

The Fourth Basic Plan for the Promotion of Shokuiku

(Provisional Translation)

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Note: In the event of any inconsistency between the Japanese original and this provisional translation, the former shall prevail

The Fourth Basic Plan for the Promotion of Shokuiku

Introduction

Food is the source of life and is essential for us humans to live. In addition, in order for Japanese citizens to lead healthy, productive lives, it is important to practice healthy dietary habits on a daily basis, enjoy good food, and contribute to creating a society and environment that keep these habits sustainable.

In June 2005, the Basic Act on Shokuiku (Act No. 63 of June, 2005) was enacted, and the national government has been promoting *shokuiku* [meaning food and nutrition education] for 15 years with various stakeholders, including prefectures, municipalities, relevant organizations and groups. In the meantime, the government has taken as its starting point *kyoshoku* [meaning eating with someone] at home, which is the basis of daily life, while schools, day care centers for children, etc. have promoted shokuiku for children. These stakeholders in local communities, including prefectures, municipalities, and relevant organizations and groups, have taken the initiative in promoting shokuiku in various ways.

However, the environment surrounding Japan's food and nutrition has significantly changed, presented us with a number of challenges.

With the aging of the population, extension of healthy life expectancy and prevention of lifestyle diseases continue to be important issues for the citizens, and dietary habits that take balanced nutrition into account are becoming increasingly important. Along with a population diminishing due to an increasing median age with fewer children, changes in household structure, and the expansion of the HMR (home meal replacement) market, the values and lifestyles of citizens regarding food and nutrition are more and more diverse, making it difficult to practice healthy dietary habits in an increasing number of situations. Also, of concern is the loss of traditional food cultures in various regions nurtured since ancient times.

From the perspective of the supply of food and nutrition, the population of persons engaged in agriculture, forestry or fisheries and rural areas whose economy is based on agriculture, forestry or fisheries has been aging and declining rapidly. Given this trend, Japan's food self-sufficiency ratio as of FY2019 is 38% on a calorie supply basis and 66% on a production value basis, indicating that the country relies on imports from abroad for a lot of its food. On the other hand, food loss and waste estimates in fact amounted to 6.12 million tons in FY2017.

In addition, the effects of global climate change have become increasingly apparent in recent years, such as in the frequent occurrence of natural disasters caused by abnormal weather in various parts of Japan, making it impossible to avoid environmental issues when considering how food and nutrition should be.

From an international perspective, the 2030 Agenda for Sustainable Development (SDGs), an

international development goals, was adopted at the United Nations Summit in September 2015. It consists of 17 goals and 169 targets and aims to realize a society that “leaves no one behind.” Some of the goals of the SDGs are closely related to shokuiku, such as “Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture,” “Goal 4: Ensure inclusive, and equitable, quality education and promote lifelong learning opportunities for all,” and “Goal 12: Ensure sustainable consumption and production patterns.” The promotion of shokuiku is positioned as part of Japan's SDGs Action Plan 2021 (decided by the National Commission on Sustainable Development in December 2020), and will contribute to the achievement of the SDGs.

In addition, the epidemic of the new coronavirus has spread on a global scale, and its impact has extended not only to people's lives and livelihoods, but also to their behaviors, attitudes, and values. This pandemic has affected Japan's agriculture, forestry, fisheries, and food industries in various ways, including temporarily increasing time spent at home (due to increased telework) to reduce interpersonal contact, and fewer opportunities for business trips. These changes are also impacting the restaurant industry due to increased resistance to going out. The pandemic has also had the characteristic of increasing the importance of shokuiku at home, as more time at spent at home plus an increased tendency to think about food as a family provide opportunities to take another look at food and nutrition.

In order to make shokuiku a proactive campaign for more citizens in this “new normal,” it is necessary to make active use of digital tools and the Internet in light of the progress of ICT (information and communication technology) and the growing digitization of society.

Given this situation, the Fourth Basic Plan for the Promotion of Shokuiku has been scheduled for a period of approximately five years starting in FY2021, to promote measures for shokuiku in a comprehensive and systematic manner.

First: Basic policy regarding the measures for the promotion of shokuiku

The promotion of shokuiku is an important initiative for the realization of a sustainable society as it contributes to helping the citizens develop their bodies and minds while cultivating humanity throughout their lifetimes. It will also help people to appreciate and more deeply understand that what they consume benefits from nature and is supported by various forms of human engagement.

Shokuiku aims to realize healthy dietary habits among citizens, vitalizing local communities to encourage the spread of these habits while passing down and developing a rich food culture that promotes environmentally friendly food production and consumption while improving the food self-sufficiency ratio. Such efforts are expected to promote citizens' physical and mental health, cultivation of productive human engagement, and build a sustainable food cycle through cooperation and collaboration throughout society.

Taking into account the factors surrounding shokuiku, such as the health of the citizens, changes in the environment with regard to food and nutrition, and the digitization of society, this plan calls for efforts that focus on (1) promotion of shokuiku supporting lifetime physical and

mental health, (2) promotion of shokuiku supporting sustainable food and nutrition, and (3) promotion of shokuiku in response to the “new normal” and digitalization.

In addition, in order to realize a sustainable world, interest in SDGs has been growing worldwide, and ESG investment (investment that emphasizes environment, society, and governance) has been expanding globally as well. In this context, shokuiku is also gaining importance from the perspective of sustainability with some companies starting to engage in shokuiku initiatives as part of their SDGs.

