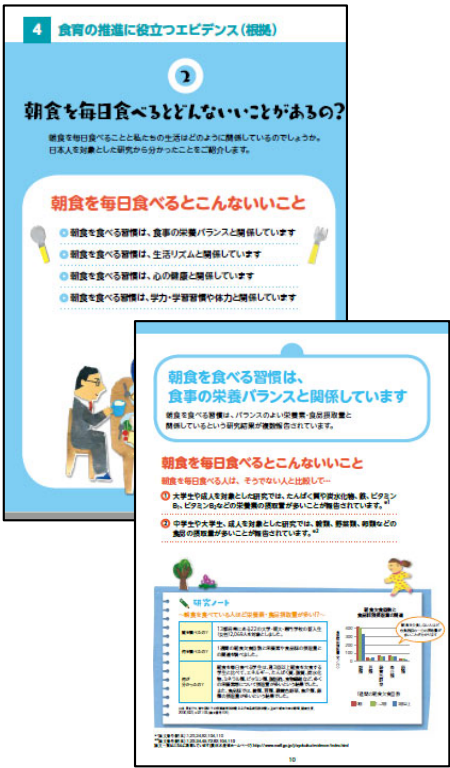
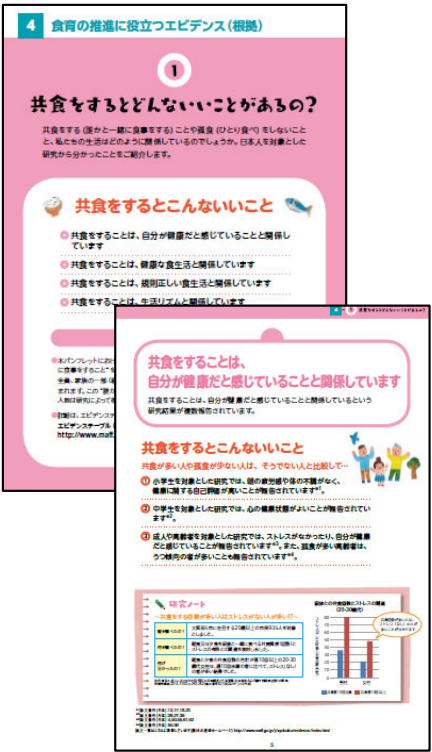
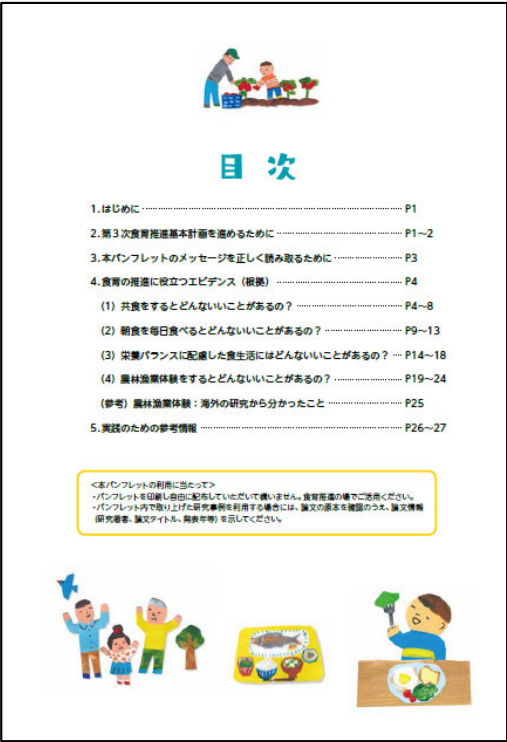


8. Promotion of Evidence-Based Shokuiku

- With the purpose of publicizing evidence that contributes to the promotion of shokuiku in an easy-to-understand manner, MAFF created pamphlets in collaboration with researchers and other specialists who are familiar with the field of shokuiku in FY2017 and FY2018, which organizes evidence-based explanations of why shokuiku initiatives are important and what kinds of benefits can be obtained by working on such initiatives. In FY2019, MAFF compiled and published a “consolidated edition” of the pamphlets from both fiscal years.
- With a focus on topics such as “breakfast,” “nutritionally balanced dietary habits,” “kyoshoku,” and “agriculture, forestry, and fishery experience,” these pamphlets included messages based on evidence, and research notes which introduced relevant studies.



