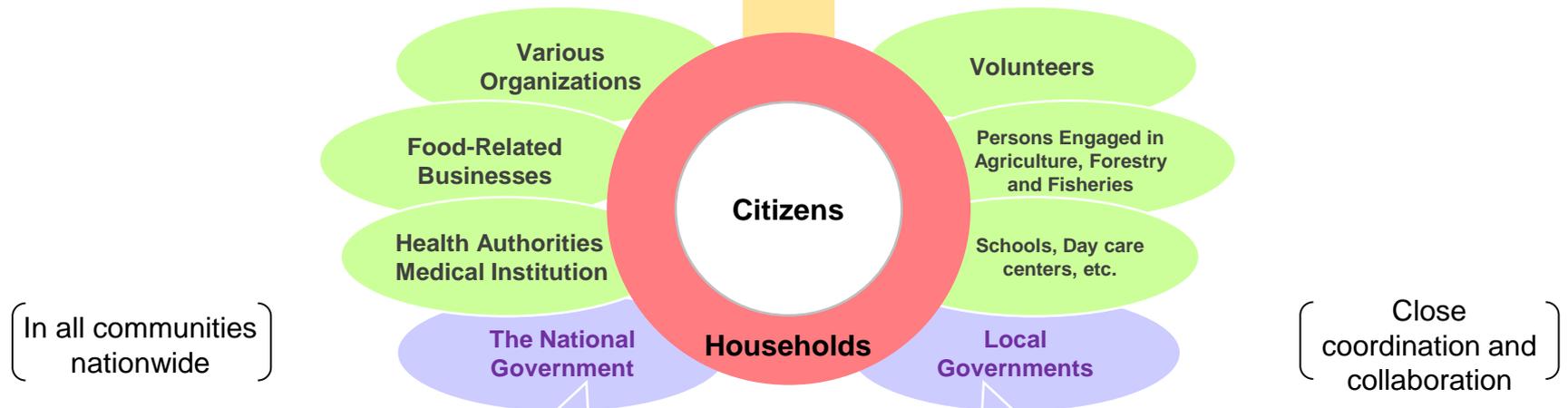
- In March 2021, “the Fourth Basic Plan for the Promotion of *Shokuiku*” was decided by the Council for the Promotion of *Shokuiku*. The plan, covering approximately five years starting in fiscal 2021, provides new priority issues to be tackled for the promotion of *shokuiku*.
- Taking into account the situation surrounding *shokuiku*, which includes changes in the environment with regard to the people’s health and food and the digitalization of society, the Fourth Basic Plan established the three priority issues below:
  - (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

## 2. System for the Promotion of *Shokuiku* (1) Entire Structure

- In order to roll out *shokuiku* as a national campaign, Japan promotes close coordination and collaboration among various community-level stakeholders, including schools, day care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses and volunteers in addition to the national and local governments' efforts.

### Helping Citizens to Develop Healthy Body and Mind and Cultivate Humanity

#### Promotion of *Shokuiku* as a National Campaign



The Council for the Promotion of *Shokuiku*  
(Creation of the Basic Plan for the Promotion of *Shokuiku*)

Implementation of measures by the Ministry of Agriculture, Forestry and Fisheries (MAFF), the Food Safety Commission of Japan, the Consumer Affairs Agency, the Children and Families Agency, the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Ministry of Health, Labour and Welfare (MHLW), and other relevant ministries and agencies

<Planning and Implementing *Shokuiku* Measures  
Comprehensively and Systematically>

Regional  
Agricultural  
Administration  
Offices, etc.

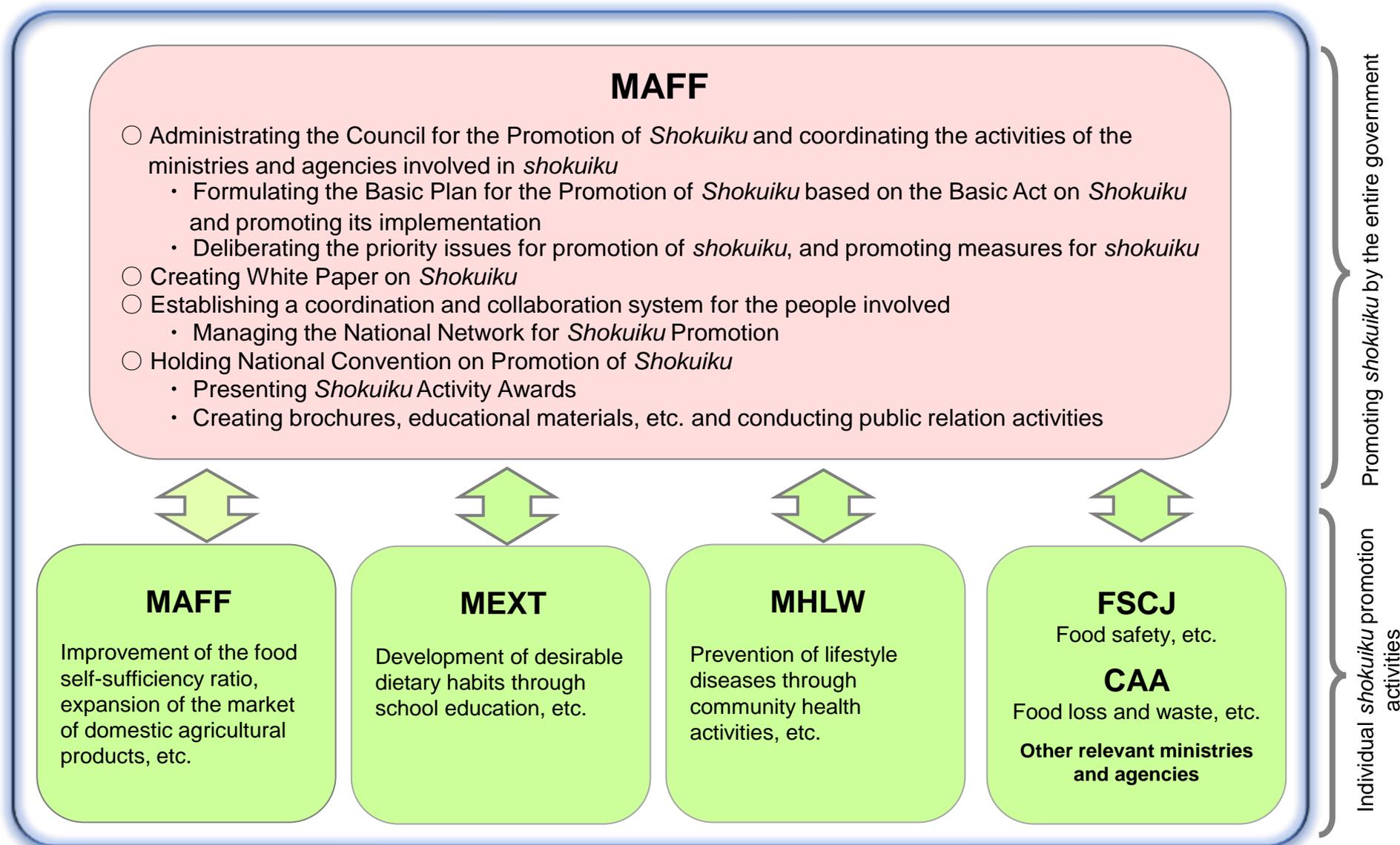
**Prefectures**

Prefectural Council for the  
Promotion of *Shokuiku*  
Creation of Prefectural Plan for  
the Promotion of *Shokuiku*

<Planning and Implementing Measures Reflecting  
Regional Characteristics>

**Municipalities**

Municipal Council for the  
Promotion of *Shokuiku*  
Creation of Municipal Plan for  
the Promotion of *Shokuiku*

2. System for the Promotion of *Shokuiku* (2) *Shokuiku* Promotion System of the Government

# Part I: Progress of *Shokuiku* Promotion Efforts

## Japan's Food Security and *Shokuiku* Promotion

### 1. Japan's Food Security and *Shokuiku* Promotion

- Promotion of *shokuiku* contributes to fostering gratitude for and understanding of the fact that our daily dietary habits are based on the blessings of nature and supported by efforts by people engaged in food-related activities.
- Today when the risk to food security is increasing, it is important that as many citizens as possible have an opportunity to understand the role of our food, agricultural, forestry, fishery and rural areas, and the significance of improving our food self-sufficiency ratio, to think about their future and to act independently supporting each other.
- In order to encourage “gratitude and understanding towards food and nutrition” and “contribution to the improvement of the food self-sufficiency ratio” based on the Fourth Basic Plan for the Promotion of *Shokuiku*, the government will take measures to naturally deepen appreciation and understanding of producers and others through appropriate dissemination of information and a variety of hands-on activities.