While emphasizing the interconnectedness and synergy of the three aspects of the SDGs, i.e., economy, society, and environment, it is necessary to work on them with an eye toward integrated solutions. With this in mind, shokuiku, which is deeply connected to the SDGs, needs to be promoted from the perspective of mutual cooperation based on the concept of the SDGs.

For the realization of healthy dietary habits of the citizenry and a sustainable society that is conscious of the environment and food culture, representatives and volunteers from institutions such as government offices, education, agriculture, forestry, fishing and food-related business operators will deepen mutual understanding, cooperation and collaboration, and promote shokuiku as a national campaign.

1. Priority Issues

Over the next five years, the priority issues identified as follows will be comprehensively promoted.

(1) Promotion of shokuiku supporting lifetime physical and mental health

With the aging of society, the extension of healthy life expectancy is a matter of national concern. To ensure that citizens develop healthy bodies and minds throughout their lifetimes and cultivate a rich human experience, it is important to promote shokuiku as a lifelong pursuit in a seamless manner, responding to the different lifestyles, life stages and diverse living from expectant and nursing mothers to infants to the elderly.

However, there are still many dietary problems, such as obesity among adult males, underweight among young females, and low nutritional intake among both elderly males and females.

As the birthrate declines and the population ages, household structures and social environments are changing. With increases in the number of one-person households, single-parent households, and support for impoverished children becoming important issues, of family life situations have become more diverse. Under such circumstances, it may be difficult for some households and individuals to practice healthy dietary habits on their own.

Considering these circumstances, the government aims to realize lifestyle disease prevention, the extension of healthy life expectancy, as well as healthy and fulfilling dietary habits for all

citizens in the “Centenarian era.” It will promote shokuiku in communities, at home, in schools and day care centers for children, at work, etc., in cooperation and collaboration with local communities and relevant entities. In addition, it should be noted that establishing healthy dietary habits during childhood is the basis for developing a healthy body and mind throughout the life span and nurturing a rich human condition.

In addition, it will promote the creation of a naturally healthy food environment, even to those who are indifferent to health and food, through the use of digital tools and “nudging (gently encouraging people to make better choices on their own),” a method based on behavioral economics.

(2) Promotion of shokuiku supporting sustainable food and nutrition

In order for citizens to maintain healthy dietary habits, it is essential for them to have a sustainable environment as a basis. Citizens and shokuiku practitioners working together will promote shokuiku that will contribute to the sustainability of an environment that supports food and nutrition.

(Harmony between Food and the Environment: Wa (the Circle) of the Environment)

The activities of the agriculture, forestry, fisheries, and food industries depend upon natural resources and the environment. Recognizing that the dietary habits of the citizenry are based on the blessings of nature is necessary to encourage the citizens to change behaviors in order to fulfill SDG Goal 12: “Responsible consumption and production” in the area of food and nutrition, taking into consideration the impact of the cycle from food production to consumption on the environment. The environmental impact of human activities related to food and nutrition needs to be controlled within the limits of nature's resiliency, so that food, nutrition and the environment are in sustainable harmony.

In addition, while Japan relies on overseas imports for a lot of its food and production materials such as feed, it also generates a large amount of food loss and waste, with 6.12 million tons of lost or wasted every year (estimated for FY2017) placing a burden on the environment. Efforts to reduce food loss and waste are expected to have various effects, including spreading the virtues of valuing food and reducing environmental impact.

For this purpose, a shokuiku that takes into consideration promotion of environmentally friendly food production and consumption; with special regard for education and piquing the interest of citizens in resource management and food production methods that are highly effective in preserving biodiversity, promoting ethical consumption (i.e., consideration of people, society, and the environment) that leads to a sustainable food system and fosters understanding of food tech (cutting-edge food technology) in response to the diverse values of consumers.

(Deepening Connections with the Diverse Entities that Support Agriculture, Forestry and Fisheries, and Rural Areas Whose Economy Is Based on Agriculture, Forestry, or Fisheries: Wa (the Ring) of People)

The food cycle, from production to consumption, is supported by the various activities of many people, which should be appreciated and understood.

On the other hand, due to changes in lifestyles and other factors, citizens are becoming less and less knowledgeable about agriculture, forestry, and fisheries, and rural areas whose economy is based on agriculture, forestry, or fisheries through their daily dietary habits.

In such a situation, it is necessary to promote exchanges between producers, etc. and consumers through the linkages and interrelations between cities and rural areas whose economy is based on agriculture, forestry, or fisheries, build a relationship of trust between consumers, producers, etc., deepen understanding of the relationship between food supply and demand, and thereby realize a sustainable society.

For this purpose, the government will promote shokuiku that broadens and deepens the connections among the diverse players in the food cycle by promoting experiences in agriculture, forestry and fisheries, through exchanges between consumers producers, etc., encouraging local production for local consumption, etc.

(Protecting and Passing on Japan's Traditional Washoku Culture: Wa (the Harmony) of Washoku Culture)

Japan, a country with a long north-south axis, surrounded by the sea and blessed with rich nature, has an abundance of seasonal foods and has developed a rich and diverse *washoku* culture that closely follows local agriculture, forestry, and fisheries. Washoku, the traditional food culture of Japan, has been registered as an intangible cultural heritage by UNESCO. Washoku culture is based on “one soup three dishes¹” paradigm with rice as staple, that fare enhanced by seasonal changes in local climates. The protection and posterity of washoku is important in supporting the cultural enrichment and dietary habits of citizens into the future, which, in turn, will contribute to regional revitalizations, improvements of the food self-sufficiency ratio, and reductions in environmental impacts, thus contributing to sustainable food and nutrition.