What Are the Benefits of Shokuiku? –What We Know Based on Evidence– Integrated version

● What Are the Benefits of Shokuiku? (MAFF website)
<https://www.maff.go.jp/j/syokuiku/evidence/index.html>

9. A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone

- In the “Third Basic Plan for the Promotion of Shokuiku” adopted in March 2016, the “promotion of shokuiku with a focus on the younger generation” was set as one of the priority items.
- The Ministry of Agriculture, Forestry and Fisheries created a pamphlet in FY2019 titled “A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone” in a way to help young people in their 20s and 30s with various lifestyles practice “the well-balance diet.”
- In the Fourth Basic Plan for the Promotion of Shokuiku, adopted in March 2021, targets are continued to be set for reducing the number of young people who skip breakfast and increasing the number of citizens who practice nutritionally balanced dietary habits.

考える やってみる みんなで広げる

ちょうどよいバランスの食生活

仕事や家事・育児、勉強や趣味…
やりたいこと、やらなくてはならないことで一杯の毎日。
健康な心と体は、そんな毎日の資源。
「ちょうどよいバランスの食生活」は、心と体を健康に保つキホンです。

ライフスタイルは人それぞれ。
それぞれに「ちょうどよいバランスの食生活」があるはず。
一緒に考え、実践し、広げてみませんか？

まずはキホン！「食事の栄養バランス」について
食事や栄養に関する情報があふれていますが、正しい情報の見極め、目星ありますか？
あなたの知識、チェックしてみましょう！

☒ 食事の栄養バランスについて、正しいと思うものを選んでください。

- ☐ ①野菜をたくさん食べれば、栄養バランスは完璧。
- ☐ ②飲水化糖（糖質）はできるだけ摂らない方がよい。
- ☐ ③1日に必要なエネルギー量（カロリー）を超えなければ、どんな食べ方でもOK。
- ☐ ④自分のエネルギー消費量が適切かどうかは、食べたもののエネルギーを計算しないと分からない。
- ☐ ⑤スリムな体型であれば、食事を見直す必要はない。
- ☐ ⑥朝食を食べなくても、1日に必要なエネルギー量や栄養量はとれていれば問題ない。
- ☐ ⑦以下の食事は、すべて主食・主菜・副菜を組み合わせた食事である。

主食
米、パン、めん類などの穀類を主原料とする料理で、主として炭水化物の供給源となる。

主菜
魚や肉、卵、大豆製品などを主原料とする料理で、主としてたんぱく質の供給源となる。

副菜
野菜などを主原料とする料理で、主としてビタミン・ミネラル、食物繊維などの供給源となる。

Educational material
“A Well-Balanced Diet to Think about,
Practice, and Popularize by Everyone”

栄養バランスだけではない食生活の「バランス」

ここまで、食事の栄養バランスについて考えてきました。
でも、栄養バランスのよい食事をするには、色々なハードルがあるもの。

家計やライフスタイル、生活リズム
…あなたの生活の中での様々な「バランス」も大切です。

「家計」とのバランス

栄養バランスのよい食事
理想だけど食費がかさむ…

「ライフスタイル」とのバランス

一人暮らしだし、
朝食を作っている時間がない…

「生活リズム」とのバランス

仕事で夕食を食べるのが
夜遅くなってしまふ…

では、どうすれば「ちょうどよいバランスの食生活」を実践できるでしょうか？

次ページ あなたの生活の中での様々な「バランス」
を考えるヒントをご紹介します！

Part of the contents of the educational material

あなたのアイデア、周りにも広げてみませんか？

自分なりの「ちょうどよいバランスの食生活」が実践できるようになったら、家族や友達、会社の同僚など、周りの人に伝えたり、話し合ったりしてみましょう。
あなたから周りの人へ、さらにその周りの人へと「ちょうどよいバランスの食生活」が広がってけば、社会が変わるかもしれません。

ちょうどよいバランスの食生活の実践の場が広がる
あなたの世代や地域のトレンド化
実践に役立つ商品、サービスが増える
新しい実践アイデアが生まれる
周りに良さを伝える
周りと一緒に取り組む
健康で活力ある社会に
さらに実践しやすく
あなた
ちょうどよいバランスの食生活を実践する

ひとりひとりの選択が、最終的に社会を動かす力になるかもしれない。
そんなことを思いつつ、あなたや周りの人、そして社会にとっての「ちょうどよいバランスの食生活」を考え、発信してみませんか？