Cycle of *shokuiku*

### 2. Circumstances Around the Food Security of Japan / Fostering Public Understanding and Encouraging Active Purchase of Domestic Agricultural, Forestry and Fishery Products

- In addition to the destabilization of global food production due to climate change and intensified procurement competition caused by the expansion of the global food demand, the strained situation in Ukraine further destabilized food supply. Strengthening food security is an urgent and top priority issue of the country.
- In December of 2022, the Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries (chaired by the Prime Minister) decided the “Policy Outline to Strengthen Food Security,” showing the measures necessary for continued strengthening of food security and their goals.
- Food security is an issue for every citizen. For its strengthening, it is important to have the public understand food, agriculture, forestry, fisheries and rural areas whose economy is based on agriculture, forestry or fisheries, as well as to make consumption-related efforts to encourage active purchase of domestic agricultural, forestry and fishery products.
- Behavior modification is encouraged through “Nippon Food Shift” and the information is disseminated through SNS by BUZZ MAFF.
- It is also important to promote *shokuiku* for children who bear the future. Local products are used in school lunches to foster gratitude for food and the efforts of the producers. Maintaining or increasing “the percentage of local products and domestic food stuffs used in school lunches” is set as a goal of the Fourth Basic Plan for the Promotion of *Shokuiku*. The government will actively promote the initiatives in schools and communities.



Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries  
Prime Minister summarizing the result of the first meeting  
Source: Homepage of the Prime Minister's Office

**Case Study****Promotion of *Kokusho Kokusan* by JA Group**

Central Union of Agricultural Cooperatives (JA Zenchu) (Tokyo)

- The JA Group advocates *Kokusho Kokusan* as its own message to produce food that citizens need and consume in their country as far as possible.
- The Group carried out various activities to modify consumer behavior through practice of *Kokusho Kokusan*. The activities include events for generation Z to feel the importance of food and Japan's agriculture familiar to them.

Symposium on *Kokusho Kokusan* held by JA Zenchu**Case Study****JA Bank donated food and agriculture education materials for elementary school children**

JA Bank (Tokyo)

- As part of the project to support food and agriculture education, JA Bank created supplement teaching aids for fifth and sixth grade elementary school children and donated the aids to elementary schools.
- The project aims to help children expand their understanding of many facets of agriculture through comprehensive learning of food that we need to maintain our lives, agriculture that produces food, the relationship between the environment and agriculture, distribution for stable food supply, how prices of agricultural products are determined, and other matters.



Booklet "Agriculture and Our Life"

**Case Study****Food and Agriculture Education Initiatives in Elementary Schools**

Kitakata City, Fukushima Prefecture

- Kitakata is the first city in Japan to establish agriculture as a subject in the curriculum. Today, all elementary schools in the city teach agriculture in their "Period for Integrated Studies." Through hands-on experience of the process from seedling planting to weeding, harvesting and selling, children learn about the difficulties and joy of cultivation and the importance of food.



Rice harvesting

**Article****An Initiative to Support Domestic Production Bases of Milk, Dairy Products and Farming**

- Use of milk and dairy products in diets of individual consumers supports domestic production bases.
- MAFF together with Japan Dairy Association (J-milk) launched "Smiles Project for Milk" in June 2022 and is disseminating relevant information. The project includes the "Saturday Sunday Milk" initiative to encourage drinking milk on days when students do not receive a school lunch that includes milk.



Logo Mark of "Smiles Project for Milk"

# Featured Article: Promotion of *Shokuiku* in Response to the “New Normal” and Digitalization

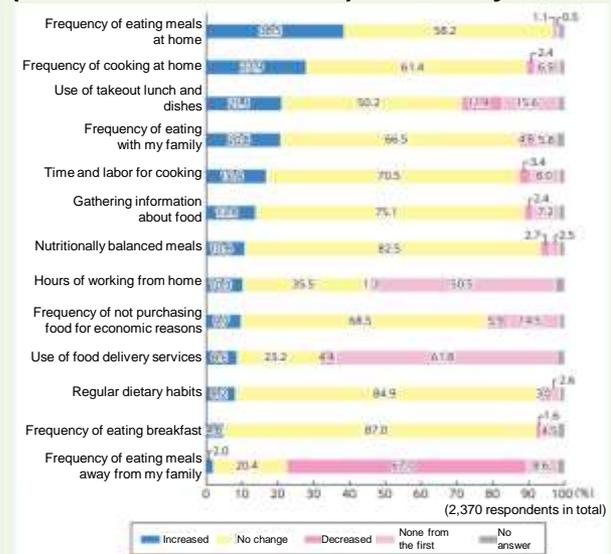
## 1. Positioning in the Fourth Basic Plan for the Promotion of *Shokuiku*

- The Fourth Basic Plan for the Promotion of *Shokuiku* includes “Promotion of *shokuiku* in response to the ‘new normal’ and digitalization” in the priority issues.
- Time spent at home and opportunities to think about food as a family increased due to increased telework and other factors under the influence of COVID-19. This was an opportunity to review dietary habits and increased the importance of *shokuiku* at home.
- The COVID-19 pandemic accelerated the use of digital technologies.
- In response to the progress of ICT and digitalization of society, it is necessary to proactively use digital tools and the internet for *shokuiku* activities.

## 2. Changes in Eating Habits under the Influence of COVID-19

- The questionnaire asked whether or not the eating habits had changed after the spread of COVID-19.
- The ratio of the respondents answering “increased” was highest for “frequency of eating meals at home” (38.5%), followed by “frequency of cooking at home” (27.9%) and “use of takeout lunch and dishes” (21.1%).
- The ratio of the respondents answering “decreased” was highest for “frequency of eating meals away from my family” (67.0%), followed by “use of takeout lunch and dishes” (11.4%).
- The ratio of the respondents answering “not changed” was highest for “frequency of eating breakfast” (87.0%), followed by “regular dietary habits” (84.9%) and “nutritionally balanced meals” (82.5%).
- Regarding the younger generation (the 20s to the 30s), the ratio of the respondents answering “increased” was 51.3% for “frequency of eating meals at home,” followed by 37.8% of “frequency of cooking at home.”

### Changes in dietary habits comparing the state before the spread of COVID-19 (around November 2019) with today

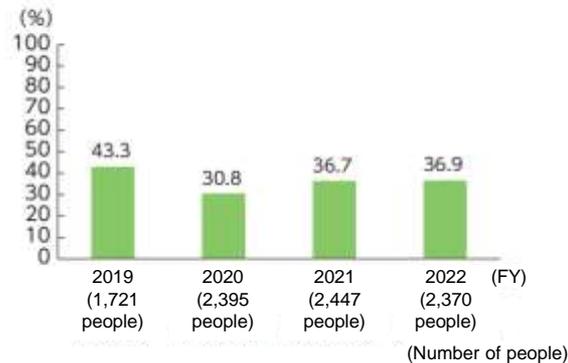


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

## 2. Changes in Eating Habits under the Influence of COVID-19

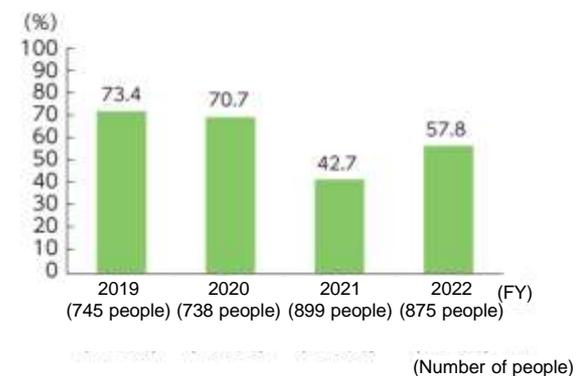
- When asked if one wants to participate in gatherings to eat in their region or community (including their workplace), the ratio of the respondents answering “yes” (combining “very much” and “yes”) decreased from 43.3% of fiscal 2019 to 30.8% in fiscal 2020, then slightly increased to 36.7% and 36.9% in fiscal 2021 and 2022, respectively.
- Among the respondents who answered “yes,” the ratio of actually “participated” in such a gathering in the past one year greatly decreased from 73.4% and 70.7% of fiscal 2019 and 2020, respectively, to 42.7% in fiscal 2021 and then increased to 57.8% in fiscal 2022.