In addition, washoku is nutritionally well-balanced. The diet of the Japanese in a country with a long life expectancy has been attracting attention from around the world.

In recent years, however, due to globalization, advances in distribution technology, diversification of lifestyles, etc., the excellent washoku culture, including local cuisines that take advantage of local resources, their preparation and proper manner of eating, have been fading with time and their unique characteristics lost.

To this end, the government will promote shokuiku for passing on local and traditional cuisine, including traditional recipes, manners of eating, etc., as well as diverse traditional local washoku

¹ The term “one soup three dishes” refers to the basic menu of washoku, which consists of cooked rice as the staple food, soup such as miso (fermented soy-bean paste) soup or sumashi-jiru (clear soup), etc., three dishes (one main dish and two side dishes), and pickles

cultures through shokuiku activities to coming generations.

The government will also promote shokuiku that supports the three “Wa ” that are necessary for sustainable food: the “Wa (Circle)” of the environment, the “Wa (Ring)” of people, and the “Wa (Harmony)” of washoku culture.

(3) Promotion of shokuiku in response to the “new normal” and digitalization

The use of digital technology had been accelerating even before the spread of the new coronavirus, including the use of ICT and AI (artificial intelligence) in many aspects of human life. In order to prevent the expansion of such diseases, digital technology has become an urgent matter as people must maintain social distancing and avoid the three Cs (Closed spaces, Crowded places, Close-contact settings).

On the other hand, this “new normal” also has an aspect of raising the importance of shokuiku at home, as it provides an opportunity to take another look at food and nutrition with the family through increased time spent at home.

The pandemic will have a lasting effect on people – so much so that it is surmised that it will be difficult for them to return to their previous lives even after the end of the pandemic. In order to address the priority issues listed in (1) and (2) above in a cross-sectional manner, the government will steadily promote shokuiku in response to “new lifestyles” for a “new normal.” It will also promote shokuiku in response to digitalization, which will create new opportunities by effectively utilizing ICT and other digital technologies to effectively disseminate information, so that more people can take part in the campaign.

On the other hand, since the elderly, etc., have difficulty with digital media, it is also necessary to provide information, etc. in consideration of them.

The "new normal" also provides an opportunity to take a fresh look at dietary habits, as more people are cooking and eating at home due to reduced commute times, etc., due to telework. Therefore, the government will promote shokuiku to raise awareness of balanced nutrition, food culture, food loss and waste, and other food-related issues across generations, from infants to the seniors.

2. Basic Policy

(1) Promotion of the citizens' physical and mental health and the cultivation of humanity

“To contribute to the promotion of the citizens' physical and mental health and the cultivation of humanity” is the cornerstone of the promotion of shokuiku, and all measures related to shokuiku should be addressed with this in mind. From the perspective of the extension of healthy life expectancy, there are problems related to underweight and low nutritional intake as well as obesity. It is also necessary to take into account not only the onset of lifestyle diseases, but also the prevention and improvement of their severity.

With the aim of practicing healthy dietary habits, it is therefore necessary to continue promoting efforts to combat unbalanced nutrition and eating disorders.

In Japan, various kinds of foods are processed and provided in various forms. In order to practice healthy dietary habits, there is a greater need than ever before for each citizen to be equipped with knowledge about food and the ability to make decisions, including how to make correct dietary choices.

For this reason, while taking into consideration the fact that the knowledge and judgment required for healthy dietary habits may vary depending on age, health status and living environment, measures will be taken with the aim of realizing healthy dietary habits of citizens throughout the lifetimes.

(2) Gratitude and understanding towards food and nutrition

The food situation in the world today is not optimistic, with approximately 690 million people suffering from hunger and malnutrition. Understanding the severe situation in the world, it is necessary to have gratitude for being able to eat, and also to pay attention to the waste of food resources and the increasing burden on the environment, as a large amount of food is discarded without being consumed in Japan.

Based on the above, it is extremely important from the perspective of shokuiku to work on reducing food loss and waste in the spirit of “mottainai (what a waste!).”

Our daily dietary habits are based on the blessings of nature, and the simple act of eating is an imposition upon the precious lives of animals and plants. In addition, the food cycle, from production to consumption is perpetuated by the hard work and efforts of many people including producers. In order to make people realize this, measures should be taken to naturally deepen their appreciation and understanding through appropriate dissemination of information and a variety of hands-on activities that provide opportunities to respect the lives of plants and animals

(3) Expansion of Campaign Promoting Shokuiku

In expanding the Campaign Promoting Shokuiku, it is necessary to ensure that each citizen understands the significance and necessity, etc. of shokuiku, empathizes with it, and takes the initiative toward putting it to practice.

To this end, while respecting the free will of citizens, private organizations, etc., the government will take measures aimed at effectively promoting a national campaign based on the participation, cooperation, and collaboration of diverse entities, including industry, academia and government, utilizing digital technology.

(4) Roles of guardians, education-related persons, etc. in shokuiku for children

The promotion of shokuiku to children, who will inherit the future of our country, is fundamental to the development of their physical and mental health and to nurturing a rich human experience. It is important to promote shokuiku in a seamless manner in line with their growth and development.