食品ロスを減らそう！
日本の生産者を応援したい
食品の過剰包装減らせませんか？

- A Well-Balanced Diet to Think about, Practice, and Popularize by Everyone (MAFF website)

<https://www.maff.go.jp/j/syokuiku/wakaisedai/balance.html>



10. Shokuiku Pictograms and Shokuiku Mark

★ Promotion of shokuiku that supports mental and physical health throughout life



Kyoshoku
(Enjoy eating together)



Improvement in conditions to skip breakfast



Well-balanced meals



Prevention of lifestyle-related diseases



Dental and oral health



Food safety



Prepare for disasters

★ Promotion of shokuiku that supports sustainable food and nutrition



Environmental considerations (harmonization)



Promotion of local production for local consumption



Agriculture, forestry, and fishery experience



Inheritance of washoku culture



★ Promotion of shokuiku (food and nutrition education)



Situations to be utilized

Fronts of retail stores, school educational scenes, educational materials when providing shokuiku, printing on product packaging, etc.

Shokuiku pictograms and shokuiku mark can be freely used if the terms of use are observed. There is no charge for usage fee.

● Shokuiku Pictograms and Shokuiku Mark
<http://www.maff.go.jp/j/syokuiku/pictgram/index.html>



11. Collection of Examples of Shokuiku Promotion by Companies Considering the Health of Employees, etc.

- In March 2020, MAFF collected basic information focused on advanced initiatives to proactively promote shokuiku among companies that take into consideration the health management of employees, etc., and compiled a collection of examples.
- It is expected that this will be used as an opportunity for companies to engage in shokuiku for their employees from now and as a reference for further development of companies that are already promoting shokuiku.
- In the Fourth Basic Plan for the Promotion of Shokuiku, it is also expected that a healthy condition of employees, etc. will lead to vitalization of the organization, such as the improvement of the vitality and productivity of employees, and consequently to the improvement of corporate performance. Therefore, shokuiku is to be promoted in consideration of the health of employees, etc. in the workplace.

[Example of a company]

- HIBINOSEKKEI, Inc
In order to encourage employees to shift from working at night to working in the morning based on the perspectives of creating an environment conducive to child-rearing and securing time for employees themselves and their families, it has provided free breakfast and lunch at its in-house restaurant. It serves meals using local ingredients whenever possible.
- Ajinomoto Co., Inc.
Advice can be given by AI by using “Karada Wakaru Navi” (meaning “Know Your Body Navi”), which is a health advice app that visualizes health status on four axes (“exercise,” “diet,” “sleep,” and “mood”) on smartphones or computers.



Buffet-style breakfast is served from 8:00 a.m.



“Health Challenge Campaign” using an app

● Collection of Examples of Shokuiku Promotion by Companies (MAFF website)

<https://www.maff.go.jp/j/syokuiku/kigyo/jirei.html>



Collection of Examples of Shokuiku Promotion by Companies Considering the Health of Employees, etc.

12. Promotion of Shokuiku in Communities in Cooperation with Kodomo Shokudo (Children's Cafeterias)

- Kodomo Shokudo, eateries where children can come alone and have free or inexpensive meals, are valuable places for children to have meals with other people, and also serve as places for children in local communities. MAFF publishes on its website information on shokuiku promotion initiatives conducted in collaboration with Kodomo Shokudo, in order to help local governments and people involved in shokuiku promotion in communities to understand the significance of activities of Kodomo Shokudo and effectively work with them based on the perspective of promoting shokuiku.
- In FY2017, MAFF investigated and published information such as the current situation and challenges of Kodomo Shokudo, and the status of its cooperation with communities. It also released a case study introducing example cases of cooperation programs between communities and Kodomo Shokudo, categorized according to topic and type of initiative.

農林水産省

English キッズサイト サイトマップ 文字サイズ 標準 大きく

逆引き事典から探す 組織別から探す キーワードから探す Google カスタム検索 検索

会見・報道・広報 政策情報 統計情報 申請・お問い合わせ 農林水産省について

ホーム > 食と農林水産省について知ろう。考えよう（食育の推進） > 子供食堂と連携した地域における食育の推進

子供食堂と連携した地域における食育の推進

－「子供食堂」とは？－

近年、地域住民等による民間発の取組として無料または安価で栄養のある食事や温かな団らんを提供する子供食堂等が広まっており、家庭における共食が難しい子供たちに対し、共食の機会を提供する取組が増えています。

