

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).

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○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*

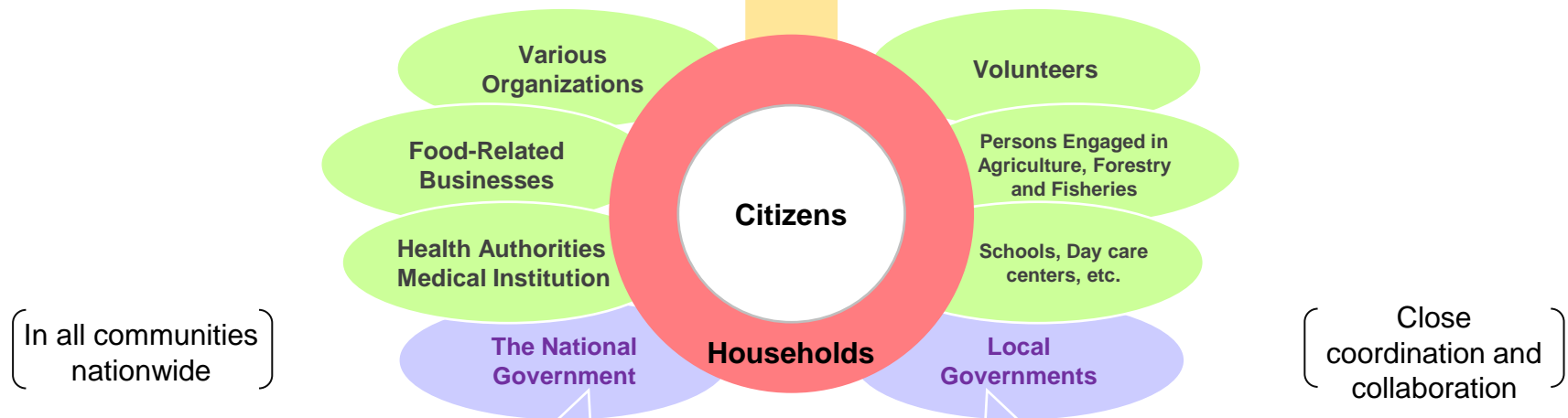
- In March 2021, “the Fourth Basic Plan for the Promotion of *Shokuiku*” was decided by the Council for the Promotion of *Shokuiku*. The plan, covering approximately five years starting in fiscal 2021, provides new priority issues to be tackled for the promotion of *shokuiku*.
- Taking into account the 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