Therefore, measures will be taken to raise the awareness of parents and other guardians, as well as those involved in education and childcare, etc., and to actively promote efforts to enable

children to learn about food and nutrition in fun ways at home, school, day care centers for children, in the community, etc. in close cooperation with each other.

When promoting shokuiku to children, in the process of establishing an understanding of healthy eating habits and food safety, attention will be paid to the acquisition of the basics related to food and nutrition, such as gratitude and understanding towards food and nutrition, food safety, other information necessary for a healthy diet and manners to be acquired as a member of society when eating.

Due to changes in the social environment, various varied lifestyles, and other circumstances surrounding food and nutrition, it is difficult for some children to acquire healthy dietary habits. In consideration of such circumstances, measures will be taken through cooperation and collaboration among diverse relevant organizations and groups.

(5) Hands-on activities regarding food and nutrition and performing activities to promote shokuiku

Food and nutrition are not simply conceptual, but deeply connected with daily food rituals, such as cooking, eating, etc.

To this end, measures will be taken to provide opportunities to understand the food cycle from production to consumption, and opportunities to participate in hands-on food-related activities so that citizens, whose relationship with food is often limited to consumption, are encouraged to take part in activities to promote shokuiku.

In order to allow as many citizens as possible to participate in the hands-on activities, cooperation and collaboration with relevant organizations and groups, etc. will be promoted while utilizing online activities by a diverse group of actors, including persons engaged in agriculture, forestry, or fisheries, food-related business operators and education-related persons. At the same time, measures will be taken in consideration of the “gratitude and understanding of food and nutrition” mentioned in (2) above.

(6) Consideration for traditional food culture and environmentally friendly food production; and contribution to vitalizing rural areas whose economy is based on agriculture, forestry or fisheries, and improving food self-sufficiency ratio

The issues surrounding food and nutrition have a close relationship with the spiritual richness of people, as seen in traditional food culture and dietary habits. It is important to pass on to future generations the diverse food culture cultivated by our ancestors, and at the same time, to nurture a superior food culture and a rich taste according to the times. In addition, the dietary habits of the citizens are based on the blessings of nature, and it is necessary to consider the impact of the food cycle from production to consumption, etc. on the environment.

For this reason, measures will be taken while giving due consideration to the passing down and development of Japan's traditional and excellent dietary culture and dietary habits that take advantage of regional characteristics, and to the production and consumption, etc. of food in harmony with the environment.

In this context, the food cycle from production to consumption, etc. is supported by the various activities of many people. Therefore, it is necessary to fully understand the situation of Japan's food supply and demand, to promote linkages and interrelations between cities and rural areas whose economy is based on agriculture, forestry or fisheries, to promote exchanges between producers and consumers, and to build a relationship of trust between consumers and producers. Based on the “Basic Plan for Food, Agriculture and Rural Areas” (approved by the Cabinet on March 31, 2020), measures will be taken to contribute to the vitalization of rural areas whose economy is based on agriculture, forestry or fisheries, while maintaining and improving the food self-sufficiency ratio and potential.

(7) Role of shokuiku in ensuring food safety

Ensuring food safety is a fundamental issue in realizing the health and healthy dietary habits of the citizens, and the citizens' interest in this issue is very high.

In addition, food safety should be ensured by not only the providers of food, but also the citizens who consume food, so that they can deepen their knowledge and understanding of food safety and other food-related issues and make appropriate judgments and choices about their own dietary habits.

For this purpose, the government will provide a wide range of information on food through diverse means so that the citizens can understand and put them to use in acquiring knowledge on food and making good food choices, while promoting international cooperation. At the same time, measures will be taken to actively promote the exchange of information and opinions among entities representing government, relevant entities, citizens, etc. by enhancing educational opportunities.

Second: Matters concerning the objective of the promotion of shokuiku

1. Concept of Goals

Efforts based on the Basic Act on Shokuiku shall be put forth under the basic principles of promoting citizens' physical and mental health, cultivation of positive human experiences and the gratitude and understanding of food and nutrition.

Based on this concept, in order to promote shokuiku as a national campaign, it is preferable to set common goals with the understanding of many parties involved, including the national and local government, and to work with cooperation and collaboration to achieve them. In addition, as more effective and efficient measures are developed, it is necessary to ensure that the results and the degrees of achievement can be monitored through objective and specific target values.

For this reason, the Basic Plan for the Promotion of Shokuiku shall set quantitative targets for major items that are appropriate for the promotion of shokuiku as a national campaign, and thus ensure that initiatives based on the Basic Plan are promoted to achieve these targets.

The Fourth Basic Plan for the Promotion of Shokuiku shall set the following items based on the Third Basic Plan for the Promotion of Shokuiku, from the perspective of promoting shokuiku based on the SDGs and in response to priority issues: (1) Targets that have not been achieved and

should be continued, (2) Targets that have been achieved but need further promotion, and (3) New targets that need to be set.

Shokuiku should be also promoted based on the objectives and basic principles of the Basic Law on Shokuiku, taking into consideration the actual situation, characteristics, etc. of individuals, families, communities, etc. Care needs to be taken so as not to simply pursue target values.

2. Objectives in Promoting Shokuiku

(1) Increase the number of citizens who are interested in shokuiku¹

In order to promote shokuiku as a national campaign and achieve results, it is necessary for each and every one of the citizen to commit to practicing it. To this end, it is essential to get more people interested. For this reason, the government will further aim to increase the number of interested citizens.