－食育の推進という観点から見た子供食堂の意義について－

子供食堂の活動は様々ですが、親子で参加する場合も含め、

(a)子供にとっての貴重な共食の機会の確保

(b)地域コミュニティの中での子供の居場所を提供

等の積極的な意義が認められます。

－地域と子供食堂の連携の必要性－

地方自治体は、地域住民、関係機関、関係団体・NPO等と適切に連携して、地域における食育を推進する役割を担っています。

地方自治体が、子供食堂を、そうした連携先の一つとして位置づけ、連携を深める中で、子供食堂の取組に地域ぐるみで協力し、子供食堂の活動遂行に役立つような環境整備を行うことが期待されます。

なお、国や地方自治体は、子供食堂の多くが民間のNPOや個人の善意に基づき、発足、運営されていることに十分留意し、子供食堂の自主的・自発的な取組を最大限尊重し、個人やNPOの善意で行われている子供食堂の活動の趣旨を理解することが



A Case Study on Shokuiku Initiatives Promoted under Collaboration with Kodomo Shokudo and Communities –Expanding the Circle of Shokuiku Through Local Collaboration–

- Promotion of shokuiku in communities in cooperation with Kodomo Shokudo (MAFF website)

<https://www.maff.go.jp/j/syokuiku/kodomosyokudo.html>



Website “Promotion of Shokuiku in Communities in Cooperation with Kodomo Shokudo”

13. Promotion of Japanese-Style Dietary Habits That are Easy to Understand and Highly Practical

- Based on the Fourth Basic Plan for the Promotion of Shokuiku, the practice of well-balanced “Japanese-style diet” is promoted from the viewpoint of preventing lifestyle diseases and fostering a healthy next generation. It is promoted so that all generations can follow it easily by sharing its details and advantages with citizens in an easy-to-understand manner.
- It is necessary to promote such dietary habits in a way that is easy to understand and highly practical for all generations, while keeping in mind citizens’ current eating habits.



Recommended “Japanese-style dietary habits ” centered on rice
They are well-balanced dietary habits , consisting of rice, fish, meat, milk and dairy products, vegetables, seaweed, beans, fruits, tea, and various other side dishes.

- (1) “Japanese-style dietary habits ” **should be incorporated every few days or every week, if not for every meal or every day.**
- (2) Japanese-style dietary habits includes various dishes that work well with the climate of Japan. They are healthy and well-balanced dietary habits, using that uses abundant ingredients produced locally and throughout Japan.
- (3) The elements of Japanese-style dietary habits, i.e., a variety of side dishes combined with rice and soup, constitute the basics of “washoku.” It can easily incorporate various ingredients; for example, you can add wheat or millet to rice, and different vegetables and proteins to soup, while the main dish can be different types of dishes, such as hamburger steak, vegetables, and dairy products.
- (4) **Main and side dishes to be combined with rice do not have to be cooked at home; you can also use ready-made meals, frozen foods, retort foods, and combined seasonings, and combine them with eating out.**

(Cited from “Regarding Future Shokuiku Promotion Measures (Final)” issued in March 2015)

Examples of Japanese-style dietary habits consisting of rice and ready-made meals



● “Recommended Japanese-style Diet” (MAFF website)
http://www.maff.go.jp/j/syokuiku/nihon_gata.html

14. Promotion of Shokuiku Through Agriculture, Forestry, or Fishery Experience (Education Farm)

- MAFF proactively provides agriculture, forestry, and fisheries opportunities, such as at education farms in order to enhance people’s interest in and understanding of “food and nutrition” and to deepen appreciation and understanding of the blessings of nature and the various activities of people whose work is related to “food and nutrition.”
- This initiative is aimed at promoting the understanding of the importance of food and the agricultural, forestry, and fisheries industry and increasing supporters of domestic agricultural, forestry, and fishery products.

What is an education farm?

Education farms are farms run by farmers’ associations where consumers can visit production sites and experience a series of farming activities. Their purpose is to help consumers understand the blessings of nature and the various activities of people whose work is related to “food and nutrition.”

<<Expected effects>>

- Build trust between producers and consumers
- Understand food and agriculture, forestry, and fisheries
- Understand food safety
- Reduce food loss, etc.

→ Increase the number of supporters for domestic agricultural, forestry, and fishery products

Articles 3 and 23 of the Basic Act on Shokuiku (Act No. 63 of 2005)

○ Examples of initiatives for agriculture, forestry, and fishery experience

Sudo-Farm, Inc. (Chiba Prefecture)

An outdoor play is performed once a year at an outdoor theater on a ranch. Dairy farmers write scripts on “life and food,” drawing on their own experiences, and children and adults in the community act them out. It has devised a way to raise the audience’s awareness of “life and food” more strongly by providing a dairy farming experience after watching the play.