**Changes in the ratio of people who want *kyoshoku* (communal eating) in their communities, etc.**



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual).  
 Note: The surveys in fiscal 2020 and after added “Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19” at the beginning of the question.  
 Note: The survey was implemented as “individual interview by enumerators” in fiscal 2019, then has been implemented as “self-entering by mail or the internet” since fiscal 2020.

**Changes in the percentage of citizens participating in *kyoshoku* in communities as they hope to**

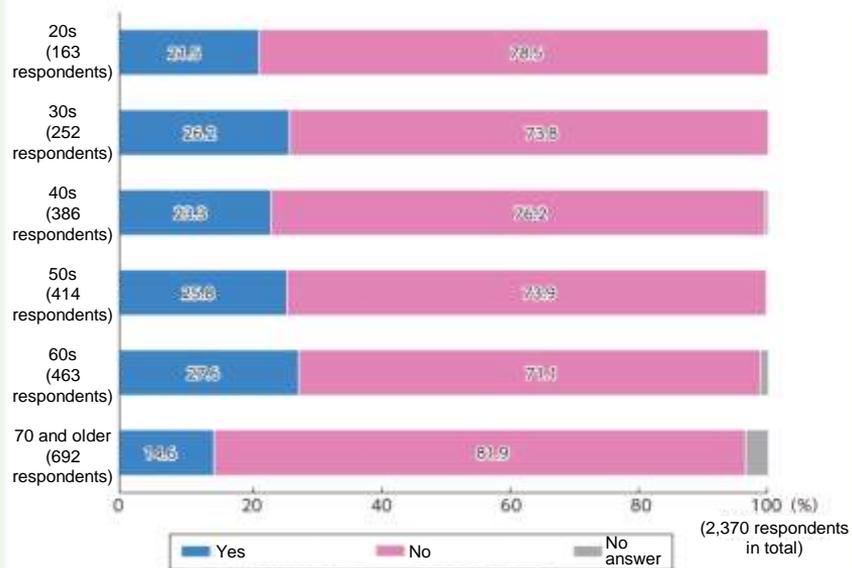


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual).  
 Note: The surveys in fiscal 2020 and after added “Under the prerequisite that sufficient measures are being taken to prevent the spread of COVID-19” at the beginning of the question.  
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### 3. People’s Practice of *Shokuiku* Utilizing Digital Technologies

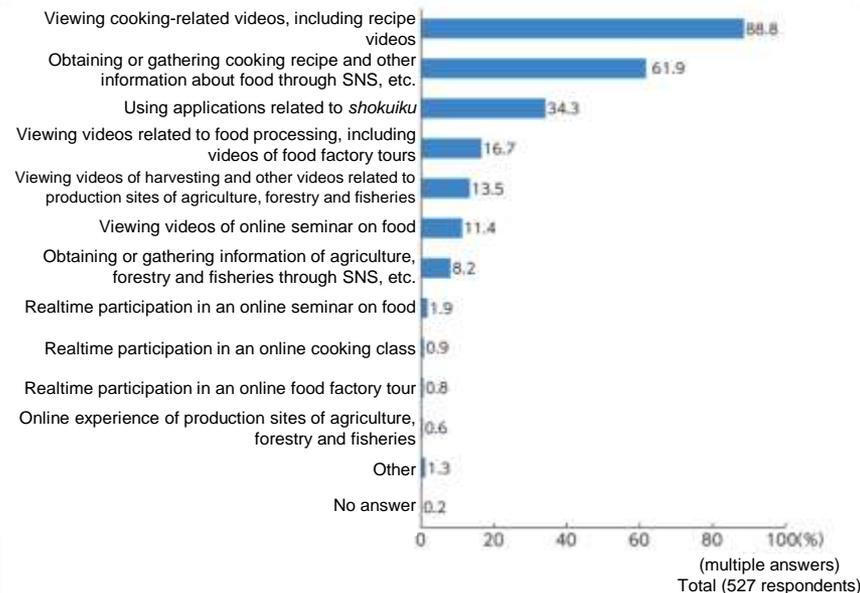
- To the question asking whether your family has used *shokuiku* utilizing digital technologies, 22.2% of the respondents answered “yes.” By age group, about 20% of the respondents in their 20s to 60s answered “yes.”
- Regarding *shokuiku* utilizing digital technologies, which they used, the ratio of “Viewing cooking-related videos, including recipe videos” is highest, at 88.8%, followed by “Obtaining or gathering cooking recipes and other information about food through SNS, etc.” (61.9%) and “Using applications related to *shokuiku* (e.g. cooking recipe, nutritional balance and food loss and waste reduction)” (34.3%). These are used by people of all age groups from the 20s to the 70s and older.

Use of *shokuiku* utilizing digital technologies (by age group)



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

Content of *shokuiku* utilizing digital technologies



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

### 3. People’s Practice of *Shokuiku* Utilizing Digital Technologies

#### Article *Shokuiku* Activities Utilizing a Smartphone Application

- An initiative for health management and food loss and waste reduction by using a smartphone application
- Asken Inc. provides an application for diet modification to learn how to choose balanced meals by recording information on daily meals. When the user recorded what he/she ate and how much, the application computes the intake energy, nutrient content, etc., and the difference from the target value is displayed in a graph on the screen. A registered dietitian sends advice regarding the recorded diet to the smartphone. The user can use the advice for modification of the diet.
- Since 2018, CoCooking Co., Ltd. has been providing an application to bring to consumers tasty and safe food that otherwise would be discarded in ready-made meal stores and restaurants. Consumers use the application to search for stores with possible food loss and waste. When they find the food they want to eat, they arrange the time to receive the food, visit the store and receive the food by showing the application screen.

#### Case Study Remote Fruit Harvesting Using a Digital Tool

Persitech CO., LTD (Kyoto Prefecture)

- Since 2017 the company has been providing remote harvesting experience connecting farms and consumers by using remote control technology.
- Participating consumers give directions as to which fruits to harvest while looking at the computer screen, and farmers wearing smart glasses harvest the fruits in the farm.
- The harvested fruits are sent to the participants. They can eat the harvested fruits and enjoy both pleasure of harvesting and the taste of the fruits.
- Participating children said, “persimmons grow so close together,” and “apples grow on a tree this way.”

