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|-------------------|-----------------|------------------|--------------------|-----------------|-------------|----------------|-----------------|----------------|-----------------|------------------|-----------------|
| 1 みんなで楽しく食べよう
 | 2 朝ごはんを食べよう
 | 3 バランスよく食べよう
 | 4 太りすぎないやせすぎない
 | 5 よくかんで食べよう
 | 6 手を洗おう
 | 7 災害にそなえよう
 | 8 食べ残しをなくそう
 | 9 産地を応援しよう
 | 10 食の感謝をしよう
 | 11 和食文化を伝えよう
 | 12 食育を推進しよう
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Shokuiku in Japan

National Campaign Aiming at Promotion of the Citizens' Physical and Mental Health and Cultivation of Humanity

MAFF

Ministry of Agriculture,
Forestry and Fisheries

Policies for the Promotion of *Shokuiku*

There are a number of factors that led to Japan becoming the country with the longest-life expectancy in the world: the nutritionally well-balanced Japanese diet consisting of cooked rice as the staple food served with a variety of other foods, including main dishes and sides; as well as current measures* taken towards nutritional improvement. Thus, “food and nutrition” have greatly contributed to Japan’s long-life expectancy. The socioeconomic situation inside and outside Japan is constantly changing, and we are so busy every day that we sometimes forget about the importance of daily food and nutrition. In the face of food-related issues such as increases in nutritional imbalances, irregular eating patterns, obesity, noncommunicable diseases, obsessions with weight loss, occurrence of food safety issues, food import dependency, loss of traditional food culture, have led to the enactment of the Basic Act on Shokuiku to promote *shokuiku* [meaning food and nutrition education] as a national campaign in June 2005.

The national government ministries and agencies have been promoting *shokuiku* along with various stakeholders, including prefectures, municipalities, relevant organizations and groups.

※ The history of Japan’s Nutrition Policy

Japan has been promoting its nutrition policy even before the economic growth.

Japan has been continuously advancing it according to the nutrition challenges at the times. By doing so, the country achieved the tremendous economic expansion and became the world’s top country for longevity.

The following three elements have been the heart of Japan’s nutrition policy:

- (1) Nutrition policy focused on “DIETS”
- (2) Training and nationwide deployment of “SPECIALISTS; registered dietitian/dietitian”
- (3) The process of policy making based on scientific “EVIDENCE”

For more details: Nutrition Policy in Japan to Leave No One Behind –For Achieving Sustainable Societies-



■ Basic Act on Shokuiku

The Basic Act on Shokuiku was enacted in June 2005 and came into effect in July of the same year. The purpose of this Act is to establish the basic principles of *shokuiku*; to clarify the respective responsibilities of the national government, local governments, and other organs; to advance measures regarding *shokuiku* comprehensively and systematically by providing for basic matters for the measures; and thereby to contribute to healthy and cultured living of the citizens and to a thriving and prosperous society at the present time and for the future.

What is *Shokuiku*?

In Japan, the Act positioned *shokuiku* as the basis of a human life which is fundamental to intellectual, moral, and physical education, to be promoted for the purpose of educating people so that they may acquire knowledge about food and nutrition and ability to choose appropriate food and nutrition for their own sakes through various experiences, thus enabling them to adopt healthy dietary habits.