(Sixth Shokuiku Activity Awards by the Director-General of the Food Safety and Consumer Affairs Bureau)



Dairy farming experience

Alternative Farm Miyako Co., Ltd. (Okinawa Prefecture)

It provides a year-round shokuiku program in the fields of Miyako Island for general tourists and groups. By participating in a shokuiku program, participants can deepen their understanding of food ingredients and nurture a sense of appreciation for them through the five senses, leading to an increase in their interest in dietary habits.

(Sixth Shokuiku Activity Awards by the Director-General of the Food Safety and Consumer Affairs Bureau)



Sugar cane harvesting

● Promotion of Agriculture, Forestry, and Fishery Experience (MAFF website)

https://www.maff.go.jp/j/syokuiku/s_edufarm/index3.html



15. Promotion of Local Production for Local Consumption

This initiative aims to encourage people to consume locally produced agricultural, forestry, and fishery products. In addition to improving the food self-sufficiency rate, it also contributes to the “sixth industrialization” of agriculture, forestry, and fisheries (e.g. running farmers’ markets, and incorporating food processing business).

Examples of initiatives



Retailing of local agricultural, forestry, and fishery products at farmers’ markets



Development of processed foods using local agricultural, forestry, and fishery products



Use of local agricultural, forestry, and fishery products in school lunches and employee cafeterias



Exchange/experience opportunities for local consumers

Effects of the example initiatives

○ Strengthening the connection between “producers” and “consumers”

- Consumers can ask the producers how the products were grown “face-to-face,” and can consume fresh agricultural, forestry, and fishery products
- Producers can develop a production plan that fulfills consumer needs
- This leads to a higher food self-sufficiency rate
- Interaction between consumers and producers is promoted, providing an important shokuiku opportunity
- It promotes the use of local ingredients, which helps with the passing down of local traditional food culture

○ Regional revitalization

- Expansion of consumption of local agricultural, forestry, and fishery products through cooperation between producers and related businesses
- Creation of income opportunities for small producers

○ Reduction of distribution costs, etc.

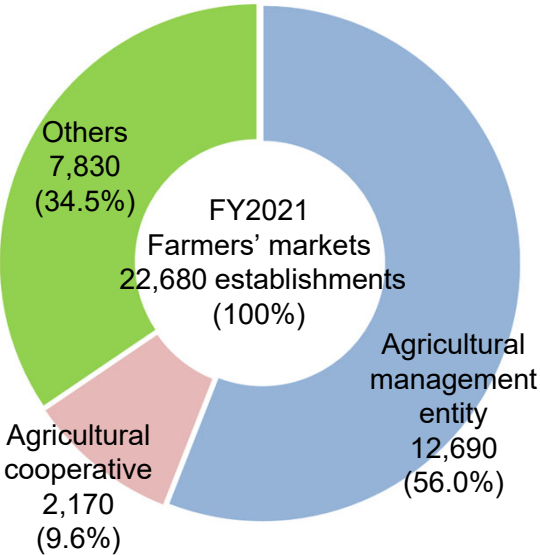
- Distribution costs are reduced, which allows producers to make better profits
- Transport distances are shortened, which contributes to reducing environmental impact

III. Shokuiku Initiatives by MAFF — 15. Promotion of Local Production for Local Consumption

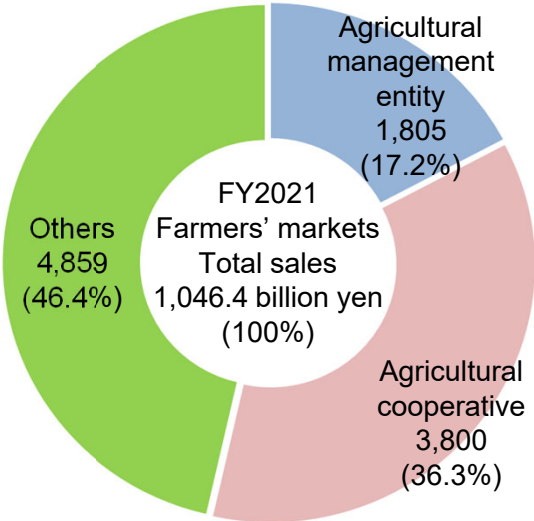
(1) Current Situation of Local Production for Local Consumption Initiatives