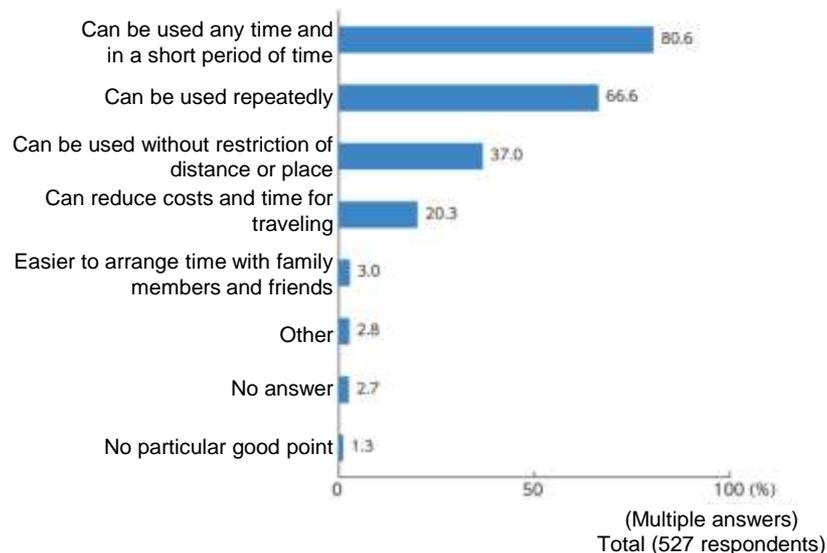


Fruit harvesting using remote control technology

## 4. Promotion of *Shokuiku* in the Age of Post/With Coronavirus

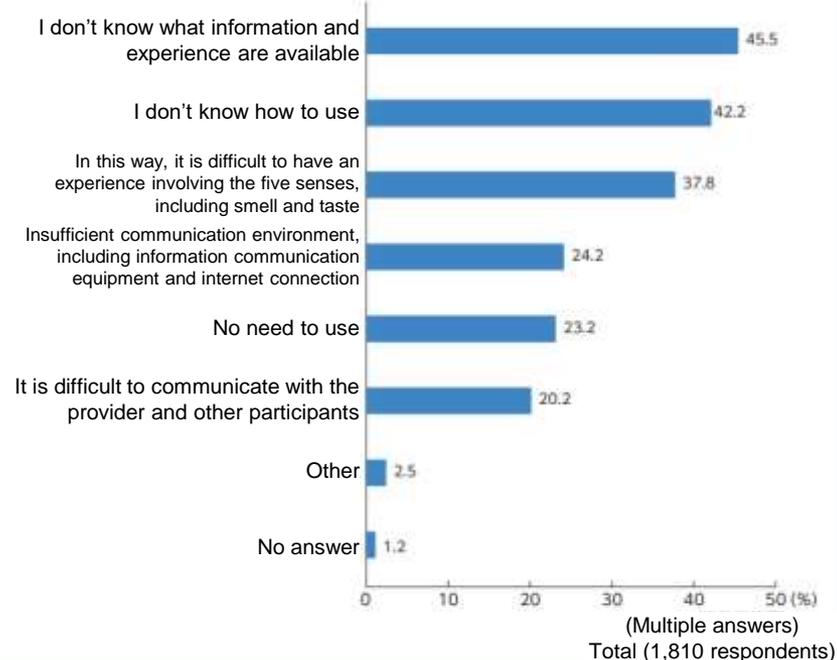
- To the question asking about the good points of *shokuiku* utilizing digital technologies, “can be used any time and in a short period of time” was chosen most frequently, at 80.6%, followed by “can be used repeatedly,” at 66.6%.
- To the question of challenges and barriers to the use of *shokuiku* utilizing digital technologies, “I don’t know what information and experience are available” was chosen most frequently, at 45.5%, followed by “I don’t know how to use,” at 42.2% and “in this way, it is difficult to have an experience involving the five senses, including smell and taste,” at 37.8%.

### Good points of *shokuiku* utilizing digital technologies



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

### Challenges and barriers for using *shokuiku* utilizing digital technologies

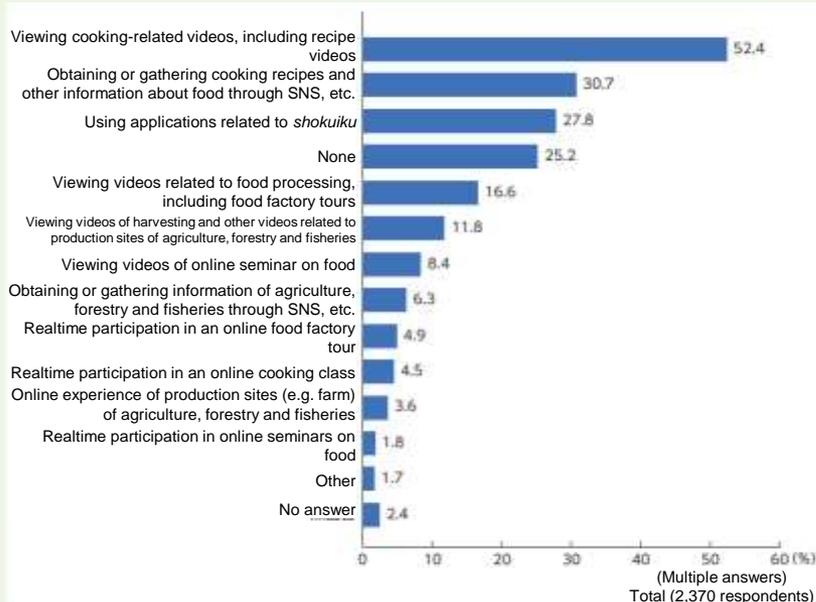


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

## 4. Promotion of *Shokuiku* in the Age of Post/With Coronavirus

- Regarding the *shokuiku* utilizing digital technologies which they want to use in the future, “Viewing cooking-related videos, including recipe videos” was cited most frequently at 52.4% followed by “Obtaining or gathering recipes and other information about food through SNS, etc.” (30.7%) and “Using applications related to *shokuiku* (e.g. cooking recipes, nutritional balance and food loss and waste reduction)” (27.8%).
- It is necessary to promote diverse and wide-ranging *shokuiku* effectively combining activities utilizing digital technologies with face-to-face activities.
- When we use digitalized information, disinformation can also circulate instantaneously and cause social disorder. It is necessary for both information senders and users to improve literacy to judge the truth or falsity of information.

### *Shokuiku* utilizing digital technologies that you want to use in the future



Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

### Case Study

### Simulated Experience of Cutting Fish Utilizing Digital Technology The “6th *Shokuiku* Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau

Ainan Town Fish Meal Promotion Council (Ehime Prefecture)

- In order to disseminate a broad range of information, including fish production and consumption and culture of everyday life, “Fish Meal Education” is implemented in all day care centers and elementary/junior-high schools in the town.
- As an effort for digital transformation, the town created an application for simulated experience of slivering both sides of fish.
- The initiative stimulates children’s interest in cooking and eating fish by making them curious about slivering real sea bream and by lowering the hurdle of slivering real fish.



Application for simulated experience

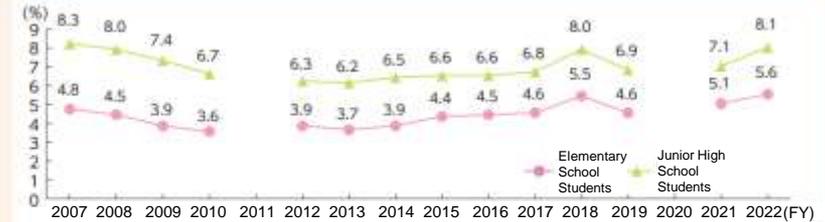
# Part II: Efforts for the Policies for the Promotion of *Shokuiku*

## Chapter 1 Promotion of *Shokuiku* in Households

### Formation of Basic Lifestyle Habits in Children

- Eating breakfast is necessary not only for nutrition but also for regulating the biological clock, which contributes to the formation of suitable lifestyle habits and maintenance of mental and physical health.
- Rate of elementary and junior high school children skipping breakfast remains mostly flat in recent years.
- MEXT is promoting the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” national campaign, in cooperation with the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” National Council and the National Institution for the Promotion of Youth education.

**Transition of the percentage of elementary and junior high school students who skip breakfast**



Data Source: MEXT. National Assessment of Academic Ability.

- Note: 1) The survey was not conducted in fiscal 2011, due to the impact of the Great East Japan Earthquake.  
2) The survey was not conducted in fiscal 2020, due to the impact of the spread of COVID-19.  
3) For the question “Do you eat breakfast every day,” the total percentage of answers “Rarely,” “Never”  
4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

#### Case Study

### “For Formation of Basic Lifestyle Habits - Learning the Importance of Breakfast through Breakfast Practice” (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promotion school project)

Takawashi Minami Junior-high School, Habikino City, Osaka Prefecture

- Toward establishment of basic lifestyle habits by students, the school is implementing the following activities: “Learning about breakfast” for all grades; “Breakfast Greeting Campaign” by students; creation of “Breakfast Recipe Book” compiling breakfast recipes devised by students, and; “Breakfast Practice” for students to cook breakfast based on guidance plans developed by diet and nutrition teachers.
- The dissemination of the importance of eating breakfast and examples of good breakfast raised students’ awareness.



Breakfast Practice

## Families and Communities Collaborate to Promote *Shokuiku*

- It has been pointed out that the habit of skipping breakfast in the children's parents' generation may have made an impact on the household environment, and MEXT has been promoting efforts to support for education at home.
- The government aims to help acquisition of healthy lifestyle habits as part of the national movement through promotion of *shokuiku* and improvement of time for daily living activities in the Children and Young People's Development Support Month and other opportunities.

## Encouraging *Shokuiku* for Expectant and Nursing Mothers and Infants

- MHLW modified the Basic Policy on Child and Maternal Health and Child Development\* in March 2023 and positioned "Healthy Parents & Children 21" for education of citizens as a national campaign based on the basic policy. The ministry continues to promote *shokuiku* activities for people in their growing process and expectant and nursing mothers.

\*Basic policy on comprehensive promotion of measures for provision of child health and development care, etc.

- In communities, registered dietitians and others provide nutrition guidance for infants mostly at municipal health centers. They use the "Guidelines for Nursing/ Bottle Feeding, and Baby Food" revised in March 2019 and leaflets that clearly explain breastfeeding and weaning.