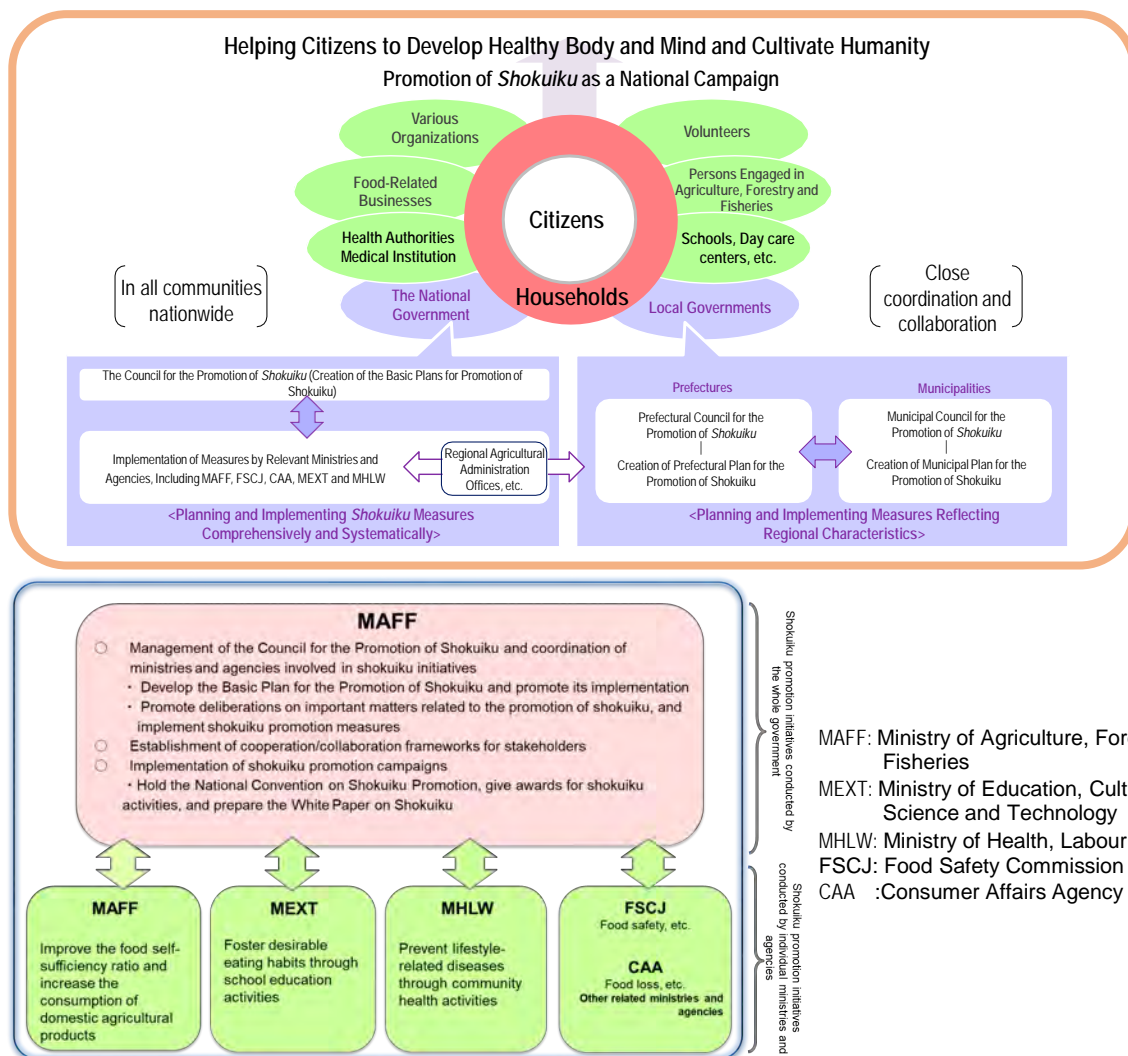
■ Basic Plan for the Promotion of Shokuiku

The Basic Plan for the Promotion of Shokuiku is, based on the Basic Act on Shokuiku, created to advance measures for the promotion of *shokuiku* comprehensively and systematically. The Fourth Basic Plan for the Promotion of Shokuiku was created in 2021.

The promotion of *shokuiku* will contribute to achievement of SDGs and the Fourth Basic Plan for the Promotion of Shokuiku was created in the light of SDG principles.

■ Schemes for Promoting *Shokuiku*

Rolling out *shokuiku* as a national campaign will require the national and local governments' efforts and close coordination and collaboration among various community-level stakeholders, such as schools, day care centers, persons engaged in agriculture, forestry and fisheries, food-related businesses and volunteers.