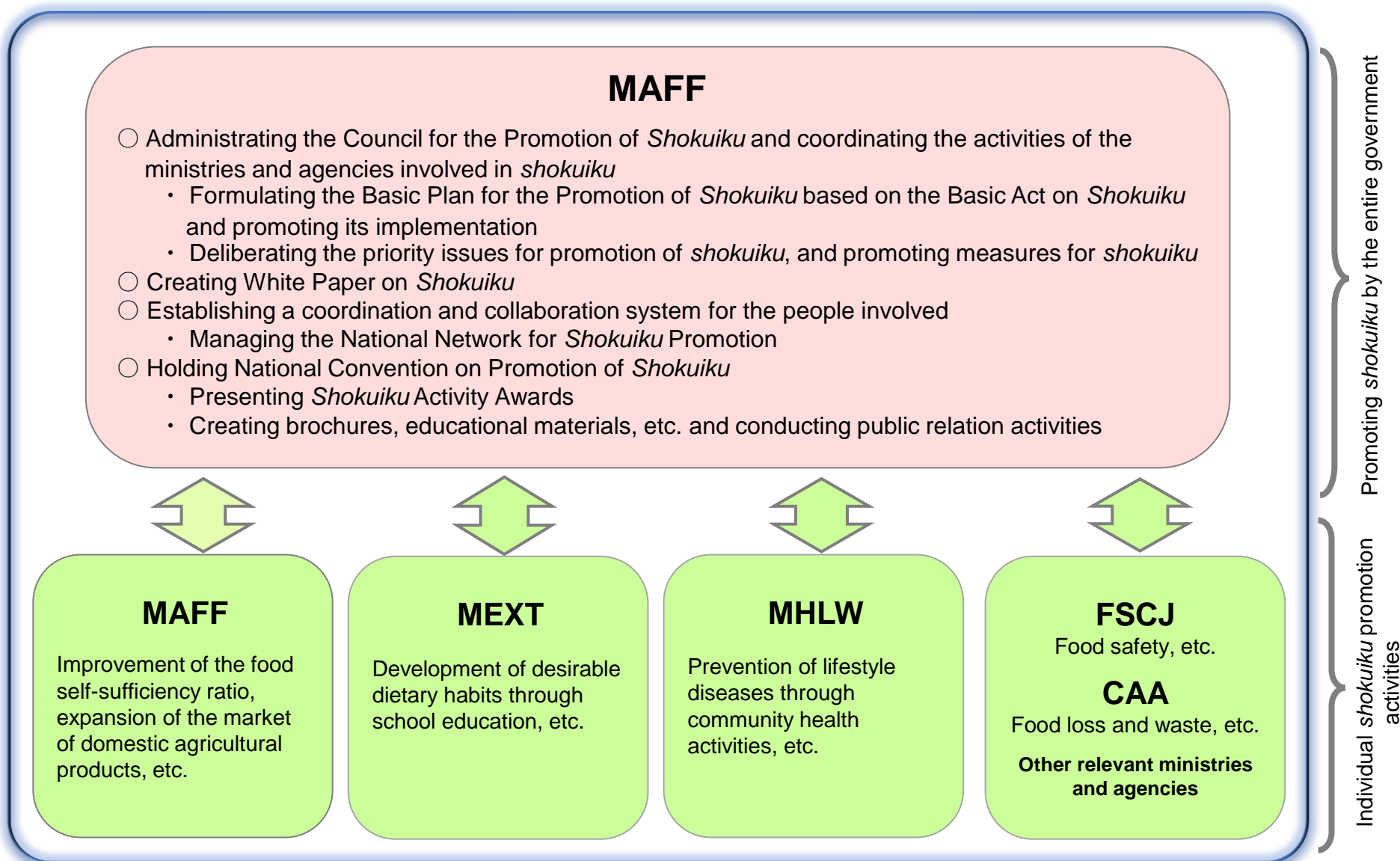
Prefectural Council for the
Promotion of *Shokuiku*
|
Creation of Prefectural Plan for
the Promotion of *Shokuiku*