Breastfeeding Start Guide

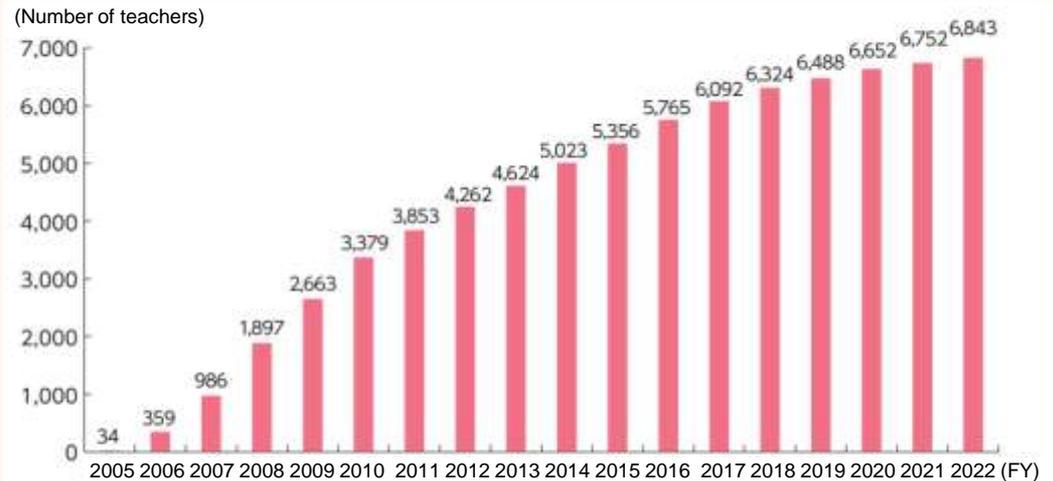


Weaning Start Guide

## Enhancement of Food-related Guidance in Schools

- MEXT promoted seamless *shokuiku* from early childhood education to high school by using the “Food Guidance Companion—the Second Revised Edition” and other materials so that children can acquire desirable dietary habits.
- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management.
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,843 nationwide (as of May 1 2022).
- Assignment of diet and nutrition teachers was further promoted so that all students can receive food-related guidance taking advantage of their expertise.
- In fiscal 2021, the ministry surveyed the duties and roles expected from diet and nutrition teachers at boards of education to understand the actual conditions and challenges across the country. Further efforts are being made to assign more diet and nutrition teachers and promote *shokuiku* in schools.

**Number of Diet and Nutrition Teachers in Public Elementary, Junior High Schools, etc.**



Data Source: Issued on April 1, each fiscal year until fiscal 2015: Health Education and *Shokuiku* Division, Elementary and Secondary Education Bureau, MEXT

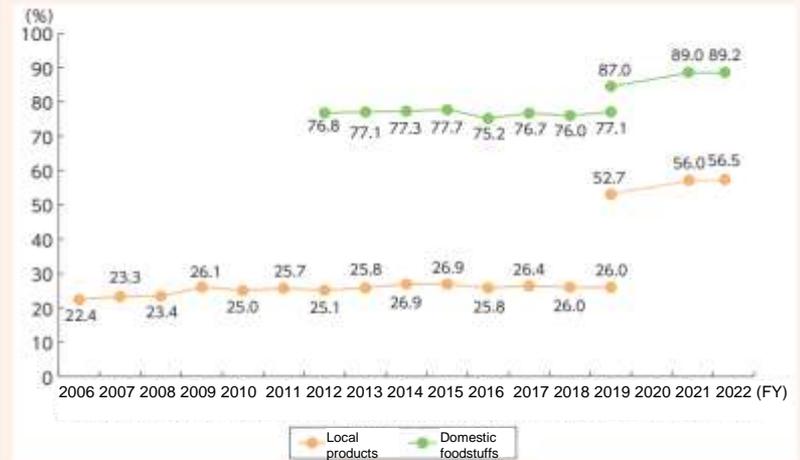
Issued on May 1, each fiscal year 2016 to present: MEXT. School Basic Survey.

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

## Enriching School Lunches

- School lunches are provided at 99.0% of all elementary schools and 91.5% of all junior high schools (as of May 2021, values are for national, public, and private schools).
- Based on the Fourth Basic Plan for the Promotion of *Shokuiku*, MEXT is promoting *shokuiku* guidance involving local products by diet and nutrition teachers, and use of local products in school lunches with cooperation of relevant ministries and agencies.
- In fiscal 2022 school lunches, the use rate of local products was 56.5%, and the usage rate of domestic foodstuffs was 89.2% (National average, based on monetary amount).
- Since fiscal 2021, MEXT has been implementing “project to promote use of local products in school lunches” and provides subsidies for costs to solve problems faced when using local products in school lunches.
- Through the “COVID-19 Infection Control Manuals and Guidelines for Schools,” the ministry presented its approach to infection control measures for school lunch and other situations to encourage initiatives consistent with regional conditions.
- To address the rise in prices of food for school lunch, the ministry encouraged local governments to reduce the burden on guardians by actively using the “grant to address steep rise in crude oil and other prices under the COVID-19 pandemic,” which was established by expanding the COVID-19 temporary grant for regional revitalization decided in April 2022, and by using the “special grant for local governments to tackle hikes in electricity, gas, and food prices” that was established by the government as an additional measure to address the rise in prices under the special grant for regional revitalization in September 2022.
- As of the end of July 2022, 1,491 (83.2%) local governments have reduced or are planning to reduce the burden on guardians. With the addition of the local governments that are not planning to reduce the burden, but are not planning to increase the school lunch fee either, the number reaches 1,775 (99.0%).

**Changes in Percentage of Using Local Products and Domestic Foodstuffs in School Lunches**



Data Source: MEXT “Report on School Lunch Nutrition” (based on the number of food items) up to fiscal 2019; MEXT “Survey on Use of Local Products/Domestic Food stuff in School Lunches” (based on monetary amount) for 2019 and after

## Promotion of *Shokuiku* for Preschool Children

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

### Case Study Starting and Connecting a Cycle of Awareness and Learning from “Food”

Kouhoku Gakuen Shimoochiai Sorairo Day Care Center (Tokyo)

- Creating a nursery environment that makes food familiar, and implementing *shokuiku* that fosters children’s ability to think and act by themselves.
- By looking at food and cooking in a glass-walled kitchen, and through potato harvesting and other experiences, children are involved in nature as part of their everyday life, become conscious of food through their own senses and thereby naturally become aware of their connection with food.



Make-believe play in a play-house corner

### Case Study *Shokuiku* Considering Regional Characteristics Activities to Foster Gratitude for Cows and Appreciation of Food

Kamiita Town Takashi Kindergarten (Tokushima Prefecture)

- Children walk to a cowshed in the school zone and experience feeding and milking.
- We feel that the children fostered “gratitude for food” and “appreciation of food” through the activities, and that the activities also deepened the ties between the kindergarten and the community.



Feeding cows

### Case Study Becoming Aware of the Importance of Growing Plants and Fostering Gratitude through Cultivation of Sweet Potatoes —Fostering Inquiring Minds through *Shokuiku* Activities—

Integrated Centers for Early Childhood Education and Care Motosoja Kindergarten (Gunma Prefecture)

- Using a farm dedicated for children to cultivate and harvest sweet potatoes, the kindergarten implements *shokuiku* focusing on contact with nature.
- Children plant seedlings of four types of sweet potato. By studying, thinking and talking about sweet potato, they foster zest for living, inquiring minds, etc.



Digging sweet potatoes

## Promotion of *Shokuiku* to Encourage Practice of Healthy Dietary Habits

- Disseminating and promoting “A Guide to *Shokuiku*,” “Dietary Guidelines for Japanese,” “Japanese Food Guide Spinning Top” and other materials to promote practice of healthy dietary habits.
- MAFF is promoting nutritionally well-balanced Japanese-style dietary habits and is implementing “Yappari Gohan Desho! (Rice is Awesome!)” campaign to boost rice consumption, which is its central feature.
- Through BUZZ MAFF, where MAFF officials disseminate information as a YouTuber, the ministry is encouraging rice consumption. The activities include videos where the minister and entertainers appear. “Healthy Life with Rice Symposium,” focusing on rice and health was held in December 2022.