■ History of the *Shokuiku* Promotional Policies

FY	Contents of the <i>Shokuiku</i> Promotional Policies	
	Basic Plan for the Promotion of <i>Shokuiku</i>	Related matters
2005	<ul style="list-style-type: none"> ● Establishment of the Basic Act on <i>Shokuiku</i> (2005) ● Basic Plan for the Promotion of <i>Shokuiku</i> (fiscal 2006~2010) 	<ul style="list-style-type: none"> ● Establishment of diet and nutrition teacher employment system (MEXT,2005) ● Development of Japanese Food Guide Spinning Top (MHLW, MAFF,2005) ● Creation of "Food Guidance Companion" (MEXT,2007) ● Revision of the School Lunch Program Act (2008)
2010	<ul style="list-style-type: none"> ● Second Basic Plan for the Promotion of <i>Shokuiku</i> (fiscal 2011~2015) 	<ul style="list-style-type: none"> ● "Food Guidance Companion-creation of phase 1 -" (MEXT,2010) ● Creation of "A Guide to <i>Shokuiku</i>" (cabinet office,2012) ● Washoku designated as UNESCO Intangible Cultural Heritage (MAFF, 2013) ● "Health Japan 21 (the 2nd term)" (MHLW,fiscal2013~2023) ※fiscal2000~2012 "Health Japan 21"
2015	<ul style="list-style-type: none"> ● Third Basic Plan for the Promotion of <i>Shokuiku</i> (fiscal 2016~2020) 	<ul style="list-style-type: none"> ● "Healthy Parents and Children 21 (phase 2)" (MHLW,fiscal2015~) ※fiscal2001~2014 "Healthy Parents and Children 21" ● Partial revision of Dietary Guidelines for Japanese (MEXT,MHLW, MAFF,2016) ※In 2000, Creation of "Dietary Guidelines for Japanese" ● "Food Guidance Companion-creation of phase 2- " (MEXT, 2018) ● Act on Promotion of Food Loss and Waste Reduction (2019) ● Basic Policy on Promotion of Food Loss and Waste Reduction (2020)
2020	<ul style="list-style-type: none"> ● Fourth Basic Plan for the Promotion of <i>Shokuiku</i> (fiscal 2021~2025) 	<ul style="list-style-type: none"> ● Establishment of the National Network for <i>Shokuiku</i> Promotion (MAFF, 2021) ● Revision of "Dietary Guidelines for Pregnant and Lactating Women" (MHLW, 2021) ※In 2006, Creation of "Dietary Guidelines for Pregnant and Lactating Women"

Efforts for the *Shokuiku* Promotional Policies in Japan

■ Toward practicing healthy dietary habits

<Dietary Guidelines for Japanese>

Decided by MEXT, MHLW and MAFF

Japan has the world's longest life expectancy but has also developed major health problems, such as an increase in noncommunicable diseases. Accordingly, prevention of such diseases became an important goal through improvements in dietary habits.

In addition, dietary habits have affected our food self-sufficiency ratio, and food loss and waste have limited effective use of earth resources and caused environmental issues.

With the aim of solving such dietary habit-related issues, the Dietary Guidelines for Japanese were established in 2000 and partially revised in 2016 so that each citizen can practice healthy dietary habits.

- Dietary guidelines for Japanese -

- Enjoy your meals.
- Establish a healthy rhythm by keeping regular hours for meals.
- Maintain the proper weight with adequate exercise and well-balanced meals.
- Eat well-balanced meals with staple food, as well as main and side dishes.
- Eat enough grains such as rice and other cereals.
- Combine vegetables, fruits, milk products, beans and fish in your diet.
- Avoid too much salt. Attention should be paid to the quality and quantity of fat ingested.
- Take advantage of Japanese dietary culture and local food products. Preserve local dishes.
- Conserve food resources and practice dietary habits for minimizing leftovers and food waste.
- Develop your understanding of food and review your dietary life.

<Japanese Food Guide Spinning Top>

Decided by MHLW and MAFF

The "Japanese Food Guide Spinning Top" was developed in 2005 as a measure to link concrete actions to the Dietary Guidelines for Japanese.