<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

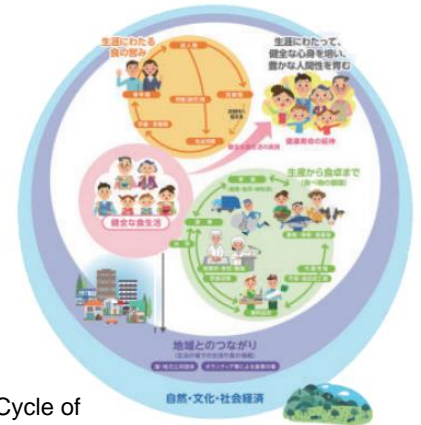


Part I: Progress of *Shokuiku* Promotion Efforts

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

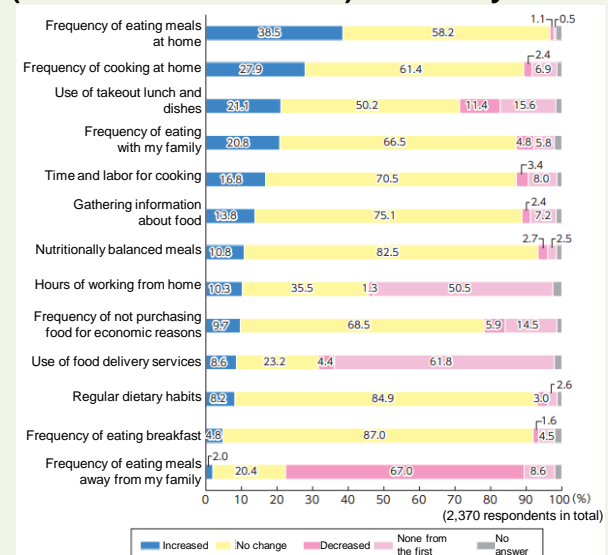
1. Positioning in the Fourth Basic Plan for the Promotion of *Shokuiku*

- 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

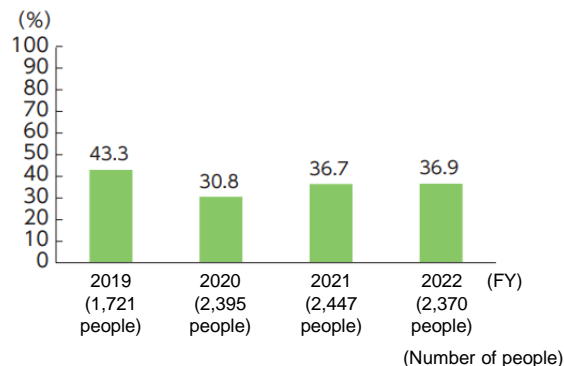


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

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.

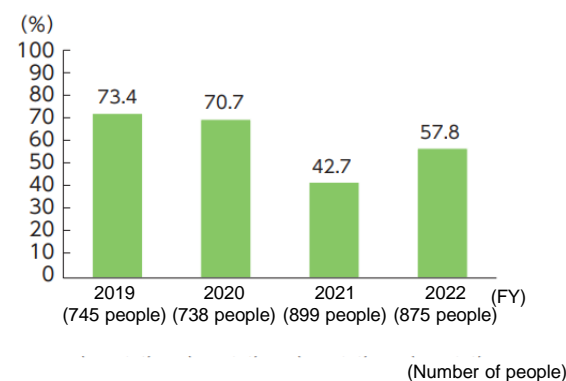


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual).

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).

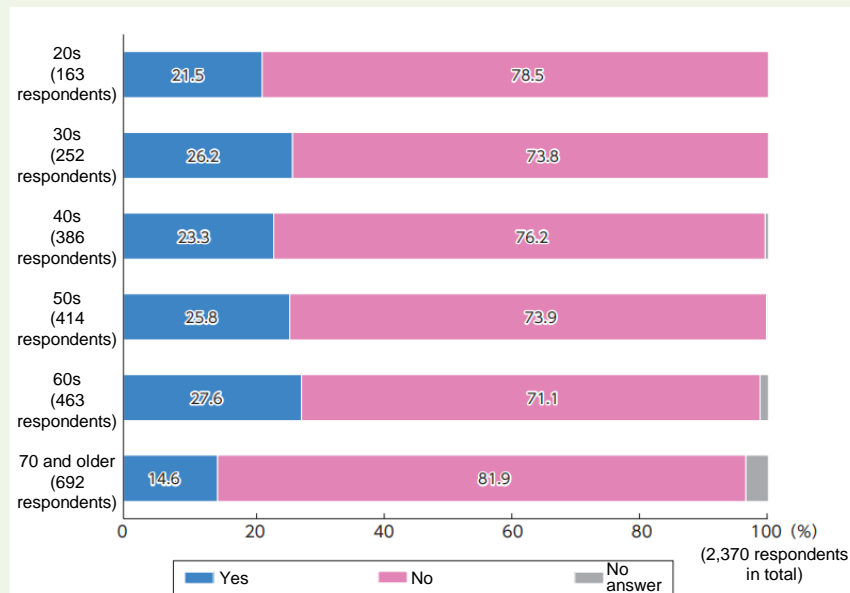
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3. People’s Practice of *Shokuiku* Utilizing Digital Technologies