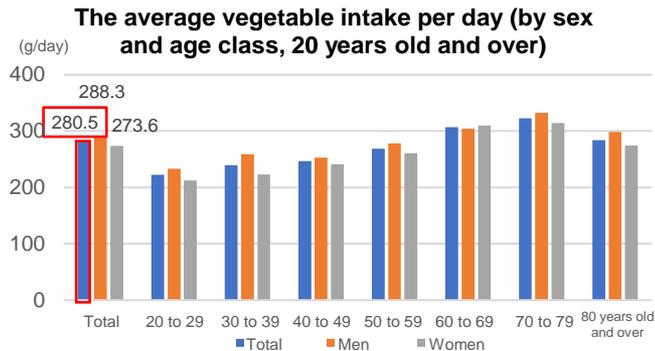
Healthy Life with Rice Symposium

## Promotion of *Shokuiku* Contributing to Extension of Healthy Life Expectancy

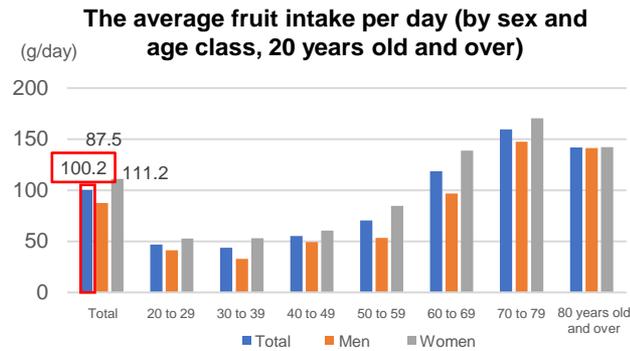
- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy. The ministry promotes “Smart Life Project” in partnership with companies, relevant entities and local governments with the aim of further spreading and developing initiatives to achieve the goals.
- MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment, while supporting participating businesses in setting action goals and taking actions toward solution to nutrition issues, including “Excess sodium intake,” “Underweight among young women,” and “Nutritional disparities caused by economic conditions,” which is also expected to improve public evaluation of their environmental, social and governance (ESG) status.

## Promotion of *Shokuiku* Contributing to Extension of Healthy Life Expectancy

- The Fourth Basic Plan for the Promotion of *Shokuiku* sets new goals to increase the mean daily vegetable intake to 350g or more, and to decrease the ratio of individuals with a fruit intake of less than 100g to 30% or less by fiscal 2025.
- MAFF is promoting activities to increase vegetable and fruit intake by implementing “Let’s Eat Vegetables project” in cooperation with enterprises, groups and other “Vegetable Supporters” and “200 Grams of Fruits Every Day! campaign” in cooperation with producers’ groups.



Data Source: MHLW. 2019 National Health and Nutrition Survey.  
Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.



Data Source: MHLW. 2019 National Health and Nutrition Survey.  
Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.



“Let’s Eat Vegetables project” indicates “350g per day” as a rough standard of intake.

Logomark

### Article Final Evaluation of “Health Japan 21 (the 2nd term)” Achievement status of nutrition and diet targets

- MHLW started “Health Japan 21 (the 2nd term)” in April 2013 and compiled its final evaluation report in October 2022.
- In the final evaluation, the achievement status of the 53 targets including nutrition and diet targets was assessed and analyzed.
- Compared with the baseline value at the time of the formulation, improvements are seen in over half of the targets, which include three out of the five targets related to nutrition and dietary habits.

Targets	Evaluation
① Increase in the percentage of individuals maintaining ideal body weight (Reduction in percentage of obese individuals [BMI 25 and more] and underweight individuals [BMI less than 18.5])	C No change
② Increase in the percentage of individuals who consume appropriate quality and quantity of food i. Increase in percentage of individuals who eat a balanced diet with staple food, a main dish and side dish more than twice a day  ii. Decrease in the mean salt intake  iii. Increase in consumption of vegetables and fruits	C No change  D Worsened  B* Not reached the target value at this point but is improving D Worsened
③ Increase in dining with family regularly (decrease in percentage of children who eat alone)	A Reached the target value.
④ Increase in the number of registered restaurants and corporations in the food industry to work to supply food products low in salt and fat	B* Target value not reached at present but trending towards improvement
⑤ Increase in the percentage of specific food service facilities that plan, cook, and evaluate and improve the nutritional content of menus based on the needs of clients	B* Target value not reached at present but trending towards improvement

B\*: Among B, it is doubtful whether the target will be reached by the target year.

## Promotion of *Shokuiku* for Children in Poverty

- According to a survey, 16.9% of households with a child (children) could not buy food at least once. To address this situation, we support *Kodomo Shokudo*, *Kodomo Takushoku* and similar activities that are spreading as independent initiatives of community residents.
- The government leads the public-private collaborative project “Children’s Future Support National Movement.” The project includes support for activities, such as *Kodomo Shokudo*, that promote *shokuiku* for children in poverty and work to stop the perpetual cycle of poverty.
- MHLW implements “learning and life support program” (creating a place to stay) that supports children of single-parent families in developing basic lifestyle habits and learning and that also can provide meals.
- MAFF supports efforts to understand the needs of *kyoshoku* (communal eating) in the communities and match them with producers. Furthermore, as part of *shokuiku*, the government’s stockpiled rice has been provided for free toward initiatives such as *Kodomo Shokudo*. Under the prolonged impact of COVID-19, the ministry expanded the initiative in July 2021 according to the requests from people involved in the activities.
- As an emergency measure to cultivate new demand, the ministry is supporting activities to provide low-price milk to *Kodomo Shokudo*, etc.



*Kyoshoku in Kodomo Shokudo*

## Promotion of *Shokuiku* pertaining to the Younger Generation and the Elderly

- It is necessary to promote *shokuiku* that helps the younger generations to develop healthy dietary habits and also improves the quality of life according to the characteristics of the elderly toward extension of the healthy life expectancy.

## Promotion of *Shokuiku* with Consideration to Employees' Health in Workplace

- Healthy employees vitalize the organization through improvement of workplace vitality and productivity.
- MHLW implemented initiatives with the approach of improving the food environment for “healthy diet.”

## Promotion of *Kyoshoku* in Communities

- Promotion of *kyoshoku* for school age and adolescent children contributes to establishment of their healthy dietary habits.
- MHLW encouraged the elderly to eat while enjoying talking with family, friends or other people in their community by distributing a pamphlet: “Eat well, prevent frailty\*,” and by disseminating the points of dining together at “*Kayoinoba*” with consideration of prevention of COVID-19.
- MAFF supported *shokuiku* activities at “places of *kyoshoku*” by holding cooking classes of traditional food at *Kodomo Shokudo* and salons for the elderly, courses on local food and traditional food, for example.

\*Refers to conditions where mental and physical energy (e.g. muscular strength and cognitive functions) decreases due to aging, which increases the risk of vital function disorder, need for long-term care, and death.

### Case Study Communicating Japan's Food Culture and “Fun of Food” in Exchange across Generations and Nationalities

“Planet Earth Restaurant Circle,” the University of Shimane (Shimane Prefecture)

- *Kodomo Shokudo* “Planet Earth Restaurant” is operated mostly by students of the University of Shimane Faculty of Nursing and Nutrition as part of club activities at the university. Children participate and cooperate in the process from production and procurement of food to dish creation, cooking, delivery, and setting and clearing table. The restaurant provides a place of exchange through food across generations, nationalities and occupations.
- Exchange with other participants increases the fun of eating. Some children enjoy eating foods that they don't usually eat or find the foods that they dislike tasty.
- In collaboration with Izumo Council of Social Welfare, the circle compiled recipes for non-Japanese residents of Izumo City to cook staple dishes from their country by using the stockpile and other foods available in the city.



Carrying on the food culture of Japan through cooking and dishing up

## Promotion of *Shokuiku* in Preparation for Disaster

- In preparation for large-scale natural disasters, etc. it is important that each family stockpiles food in addition to the food stockpiled by local governments and private enterprises.
- MAFF published “Guide for Food Stockpile in Preparation for Disaster” for persons living alone in April 2022 to disseminate information on food reserves at home through plain explanation of the need for storing food, how to start this, and other matters.

## Promoting *Shokuiku* in Dental and Oral Health

- In order to prolong healthy life through food, it is important to maintain dental and oral health for chewing and swallowing from infancy to the senile state. To this end, *shokuiku* in dental and oral health is promoted, including activities to encourage regular dental examination.
- MHLW, Gunma Prefecture, Takasaki City, Japan Dental Association and Gunma Dental Association jointly held the 43rd National Oral Health Meeting under the theme of “Think Again about Extension of Healthy Life Expectancy - Welcome to Retreat Mecca Gunma” in Gunma Prefecture in October 2022.

## Promotion of *Shokuiku* by Food-Related Businesses

- Food-related businesses, etc. perform *shokuiku* efforts as part of their corporate social responsibility (CSR) activities. Companies tackling *shokuiku* from the SDGs perspective are also increasing.
- MAFF supports food-related businesses, etc. in their efforts toward local production for local consumption, events for exchange between local producers and consumers, and other activities.

### Case Study Communicating the Importance and Fun of Food through Open Kitchen (factory tour) The “6th *Shokuiku* Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries

Kewpie Corporation (Tokyo)

- The company started a factory tour in 1961 to convey the importance and fun of food toward healthy diets, and has been continuously providing lectures on demand for elementary schools.
- During the COVID-19 pandemic, Open Kitchen (factory tour) and cooking classes for children were implemented online.
- The cooking classes contributed to increased interest in food and cooking. Participating children stated their impressions, such as “I could cook!” and “I want to cook again!”