This guide shows the desired combination of meals and the appropriate approximate volume to help people consider what and how much they should eat per day.



■ Transmitting the knowledge of Traditional Dietary Cultures of the Japanese

Japanese dietary habits based on an essential spirit of "respect for nature", is registered as a UNESCO Intangible Cultural Heritage, under Washoku ;Traditional Dietary Cultures of the Japanese.

<Characteristics of Washoku ;Traditional Dietary Cultures of the Japanese>

- ① Respect for diverse and fresh ingredients and their unique tastes
- ② Well-balanced meals that supports a healthy diet
- ③ Expressions of beauty of nature and the four seasons
- ④ Close relationship with New Year's celebrations and other annual events



Washoku menu

<Regional cuisines of Japan>

Regional cuisines are passed down along with the histories, cultures and dietary habits of their localities. Schools featuring lunch menus of local foods based on traditional food cultures, provide opportunities to learn the importance of local production for local consumption.

*For more details: "Our Regional Cuisines - Beloved tastes and flavors we want to pass on to the next generation" through history and recipes,etc. of regional cuisines.



- Each region now promotes the inheritance of local Japanese food cultures, cuisines and their preparation that have been received in their communities and homes with the help of volunteers (diet improvement promoters), students and food-related business, etc.



Volunteers working at a regional cuisine cooking class



Students teaching at *shokuiku* class about using traditional vegetables



Lunch boxes made in *shokuiku* class using traditional vegetables



How to make soup stock:
a class at a local elementary school



A miso brewery tour, organized by the manufacturer

■ Promotion of *shokuiku* as a national campaign

Shokuiku benefits everyone and is promoted by volunteers, in education and by agricultural, forestry and fisheries as well as food manufacturers, distributors and other businesses.

Promotion of *shokuiku* in schools

- Since 2005, diet and nutrition teachers overseeing and managing student and child nutrition have been integrated into the educational system.
- Through the efforts of diet and nutrition teachers, school lunches become “living textbook” and integrate food into educational activities.



A diet and nutrition teacher in class



Example of a "washoku" school lunch

Promotion of *Shokuiku* in Local Communities

- In every region promotion of *shokuiku* is carried out by a variety of cooperating volunteers, food-related business, farmers, schools and day care centers. In recent years, thanks to local volunteer efforts, there has been an increase in children's cafeterias (Kodomo Shokudo) providing free or inexpensive hot and nutritious meals.



A farm experience lesson under the guidance of agricultural volunteers



A full table at Kodomo Shokudo

Promotion of Agriculture, Forestry, and Fishery Experiences

- In promoting understanding of food, agriculture, forestry and fisheries, many businesses connected to these industries provide experience activities and “Nōhaku (countryside stays)” in which participants stay in rural areas whose economy is based on agriculture, forestry or fisheries.