- There are around 23,000 farmers' markets nationwide where producers sell local agricultural products directly to consumers, with total annual sales of about 1.0 trillion yen.
- As for total sales by operating body, agricultural management entities, which account for 56.0% of the total farmers' markets, account for 17.2% of total sales, while agricultural cooperatives, which account for 9.6% of the total farmers' markets, account for 36.3% of total sales.
- The sales per farmers' markets are about 14 million yen for agricultural management entities, compared to 180 million yen for agricultural cooperatives.
- Regardless of the size or operating body of direct sales outlets, the ratio of local production is about 90%.

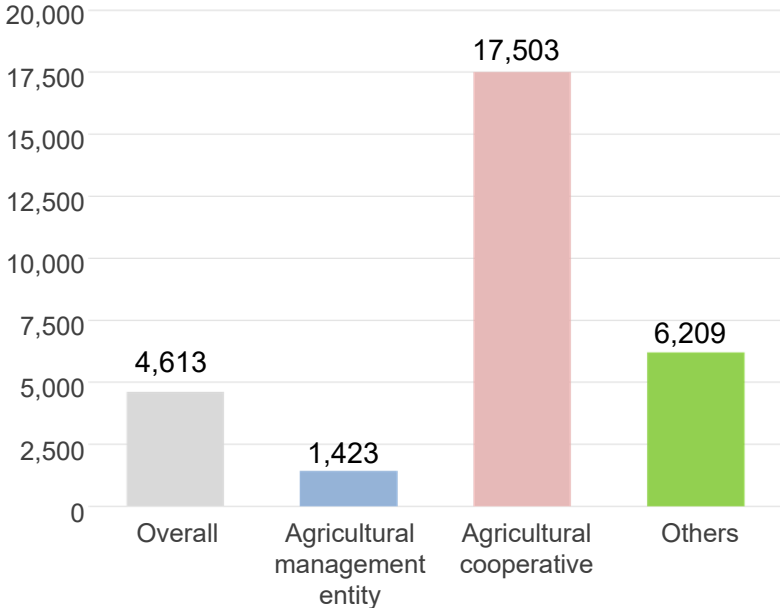
Number of farmers' markets by operating body



Total sales by operating body



Annual sales per farmers' markets (FY2021)
(10,000 yen)



Source: "Comprehensive Survey on Sixth Industrialization" (Statistics Department, MAFF)
* Breakdown may not exactly reflect the actual totals, due to rounding off

III. Shokuiku Initiatives by MAFF — 15. Promotion of Local Production for Local Consumption

(2) Use of Local Products in School Lunches

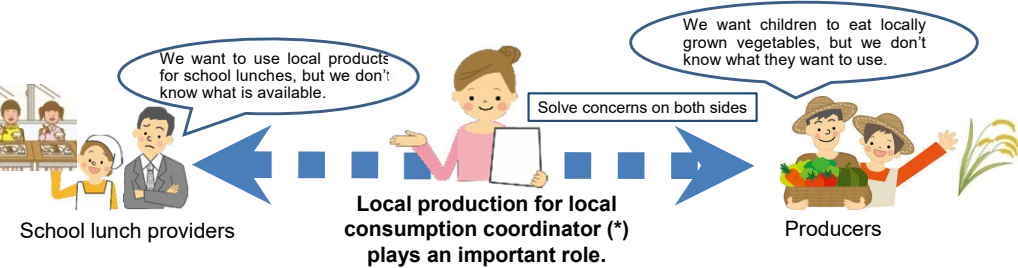
- The amended School Lunch Program Act (enforced in April 2009) provides that schools should make efforts to use local agricultural products in school lunches and to promote shokuiku.
- In addition, the Fourth Basic Plan for the Promotion of Shokuiku (formulated in March 2021) sets out the proportion of use of local products in school lunches as one of its targets.
(Based on the opinion of the Shokuiku Promotion Review Committee that the conventional target based on the number of food ingredients is “difficult to reflect the efforts of at the sites,” the target was changed in the Fourth Basic Plan (FY2019) to 90% or more (FY2025) for the percentage of prefectures that have maintained or improved from the current value (in monetary terms))
- There are also many challenges in using local products in school lunches, such as the difficulty of passing on the increase in food costs to lunch costs, and the need to constantly deliver a sufficient amount of products that meet certain standards.
- Therefore, it is essential to work on them by coordinating the needs and challenges of both sites of schools and producers on the community level. In this view, MAFF fosters and sends to communities “local production for local consumption coordinators,” who serve as “connectors” between the two sites. Excluding unfavorable weather conditions, the proportion of use of local products increased in 66 districts (total) to which coordinators were dispatched by FY2022.
- In addition, even under the budget of MEXT for FY2023, in order to promote the use of local products in school lunches, it will support the allocation of coordinators and the holding of councils by stakeholders for local governments, and will promote the use of local products in school lunches in cooperation with MEXT.