Specifically, it was 83.2% for FY2020 and it will further aim to increase the percentage to 90% or higher by FY2025.

(2) Increase the number of “kyoshoku” occasions for breakfasts or dinners with family members¹

Families communicating while eating together around the table is the starting point of shokuiku. Through kyoshoku, it is important to further promote the initiative, which provides an opportunity not only to experience the mutual joy of the meal, but also to discuss and learn about the basics of food, nutrition and lifestyle.

In addition, it is important for children and their parents to raise awareness of good lifestyle habits by keeping early hours and eating breakfast together at home, thereby creating a foundation for children to develop healthy bodies and minds and cultivate a rich human experience throughout their lives.

Changes in the way of living and working in response to the “new normal” also seem to be changing the time spent with family. For those who eat breakfast or dinner with their families less frequently, this situation is thought to be a good opportunity to increase the number of kyoshoku times.

For this reason, it will further aim for increases in the amount of kyoshoku times that people eat breakfast or dinner with their families, while also taking into consideration the promotion of work-life balance, etc.

Specifically, the frequency was 9.6 times per week for FY2020, and it will further aim for 11 times per week or more by FY2025.

¹ The Survey on Attitudes toward Shokuiku conducted by the Ministry of Agriculture, Forestry and Fisheries (MAFF) has changed its survey method from individual interviews by surveyors to a mail survey since FY2020. In this survey, the targets for which numerical values are known are (1), (2), (3), and (4) for the younger generation, (6) for the citizens and younger generation who practice a diet that combines “staple food, main dishes, and sides,” (7), (8), (10), (11), (12), (14), and (15). Note that (10) was identified in the “Survey on Eating Habits and Agriculture, Forestry and Fisheries Experience” conducted by the Ministry of Agriculture, Forestry and Fisheries, but in FY2020, this survey was integrated into the “Survey on Attitudes towards Shokuiku.”

(3) Increase the percentage of citizens participating in kyoshoku in communities as they hope to¹

In recent years, kyoshoku with family members has become increasingly difficult due to the diversification of various family environments and lifestyles, such as the increase in the number of elderly people living alone, single-parent households and children living in poverty. For people who find kyoshoku with family members difficult but wish to communicate, it is important to have kyoshoku opportunities with various people in the local community or the groups they belong to (i.e., the workplace, etc.).

In the short term, it is difficult to actively promote kyoshoku in the local community, etc. because there is a need to refrain from talking during meals to prevent the spread of the new coronavirus. However, kyoshoku essentially has advantages such as increasing conversation and communication, making meals tasty and enjoyable, etc., and many people feel these benefits. Throughout the approximate five-year span of this plan, the government aims to increase the percentage of citizens who enjoy participating in kyoshoku in their communities, while responding to “new lifestyles.”

Specifically, the percentage was 70.7% in FY2020, and it will aim to increase the percentage of 75% or more by FY2025.

(4) Decrease the percentage of citizens skipping breakfast

Eating breakfast every day is very important from the perspective of developing dietary habits that take into account nutritional balance and basic lifestyle habits. Therefore, it will further aim to reduce the number of children skipping breakfast.

Specifically, the percentage of children who “do not eat breakfast at all” or “do not really eat breakfast” was 4.6% in FY2019, and is targeted to decrease to 0% by FY2025.²

Regarding this target, consideration should be given to children who have difficulty consuming breakfast for health reasons, and care should be taken not to simply pursue the achievement of the target.

In addition, young adults in their twenties and thirties continue to have high rates of skipping breakfasts, while they are also an important source of shokuiku for the next generation. Thus, the government will further aim to reduce the number of young adults who skip breakfast.

Specifically, the percentage was 21.5% in FY2020, and it will further aim to reduce the percentage to 15% or less by FY2025.¹

(5) Increase efforts to use local products in school lunches, etc.

The use of local products in school lunches and their usefulness as “living teaching materials” for food-related instruction is important for deepening understanding of local nature, culture, and

¹ See note on page 10.

² Based on the data from the National Assessment of Academic Ability conducted by the Ministry of Education, Culture, Sports, Science and Technology.

industry, etc., as well as fostering gratitude for the efforts of food and its producers.

The use of local products in school lunches is an effective way to promote local production for local consumption. Reducing the environmental impact of food transportation and revitalizing the community by consuming local products will lead to the realization of sustainable food and nutrition. Furthermore, with the cooperation of local stakeholders, children who will inherit the future will be able to practice sustainable dietary habits.

For this reason, from an educational standpoint for children, it aims to increase the efforts of diet and nutrition teachers to provide guidance on food related to local produce. At the same time, the government will further aim to increase the percentage of local products used in school lunches in a manner that appropriately reflects the efforts of both producers and those involved in school lunches.

Specifically, the government aims to increase the average number of times diet and nutrition teachers provide guidance on local products from 9.1 times monthly in FY2019 to 12 or more times monthly by FY2025.¹

In addition, with regard to the percentage of local products used in school lunches on a prefecture-by-prefecture basis, efforts made by local communities will be appropriately reflected. From the perspective of contributing to the local community, etc., The government will review the calculation method from the number of foodstuffs to the value base with the aim of increasing the percentage of prefectures that maintain or improve the percentage from the current value (FY2019) to 90% or more.²

In cases where there is a shortage of agricultural, forestry and fishery products produced in a particular prefecture, the use of outside domestic products can also raise awareness of nature, food culture, food security, and the cycle of food and nutrition (supported by an appreciation of nature and people) from rural areas whose economy is based on agriculture, forestry or fisheries to cities, etc. This will shed light on the reason for using local products in school lunches. The national average for domestic foodstuffs used in school lunches was already high at 87% in FY2019. In view of the importance of the policy objectives, the government will further aim to maintain and improve these figures.