Children interacting with cows on a ranch



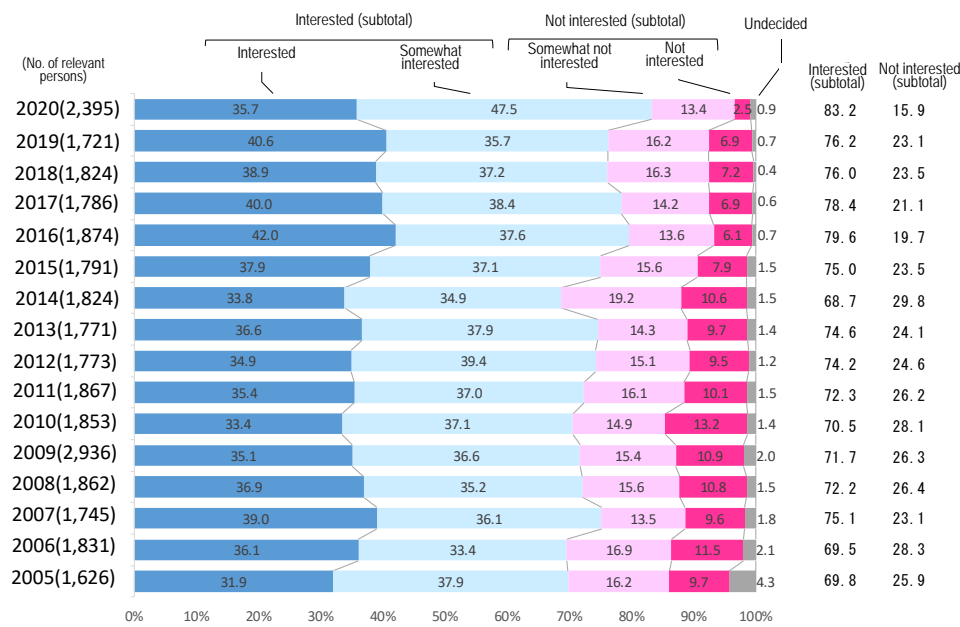
A “cozy family meal” with a host family

Results of the *Shokuiku* Promotional Policies

■ *Shokuiku* interest increases

In fiscal 2020, the percentage of people interested in *shokuiku* increased by 13.4 points to 83.2% compared to 69.8% in fiscal 2005 survey.

Changes in percentage of people interested in *shokuiku*

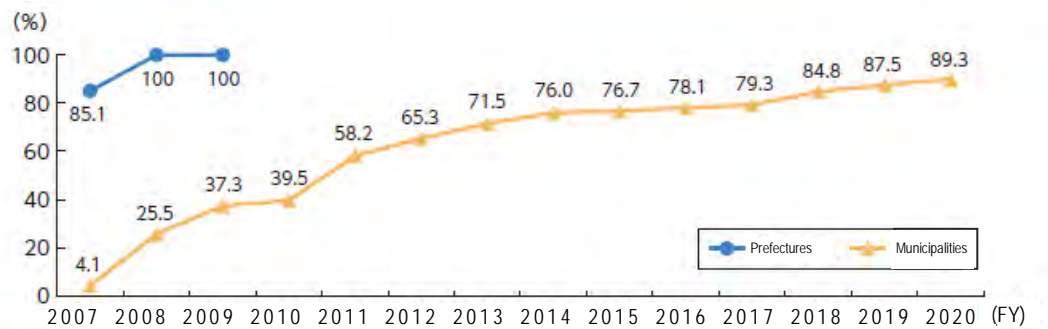


Data Source: MAFF, the Survey of Attitudes Towards *Shokuiku* (conducted by the Cabinet office until fiscal 2015)
In fiscal 2005, conducted the Special Public Opinion Survey on *Shokuiku*.
Note: As for "Undecided," "NA" is used for fiscal 2020.

■ Plan for the Promotion of *Shokuiku* created in prefectures and municipalities

Under the Basic Act on *Shokuiku*, efforts to create a Plan for the Promotion of *Shokuiku* in adherence to the Basic Plan for prefectures and both the Basic Plan and the Prefectural Plan for municipalities are ongoing. These plans are in effect in all prefectures and 89.3% of municipalities with *shokuiku* being tailored around them.

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.

Introducing the Shokuiku Pictograms and the Shokuiku Mark

Shokuiku Pictograms are a resource to emphasize *shokuiku* topics in an easy-to-understand way for both children and adults.

They are free to use when providing information about *shokuiku*.

And The Shokuiku Mark may be used for promoting and raising awareness of "12 let's promote *shokuiku*" pictograms.

They may be used to draw attention to *shokuiku* on badges and the like.

【Shokuiku Pictograms】



【Shokuiku Mark】



「A Guide to Shokuiku」

"A guide to Shokuiku" was designed and published in 2012 to promote the practice of lifelong *Shokuiku* for each generation, emphasizing the connection between life stages, from infants to the seniorhood, based on the concept that "we are what we eat".

It illustrates the "food cycle" from fields/sea/etc. to our tables, and "how our diet evolves with age" based on life stages, and . The Guide presents specific efforts according to each stage.