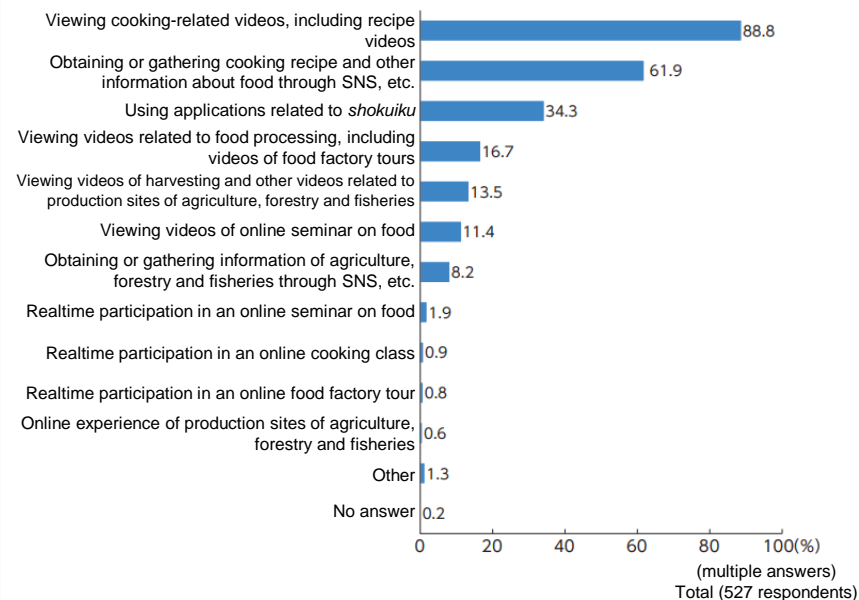
- To the question asking whether your family has used *shokuiku* utilizing digital technologies, 22.2% of the respondents answered “yes.” By age group, about 20% of the respondents in their 20s to 60s answered “yes.”
- Regarding *shokuiku* utilizing digital technologies, which they used, the ratio of “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.”