Specifically, the government aims to increase the percentage of prefectures maintaining or improving the percentage of domestic foodstuffs used (on a value basis) from the current value (FY2019) to 90% or higher.²

(6) Increase the number of citizens who adopt dietary habits that in consideration of balanced nutrition

In order to maintain physical and mental health throughout life and to adopt healthy dietary habits, it is necessary for citizens to habitually turn to nutritionally balanced diets. For this reason, the government continuously aims to increase the number of citizens who practice dietary habits,

¹ Based on the “Survey on Efforts to Teach about Local Products in Schools” conducted by the Ministry of Education, Culture, Sports, Science and Technology.

² Based on the “Survey on the Use of Local Products and Domestic Food Stuffs in School Lunches” conducted by the Ministry of Education, Culture, Sports, Science and Technology.

using the easy to understand “combine staples, main dishes and sides” guideline for balanced nutrition outlining a balanced diet for life.

Specifically, it was 36.4% in FY2020, and is projected to rise to 50% or more by FY2025.¹

Moreover, to develop a healthy body and mind for life, it is necessary to develop healthy dietary habits in younger generations. Therefore, the government continuously aims to increase the number of young citizens in their 20s and 30s adopting balanced diets.

Specifically, the percentage of nutritionally balanced diets among members of this age group was 27.4% in FY2020, and is projected to rise to 40% or more by FY2025.¹

With a view to promoting the practice of nutritionally balanced dietary habits, and in line with the objectives of “Health Japan 21 (the 2nd term)” which aims for the extension of healthy life expectancy, the government aims to decrease salt intake, and increase citizens’ consumption of fruits and vegetables.

In FY2019, the mean daily salt intake was 10.1 grams, the mean daily vegetable intake was 280.5 grams, and the percentage of those with a fruit intake of less than 100 grams was 61.6%. Specifically, the government aims to reduce the current values to an mean daily salt intake of 8g or less, an mean daily vegetable intake of 350g or more, and those with a fruit intake of less than 100g to 30% or less by FY2025.²

(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 diseases¹

For the prevention and treatment of lifestyle diseases, it is important to be aware of and practice good dietary habits on a daily basis. However, some of the issues that lead to lifestyle-related diseases need to be addressed, including unbalanced nutrition, etc. (as evidenced by excessive energy and salt intake, etc.), irregular eating habits (such as skipping breakfast, etc.), and the resulting obesity, underweight, and low nutritional intake, etc.

For this reason, the government further aims to increase the number of citizens who practice habits such as maintaining appropriate body weight, reducing salt intake, etc.

Specifically, the percentage was 64.3% in FY2020, and it will further aim to increase it to 75% or higher by FY2025.

(8) Increase the percentage of citizens who take time to eat and chew well¹

The full development and maintenance of oral functions is important for the healthy and prosperous lives of the citizens. For the extension of healthy life expectancy, it is important to focus on chewing and consumption speed, and to provide shokuiku relating to oral health and the acquisition, maintenance, and improvement of oral functions. Therefore, the government will further aim to increase the number of citizens who chew their food slowly and thoroughly.

Specifically, the percentage of citizens who ate slowly and thoroughly was 47.3% in FY2020,

¹ See note on page 10.

² Based on “National Health and Nutrition Survey” by the Ministry of Health, Labour and Welfare.

and it will further aim to increase this rate to 55% or more by FY2025.

(9) Increase the number of volunteers engaging in the promotion of shokuiku¹

In order to promote shokuiku as a national campaign and have citizens practice it in their own dietary habits, the role played by volunteers such as Diet Improvement Promoters, who are involved in activities closely related to the lives of the citizens throughout the country, is important for the improvement of dietary habits, etc.

On the other hand, the declining and aging population may reduce the number of volunteers, making it necessary to continue improving the environment to spark volunteer activities.

Therefore, the government aims to increase the number of volunteers engaging in the promotion of shokuiku.

Specifically, the volunteers numbered 362,000 in FY2019, and the government will further aim to increase the number to 370,000 or more by FY2025.

(10) Increase the number of citizens who have agriculture, forestry, or fishery experience²

For the promotion of interest in and understanding food and nutrition, it is important to provide opportunities for the citizens to experience the production of agricultural, forestry, and fishery products, and to deepen their awareness and understanding of these industries. In particular, it has been reported that children with such experience have greater interest and awareness of the importance of food and nutrition, and are less likely to waste food, etc., because they have seen firsthand how it is produced. This suggests the significance of childhood experiences in agriculture, forestry and fisheries.

From the perspective of promoting a better understanding of food and nutrition, and agriculture, forestry, and fisheries among the citizens, it is necessary to expand the provision of opportunities for children and other people of all ages to experience them, while adapting to the “new normal.”

To this end, the government will further aim to increase the citizens (and households) that have experienced agriculture, forestry and fisheries.