Mayonnaise Class

## Shokuiku Promotion through Volunteer Activity

- *Shokuiku* volunteer members including Diet Improvement Promoters implemented community-based *shokuiku* activities, based on the understanding of factors such as regional health issues, dietary habits and food cultures.
- Japan Dietetic Life Association implemented *shokuiku* activities for health promotion in response to the demands of the time with a focus on lifestyle disease prevention.

### Case Study Supporting “Food” and “Health” Considering the Features of the Islands for Continued Living in their Own Community The “6th *Shokuiku* Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries

Toshima Village Liaison Council of Diet Improvement Promoters (Kagoshima Prefecture)

- To address challenges of the remote islands, the association implemented *shokuiku* activities for children’s independence, support for the elderly through food, practice of cooking in time of disaster, Health Restaurant and other activities.
- Because most children leave home when they graduate from junior-high school, residents hope that they will practice a healthy diet and foster a zest for living. To this purpose, the association provided opportunities to learn about food unique to the islands through family cooking classes and local cuisine classes, for example.
- Participants of “Healthy Restaurant of *Shokukai-san*” create a nutritionally balanced menu abundantly using local ingredients, cook, and eat together, which contributes to diet improvement.



Family cooking

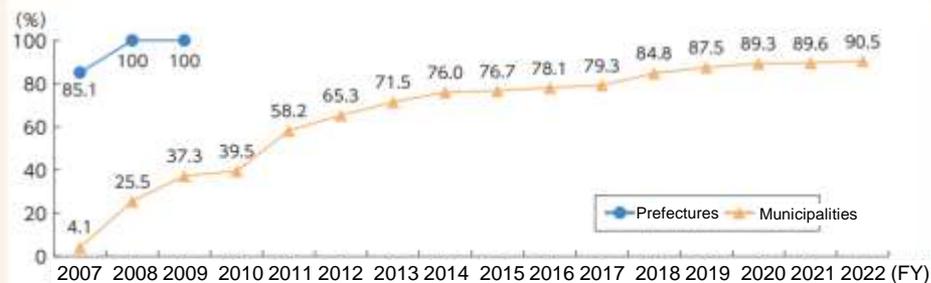
## Development and Utilization of Human Resources with Expertise

- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing *Shokuiku* activities taking advantage of their expertise.
- In fiscal 2022, the Japan Dietetic Association implemented nutrition and food events under the theme of “Nutrition and the environment—Energize the planet. Make the future smile.—” while taking measures against COVID-19. The events widely communicated the importance of and approaches to sustainable health and food from the perspective of registered dietitians.

## “*Shokuiku* Month” Activities

- The 17th National Convention on Promotion of *Shokuiku* in Aichi was held in June 2022.
- Various awards related to *shokuiku* are given out at this event. Videos were produced to introduce activities of the organizations that won the “6th *Shokuiku* Activity Awards.”
- Publicizing the National Network for *Shokuiku* Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of *Shokuiku*. The percentage of local municipalities that have created Municipal Plans for the Promotion of *Shokuiku* is 90.5%.

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.

### Article Raising Awareness of *Shokuiku* through “the 17th National Convention on Promotion of *Shokuiku* in Aichi” of “*Shokuiku* Month” and “*Shokuiku* Month Seminars.”

- For two days from June 18 to 19, 2022, the events were held under the theme of “Evolving *Shokuiku* from Aichi – Healthy Body, Rich in Spirit and Environment-friendly Living.”
- Various events including *Shokuiku* Activity Awards ceremony, student recipe competition, symposiums and exhibitions by 172 booths on *shokuiku* provided opportunities to think about *shokuiku* while having fun.



*Shokuiku* Activity Awards ceremony

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

## Promotion of Interaction between Producers and Consumers

- As presented in Part I “Japan’s Food Security and *Shokuiku* Promotion,” in order to ensure the stable supply of food by fostering public understanding of farm land, farmers, and other components of food self-sufficiency, it is important that as many citizens as possible have opportunities to learn about the roles of food, agriculture, forestry and fisheries and Japan’s rural areas whose economy is based on these industries, 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 hands-on agriculture, forestry and fishery activities, such as activities at education farms.
- “*Nohaku* [Countryside Stay],” in which participants stay in rural areas, enjoy dining and have 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” providing children with agriculture, forestry, and fishery experiences in rural areas.

### Case Study Original Outdoor Play and Dairy Farming Experience Communicated the Importance of Food and Life. The “6th *Shokuiku* Activity Awards—Award of Director-General, Food Safety and Consumer Affairs Bureau

Sudo Farm, Inc. (Chiba Prefecture)

- For dairy farming education, the farm promoted *shokuiku* through opportunities to experience dairy farming and performances on an outdoor stage in its ranch.
- Performers played roles based on real agriculture, forestry and fishery workers, in a way that spectators could think about “life and food.”



Performers (volunteers) experiencing dairy farming

## Promotion of Local Production for Local Consumption

- Initiative of local production for local consumption is an important initiative for vitalization of rural areas.
- MAFF selected good practices for vitalization and income increase of rural areas whose economy is based on agriculture, forestry or fisheries and disseminated the information of the activities nationwide. The ministry also supported school lunches and activities and facility development in increasing the sales of farmers' markets, which include the development of new products using local resources.
- "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.
- "Nippon Food Shift: We think about Japan from the viewpoint of food" is carried on as a national movement in public-private collaboration focusing on young people (generation Z). The aim of the movement is to attract people's sympathy and support for agriculture, forestry, fisheries and rural areas mainly engaged in these industries, which is expected to encourage specific behaviors, including active use of domestic agricultural products.

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

- In July 2022, "Act Concerning Promotion of Low Environmental Impact Business Activities to Establish a Food System in Harmony with the Environment" (Act No. 37 of 2022) was enforced toward realization of the "Strategy for Sustainable Food Systems, MIDORI." The act provides that consumers should make efforts to cultivate better understanding of a food system in harmony with the environment and to choose agricultural, forestry, fishery and other products that contribute to reducing environmental burden. It also positions the promotion of *shokuiku* as activities to encourage the consumption of such products.
- While working to strengthen cooperation by holding seminars to share practical examples of communities' support for organic agriculture, which include the use of organic food in school lunches, the ministry provided prefectural departments in charge of *shokuiku* with information of support measures and examples for use of organic agricultural products in school lunches in January 2023.

### Article "Visualization" of Efforts to Reduce Greenhouse Gas (GHG) Emissions from Agriculture

- Based on the "Strategy for Sustainable Food Systems, MIDORI," a calculation tool was developed for quantitative evaluation of GHG emissions at the agricultural production stage in order to visualize the farmers' efforts to reduce GHG emissions. The pilot project was launched to sell agricultural products (rice, tomatoes and cucumbers) with a label showing the GHG reduction rate calculated by the tool as a number of stars.
- For the future, the ministry will consider the expansion of items subject to evaluation, effective design of labels, and addition of biodiversity conservation indicators to advance the visualization of farmers' efforts to reduce environmental burden.

## Launching National Campaign to Reduce Food Loss and Waste

- It is estimated in the fiscal year 2020 that 5.22 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 loss and waste along production and supply chains. Based on the “2030 Agenda” and other policies, Japan set a goal to reduce household and business food loss and waste by half compared with fiscal 2000 by fiscal 2030.
- To promote reduction of food loss and waste (FLW) as a national campaign, the “Act on Promotion of Food Loss and Waste Reduction” (Act No.19 of 2019) went into effect in October, 2019.
- The prolonged impact of COVID-19 demands efforts to facilitate the flow of food to *Kodomo Shokudo*, needy persons and others. For food banks, support is provided for costs necessary to expand their activities to receive and provide food, and specialists are dispatched to help with problem-solving, including securing of food donors.
- CAA held “FY2022 Senryu Verse Competition toward Zero Food Loss and Waste!” The judges selected “Spread *Mottainai* from Japan to the World” as the winner of the Minister of State for Consumer Affairs and Food Safety Award.
- The agency created picture books about food loss and waste reduction for parents and children to learn about the food loss and waste issue together by reading the books to children. Reading events were held in 10 kindergartens attached to national universities in the Chugoku and Shikoku regions.
- MOE established a portal site that aggregates information on food loss and waste. Environments were developed in which each entity will be able to obtain accurate and easy-to-understand information on food loss and waste.
- 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*”).
- The CAA, MAFF, and MOE, along with the National Deliciously ‘*Tabekiri* (no leftovers)’ Movement Committee, implemented the “Deliciously ‘*Tabekiri*’ National Joint Campaign” from December 2022 to January 2023.