■ Use of locally and domestically produced ingredients in school lunches (in monetary terms)

	FY2019	FY2020	FY2021	FY2022
Locally produced ingredients	52.7%	—	56.0%	56.5%
Domestically produced ingredients	87.0%	—	89.0%	89.2%

<Source> “Survey on Use of Locally and Domestically Produced Ingredients in School Lunches” (MEXT)
(Note 1) Due to the impact of COVID-19, the FY2020 survey was not conducted.

■ Local production for local consumption coordinators



* Nutrition teachers, producer organization representatives, JA (Japanese Agricultural Co-operatives), consultants, companies, governments, etc.

- Actual result of dispatch of local production for local consumption coordinators [Local Food Connection Enhancement Program]
FY2016: 6 districts FY2017: 8 districts FY2018: 7 districts
FY2019: 9 districts FY2020: 9 districts FY2021: 12 districts FY2022: 15 districts

■ Example: Fukuroi City, Shizuoka Prefecture

- (1) Challenges for Fukuroi City:
- As a policy to utilize local products, those produced in the city are preferentially purchased from small-scale farmers, or all of them are purchased, which makes it difficult for school lunch centers that cook meals in a limited time to utilize non-standard products.
- (2) Details of the dispatch
- In response to this situation, MAFF implemented an initiative to dispatch a coordinator to an NPO that supplies food ingredients to a school lunch center in FY2017, to work on trial production of processed products using non-standard agricultural products, and to experimentally provide them for school lunches. This has facilitated understanding of each other, which removed various senses of uneasiness. The use of locally produced ingredients in school lunches has gained momentum.
- (3) Effects of dispatching a coordinator
- (i) Transaction amount of local products increased by a factor of 9.1 times! This also contributed to raising farmers' income!
3.5 million yen (FY2012) → 31.92 million yen (FY2022)
 - (ii) Ratio of use of local products (based on the weight of 10 main products) increased by 3.7 times!
13.8% (FY2012) → 51.6% (FY2022)
 - (iii) Local products (other than rice) were used throughout the year!
Used for 14 days (FY2005) → 194 days (FY2022)
* Annual number of school lunches: 190 days in FY2005 and 194 days in FY2022

16. Inheritance of Food Culture Washoku Culture Designated as a UNESCO Intangible Cultural Heritage

- On December 4, 2013, “Washoku, traditional dietary cultures of the Japanese,” was designated as a UNESCO Intangible Cultural Heritage.
- In order to preserve and pass on washoku culture into the future, it is important to maintain people’s interest through continuous public relations and to protect and pass it down to local communities.

What is Washoku? ➡ Japanese dietary customs built on “respect for nature”

Characteristics of “Washoku” (1):

Respect for diverse and fresh ingredients and their unique tastes

The islands of Japan stretching from north to south are blessed with abundant nature of the ocean, mountains, and rural areas. Different regions across the country have developed unique techniques and tools to bring out the taste of various local ingredients.



Characteristics of “Washoku” (2):

Nutritional balance that supports a healthy diet

A diet consisting of one soup and three side dishes allows us to ensure good nutritional balance. Dishes tapping into the umami flavor of dashi (fish stock) and fermented food also help with cutting down on animal fat intake. Washoku has helped longevity and prevented obesity in Japan.



Characteristics of “Washoku” (3):

Expression of beauty of nature and the changes of four seasons

Another characteristic of the washoku culture is that it expresses the beauty of nature and the changes of four seasons, such as by decorating dishes with seasonal flowers and leaves and using seasonal furnishings and vessels.