Specifically, the percentage of citizens with such experience was 65.7% in FY2020, and the aim is to increase it to 70% or more by FY2025.

(11) Increase the number of citizens who choose agricultural, forestry and fishery products and foods with an awareness of production area and the producer²

The persons engaged in agriculture, forestry or fisheries, and the population of rural areas whose economy is based on them, are facing a situation of significant aging, as well as declines and decreases of farmland. Under these circumstances, it is necessary for as many citizens as possible to understand the role of Japan's agriculture, forestry, and fisheries to consider the future as their own issue, and to proactively support each other from their own standpoints.

To this end, the government aims to increase the number of citizens who choose agricultural,

¹ Data collected by the Ministry of Agriculture, Forestry and Fisheries.

² See note on page 10.

forestry, and fishery products and foods in consideration of production areas and producers. Examples for this end, choosing products from local producers, items from disaster-affected areas, other goods from regions they want to support or producers whom they want to support.

Specifically, the percentage of such citizens was 73.5% in FY2020, and the aim is to increase it to 80% or more by FY2025.

(12) Increase the number of citizens who choose environmentally friendly agricultural, forestry and fishery products and foods¹

During the cycle of food and nutrition from production to consumption, greenhouse gas emissions, excessive use of chemical pesticides, fertilizers, food loss and waste, etc., and modes of production and consumption that do not take into consideration the limited number of resources on the earth and their impact on the environment can cause a burden on the environment. Recognition of the fact that the dietary habits of the citizens are based on the blessings of nature, the selection of environmentally friendly agricultural, forestry, and fishery products and foods will reduce the burden on the environment and lead to the establishment of a sustainable food system.

For this reason, the government aims to increase the percentage of citizens who choose environmentally friendly agricultural, forestry, and fishery products and foods. For example, it is assumed to choose agricultural, forestry and fishery products and foods in consideration of reducing the burden on the environment to the greatest degree possible. This includes consumption of organic agricultural products and produced without the use of chemical pesticides and fertilizers, livestock products that utilize domestically produced feed to reduce carbon dioxide emissions from overseas transportation and products that do not use excessive packaging generate less waste, etc.

Specifically, the percentage was 67.1% in FY2020, and the government aims to increase it to 75% or more by FY2025.

(13) Increase the number of citizens who take action to reduce food loss and waste²

It is estimated that 6.12 million tons of food loss and waste (3.28 million tons from businesses and 2.84 million tons from households (estimated in FY2017)) is generated annually.

One of the Sustainable Development Goals (SDGs) is to “Ensure sustainable consumption and production patterns,” and “By 2030, halve per capita global food loss and waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.” Thus, the reduction of food loss and waste is an important issue internationally, and it is essential for each citizen to deepen their awareness of the current situation, the necessity of reducing waste and to work on their own volition.

For this reason, the government aims to increase the number of citizens who take action to

¹ See note on page 10.

² Based on “Survey on consumer awareness – survey on awareness and actions of food loss and waste” conducted by the Consumer Affairs Agency.

reduce food loss and waste.

Specifically, the percentage of such citizens was 76.5% in FY2019, and the aim is to increase it to 80% or higher by FY2025.

(14) Increase the percentage of citizens who have received and pass on traditional cuisines and table manners, etc. from their communities or families¹

Japan has a rich and diverse food culture, which is characterized by the four seasons and geographical diversity, and is linked to traditional regional events and manners of which we as a nation can be proud. In recent years, however, the nuclear family has become more common, regional ties have become weaker, and the diversity of food has led to a gradual loss of the distinctive characteristics of Japanese food culture. Now that “Washoku, traditional dietary cultures of the Japanese” has been registered as an intangible cultural heritage by UNESCO, it is important to take necessary measures to pass it on.

For this reason, the government aims to increase the percentage of citizens who pass on to their local communities and following generations (including children and grandchildren) local and traditional cuisines that make use of traditional ingredients, other local foods, and also proper ways to eat, prepare, taste, use chopsticks, etc. that have been handed down in their communities and homes.

Specifically, the percentage was 50.4% in FY2020, and the aim is to increase it to 55% or higher by FY2025.

In FY2019, MAFF also conducted a survey on the status of passed down local cuisine, which embodies the diverse food culture of local communities and is a characteristic of Japanese food culture. According to the results of the survey, only 17.1% of the respondent’s knowledge was “learned or inherited” and 9.4% had “taught or passed down,” suggesting that the knowledge had not been successfully passed on to the next generation. It is important to ensure that the dishes, tastes, and food culture are steadily passed on to subsequent generations in the future by cooking and eating the local dishes inherited by local communities and families in various situations. The government is to increase the percentage of the citizens who eat local and traditional cuisine.

Specifically, the government aims to increase the percentage of the citizens who eat local and traditional cuisine at least once per month from 44.6% in FY2020 to more than 50% by FY2025.

(15) Increase the percentage of citizens who have basic knowledge on food safety and are able to make appropriate decisions based on it¹

In realizing healthy dietary habits, it is important to have basic knowledge of how to choose, prepare and store food properly, etc., and to make decisions based on this knowledge. The government will further aim to increase the number of citizens who can make their own decisions based on basic knowledge about food safety.

Specifically, the percentage was 75.2% in FY2020, and it will further aim to increase the

¹ See note on page 10.

percentage to 80% or more by FY2025.