Posters, etc. targeting consumers are displayed in retail stores and restaurants.



Picture book to learn about food loss and waste reduction  
©TPC ©KSW



“mottECO” awareness raising material

## Chapter 6 Support for Activities to Pass Down Food Culture

### Efforts in Utilization of Licensed Expert Cooks in Volunteer and other Activities / *Shokuiku* that Contributes to Passing Down of Diverse Food Culture of Communities

- Diet Improvement Promoters provided learning opportunities, 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) worked to promote *shokuiku* for the passing down of food culture through cooking classes and other activities.
- The Agency for Cultural Affairs promotes registration of cultural properties based on the Act on Protection of Cultural Properties (Act No.214 of 1950) and supports local governments that are promoting or working on the succession and promotion of unique food culture in creating model cases to develop and disseminate the “Food Culture Story” that conveys the cultural background in an easy-to-understand manner.
- MAFF served as the secretariat to disseminate information through the “Network of Local *Washoku* Culture” of individual persons and groups involved in preservation/succession of local food culture, *Washoku* Culture Inheritance Leaders, etc.

#### Article Efforts for Preservation/Succession of *Washoku* Culture

- MAFF implemented initiatives for preservation/succession of diverse food culture unique to each region.
- In fiscal 2022, MAFF launched a website “Traditional Foods in Japan” to develop a data base of history and culture of traditional processed foods of 47 prefectures, related events, production methods and preservation/succession initiatives.
- Regional exploratory committees were held in Fukui, Nara and Kumamoto Prefectures. The items selected by the committees were researched, compiled, and disseminated through the website.

#### Case Study Handing Down the Wisdom and Skills of Predecessors to Children through Hands-on Activities and Local Cuisine Cooking

##### The “6th *Shokuiku* Activity Awards”—Award of Director-General, Food Safety and Consumer Affairs Bureau Ehime Rural Life Research Council (Ehime Prefecture)

- Ehime Rural Life Research Council implements *shokuiku* activities with focus on handing down of local cuisine.
- “Ehime Food Culture Course” held at local elementary schools, etc. provided courses according to the characteristics of the region, including a class on hometown, cultivating and harvesting crops, slivering fish, rye miso, and jam cooking.
- Recipe book “Ehime’s hometown dishes” has been used by many families. In fiscal 2020, the council started to distribute local cuisine cooking videos to convey the appeal of Ehime’s food and food culture to the world.



Council members explaining local cuisine to children

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

## 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.
- Regarding the producers’ efforts to reduce radionuclides, actual inspection results of radionuclides in food and other related topics, in fiscal 2022 opinion exchange meetings were held for general consumers in Tokyo and Osaka Prefectures, and for university students in Fukuoka, Shiga, Tokyo and Fukushima Prefectures.



An opinion exchange meeting

## Providing Information on Food Safety

- It is important to provide consumers with accurate information so that they can make rational decisions on their food choices based on scientific knowledge. For this purpose, CAA provides easy-to-understand information for consumers.
- In fiscal 2022, MAFF created videos titled “let’s cook a safe and tasty summer vegetable curry” and “how to cook safe and tasty box lunches” to call attention to the prevention of food poisoning. The videos are designed for a broad range of generations, including children, by having children appear in the videos, for example.

## Implementing Basic Survey and Studies and Providing Information on the Results

- In December 2020, MEXT published its “Standard Tables of Food Composition in Japan - 2020 (Eighth Revised Edition).” Since the publication, its contents have been enhanced with newly listed foods and other items in accordance with the actual state of people’s diet.
- MAFF provided the public with basic statistical data on the state of agriculture, forestry and fisheries, food production, distribution and consumption, which are necessary for the promotion of *shokuiku*.

## Promoting Understanding of Food Labeling

- In recent years, there has been an increase of consumers' awareness of food safety and health, and consequently, the need for plain food labeling.
- 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 labeling.”

### Article Dissemination and Awareness Raising of Nutrition Information Label by Using a Video Program

- Under “the Fiscal 2021 advanced model project concerning local consumer administration,” CAA created and posted a video program on its website and YouTube. The program is designed to increase opportunities for consumers to know about nutrition information label and to use them. A leaflet was created for its dissemination.
- The program is also used at workshops of dietitians who are active in local communities. CAA will continue dissemination and awareness raising to provide an opportunity for consumers to make healthier food choices.



Video program

## State of *Shokuiku* Abroad, Promotion of International Exchange, etc.

- MAFF's English website “Promotion of *Shokuiku* (Food and Nutrition Education)” provides “Dietary guidelines for Japanese,” “Japanese Food Guide Spinning Top,” “Interpretation of ‘Japanese Food Guide Spinning Top,’” “Recommendation of Japanese dietary pattern,” and other documents. It also contains brochures to introduce *shokuiku* of Japan to the world.
- Ministry of Foreign Affairs of Japan promotes and raises awareness of *shokuiku-related* topics in its overseas public relations and cultural activities, including the distribution of “niponica” through diplomatic missions overseas.

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

Goals			
Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2022)	Target Values (FY2025)
<b>1 Increase the number of citizens who are interested in <i>shokuiku</i></b>			
(1) Percentage of citizens who are interested in <i>shokuiku</i>	83.2%	78.9%	90% or more
<b>2 Increase the number of “<i>kyoshoku</i>” occasions for breakfasts or dinners with family members</b>			
(2) Number of <i>kyoshoku</i> [breakfast or dinner eaten together with family members]	9.6 times/week	9.6 times/week	11 times or more/week
<b>3 Increase the percentage of citizens participating in <i>kyoshoku</i> in communities as they hope to</b>			
(3) Percentage of citizens participated in <i>kyoshoku</i> in communities as they hope to	70.7%	57.8%	75% or more
<b>4 Decrease the percentage of citizens skipping breakfast</b>			
(4) Percentage of children who skip breakfast	4.6% (FY2019)	5.6%	0%
(5) Percentage of young citizens who skip breakfast	21.5%	26.7%	15% or less
<b>5 Increase efforts to use local products in school lunches, etc.</b>			
(6) Average number of times diet and nutrition teachers provide guidance on local products	9.1 times/month (FY2019)	10.5 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)	—	76.6%	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)	—	78.7%	90% or more
<b>6 Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition</b>			
(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%	40.6%	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%	28.4%	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
<b>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</b>			
(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%	66.5%	75% or more

Goals			
Detailed target values	Values when the Fourth Plan was Created (FY2020)	Current Values (FY2022)	Target Values (FY2025)
<b>8 Increase the percentage of citizens who take time to eat and chew well</b>			
(15) Percentage of citizens who take time to eat and chew well	47.3%	46.8%	55% or more
<b>9 Increase the number of volunteers engaging in the promotion of <i>shokuiku</i></b>			
(16) Number of citizens involved in volunteer groups, etc. that are engaged in the promotion of <i>shokuiku</i>	362,000 (FY2019)	331,000 (FY2021)	370,000 or more
<b>10 Increase the number of citizens who have agriculture, forestry, or fishery experience</b>			
(17) Percentage of citizens (households) who have agriculture, forestry or fishery experience	65.7%	62.4%	70% or more
<b>11 Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer</b>			
(18) Percentage of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer	73.5%	69.8%	80% or more
<b>12 Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods</b>			
(19) Percentage of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods	67.1%	61.7%	75% or more
<b>13 Increase the number of citizens who take action to reduce food loss and waste</b>			
(20) Percentage of citizens who take action to reduce food loss and waste	76.5% (FY2019)	76.9%	80% or more
<b>14 Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families</b>			
(21) Percentage of citizens who have received and pass on traditional cuisine and table manners, etc. from their communities or families	50.4%	44.0%	55% or more
(22) Percentage of the citizens who eat local and traditional cuisine at least once per month	44.6%	63.1%	50% or more
<b>15 Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it</b>			
(23) Percentage of citizens who have basic knowledge of food safety and are able to make appropriate decisions based on it	75.2%	77.5%	80% or more
<b>16 Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i></b>			
(24) Percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of <i>Shokuiku</i>	87.5% (FY2019)	90.5%	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): The values of fiscal 2019 are based on the “Survey of Consumer Attitudes: Survey on Awareness and Efforts Taken for the Food Loss and Waste Reduction (CAA).” The values of fiscal 2022 are based on “FY2022 Survey on Attitude and Awareness in Consumer Life (Second Survey) (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).