(c) Masashi Kuma, 2006

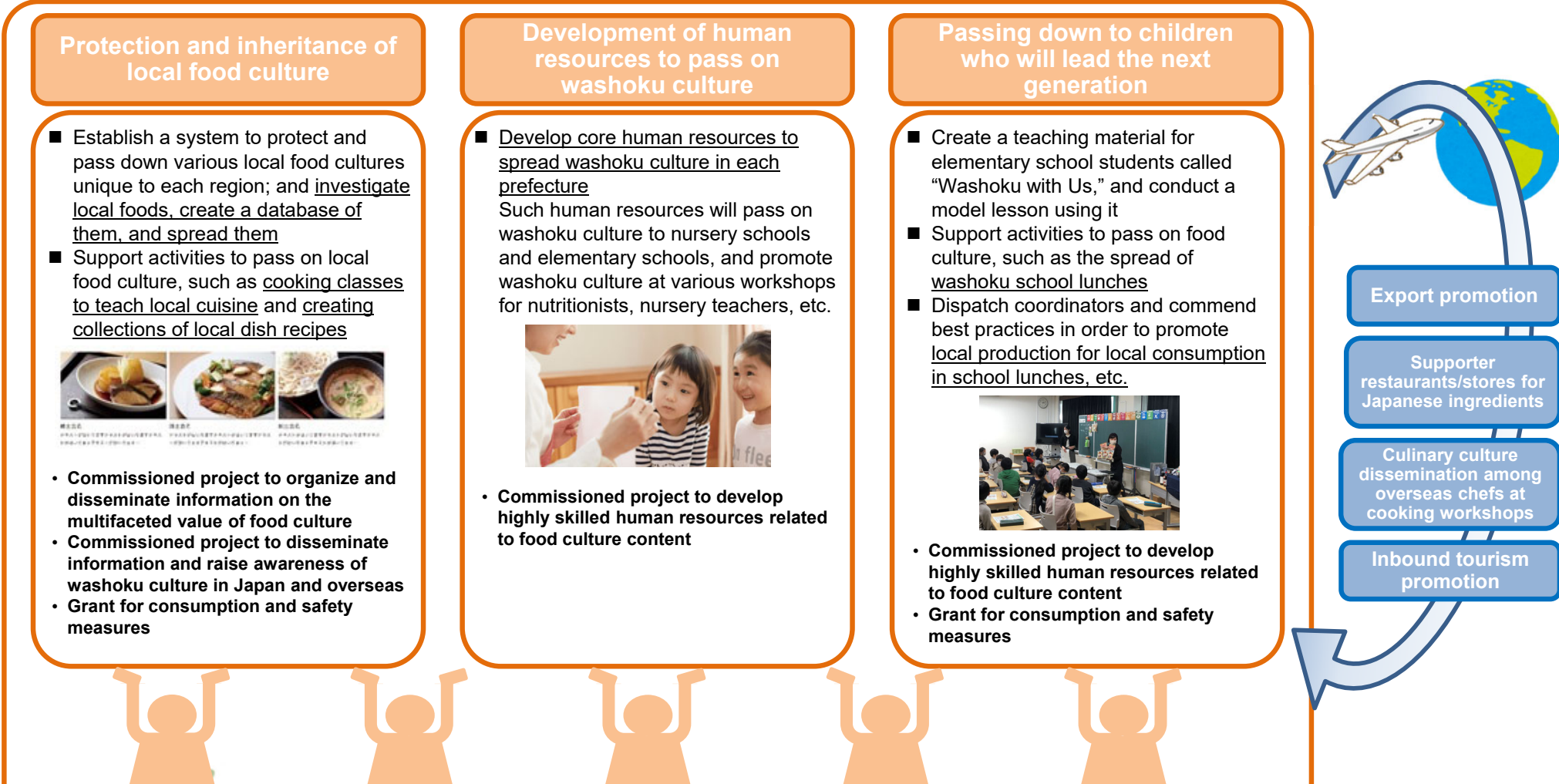
Characteristics of “Washoku” (4):

Close relationship with New Year and other annual events

Japanese food culture has been nurtured in close association with events throughout the year. Sharing “food” that is a blessing of nature and enjoying it together have been the way for Japanese people to deepen their connection with families and communities.



(1) Overview of Initiatives for the Protection and Inheritance of “Washoku”



Let's! Wa-gohan (Japanese meals) Project <MAFF Public-Private Collaboration Project>

In this public-private collaboration project, the food-related industries and the government work together to provide children and the busy child-raising generation with more opportunities to eat healthy “Wa-gohan” (Japanese food) in an easy and convenient manner in the forms of meals at home, ready-made meals, and meals at restaurants. 189 companies are now project members (as of the end of April, 2023).