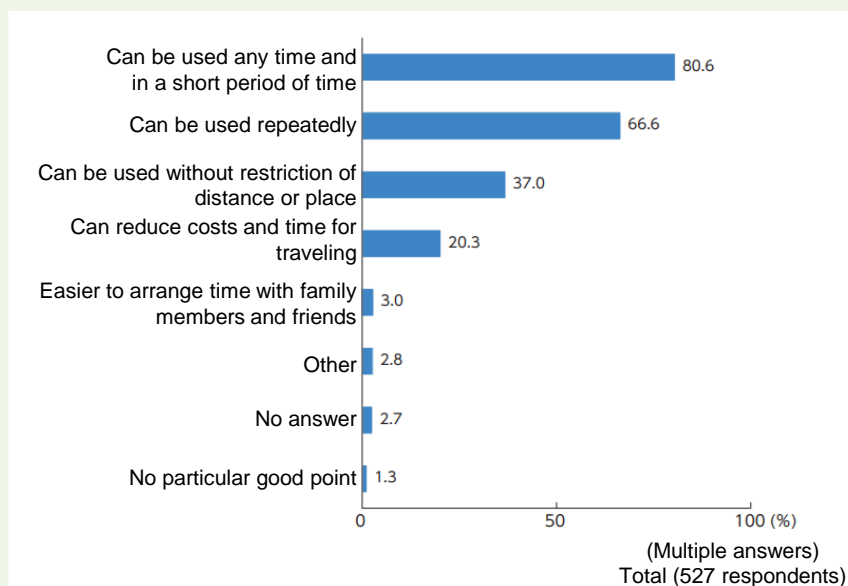


Fruit harvesting using remote control technology

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

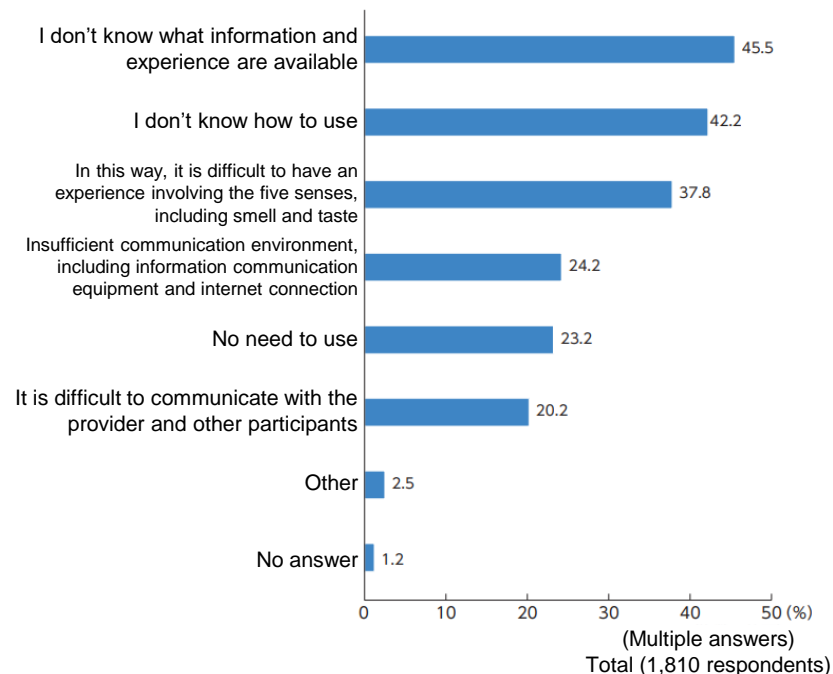
- To the question asking about the good points of *shokuiku* utilizing digital technologies, “can be used any time and in a short period of time” was chosen most frequently, at 80.6%, followed by “can be used repeatedly,” at 66.6%.
- To the question of challenges and barriers to the use of *shokuiku* 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

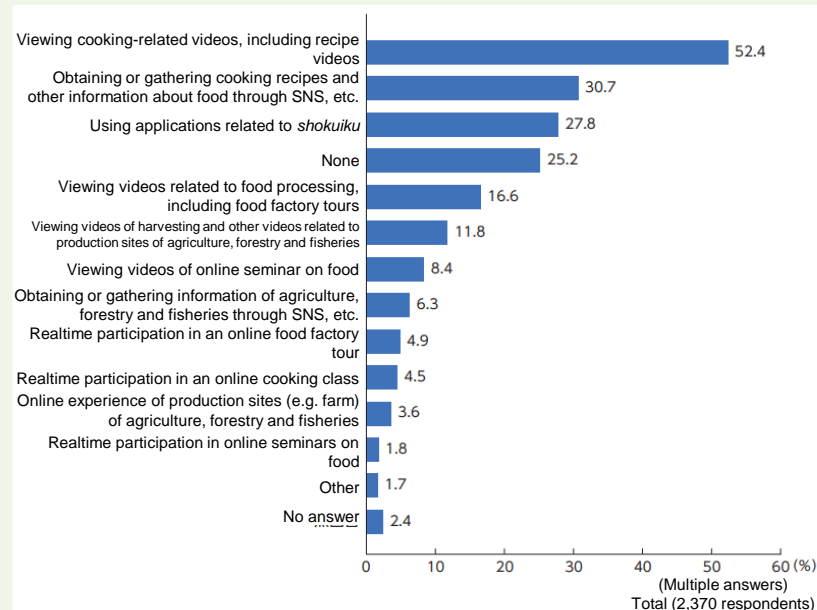


Data Source: MAFF. The Survey on Attitudes towards *Shokuiku* (Annual). Conducted in November 2022.

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