(16) Increase the percentage of municipalities that have created and implemented the Municipal Plan for the Promotion of Shokuiku¹

In order to promote shokuiku as a national campaign, it is necessary to promote its activities throughout the country. The Basic Law on Shokuiku requires prefectures and municipalities to create a Prefectural or Municipal Plan for the Promotion of Shokuiku.

Since there are still some municipalities that have not yet created the Municipal Plan for the Promotion of Shokuiku, the government will further aim to increase the municipalities that have created and implemented the plan to 100%.

For municipalities that have already created and implemented the Municipal Plan for the Promotion of Shokuiku, efforts will be made to understand the status of the review of the plan in order to contribute to its effective implementation.

Third: Matters Concerning Comprehensive Promotion Including Activities to Promote Shokuiku

1. Promotion of Shokuiku at Home

(1) Current status and future direction

Food-related information, knowledge, tradition, and culture, etc. are shared in the local community, mainly at home, and have been passed down from generation to generation.

At home, it is important to raise awareness of good lifestyle habits and to create a foundation for the promotion of citizens' physical and mental health and the cultivation of the human experience throughout their lifetimes.

In addition, kyoshoku at home is where shokuiku begins. Here, it is important to implement shokuiku to promote enjoyment of eating and encourage connecting with family. Kyoshoku with family members is considered important to all generations because, for example, it creates a great opportunity to interact with family members. On the other hand, kyoshoku tends to be less common among younger generations; those in their 20s to 50s, including younger generations – a key factor in this being hectic work schedules.

Also, breakfast routines could be improved through basic lifestyle habits such as keeping regular hours when going to bed and waking up. One possible reason is due to the parents' generation's habit of skipping breakfast being passed down to their own family environment.

On the other hand, increases in telework and the decreases in commuting time in response to the “new normal” have led to more opportunities to cook and eat at home. These situations may provide an opportunity for families to think about food and nutrition and take another look at their dietary habits.

Based on this, it is necessary to further make efforts to promote shokuiku at home by sharing what is learned through shokuiku activities, etc.

¹ Data collected by the Ministry of Agriculture, Forestry and Fisheries

Also it is important to support the dietary habits of expectant or nursing mothers(as well as children, including infants), taking into account the Act on Comprehensive Advancement of Measures to Continually Provide Necessary Child and Maternal Health and Child Development, etc. to Children in the Stage of Growth, their Guardians and Expectant and Nursing Mothers (Law No.104 of 2018. hereinafter referred to as “Basic Law for Child and Maternal Health and Child Development”) which came into effect in December 2019.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Formation of Basic Lifestyle Habits in Children)

It is important to consider the development of children's basic lifestyle habits, such as eating breakfast, going to bed and getting up early, as challenges not only for individual families and children, but also all of society. To help children develop basic lifestyle habits and improve their daily rhythms, local communities, schools, and private organizations (including companies), in cooperation and collaboration with families, will promote efforts to raise awareness together with children and their guardians to create good lifestyle habits and put them into practice .

In addition, the government will further focus on the Minister of Education, Culture, Sports, Science and Technology Awards to promote the “Go to Bed Early, Wake up Early, and Eat Breakfast” campaign, the “Go to Bed Early, Wake up Early, and Eat Breakfast” national campaign, to include providing the preparation of educational materials for guardians, etc., and raising public awareness nationwide through “Healthy Parents and Children 21 (phase 2),” etc. in order to contribute to the development of lifestyle habits from childhood and infancy, based on scientific findings.

In particular, the government will promote raising public awareness among junior and senior high school students and older, whose lifestyles are more likely to be disrupted by the expansion of their spheres of living and the diversification of their activities, etc.

(Adoption of Desirable Eating Habits and Knowledge)

The government will promote activities that provide children with opportunities to enjoy food and nutrition while learning good eating habits through parent-child cooking classes, etc., and expanding their cooking experiences on their own.

In addition, the government endeavor to educate guardians about the importance of shokuiku and knowledge of proper nutritional management, etc. in schools. At the same time, information on various family education programs, including those for guardians on shokuiku implemented in each region, will be posted on the website to encourage their use in various learning opportunities, etc.

Furthermore, the government will make the most of the expertise in food of diet and nutrition teachers. In addition to schools, while actively collaborating with school social workers and other

welfare specialists, the government will provide food-related support and encouragement to the families of students facing various difficulties such as poverty-stricken families, single-parent families, etc.

In such activities, etc., shokuiku will be promoted to develop the ability to combine food staples, main dishes and side dishes, and to formulate meals based on nutritional balance.

(Promotion of Shokuiku for Expectant and Nursing Mothers, and Children, Babies and Infants)

It is vital to maintain and improve the health of expectant and nursing mothers. In order to realize desirable dietary habits for them, the government will promote shokuiku efforts by utilizing various policies, guidelines, etc.

Since infancy is an important period of growth and development and is the foundation for lifelong health, the government will promote shokuiku using guidelines that provide suggestions, etc. in support of breastfeeding and weaning.

Based on the Basic Law for Child and Maternal Health and Child Development, the government will also promote shokuiku for persons in the social and physical stages of life from birth to postnatal and infancy, school-age and adolescence to adulthood, and also expectant and nursing mothers. Furthermore, efforts will be made to promote maternal and child health through nutritional guidance, etc. based on the spectra of diseases, disabilities, economic conditions, etc., and individual and family environments, etc.

(Promotion of Shokuiku through Kyoshoku and Other Activities in Support of the Healthy Development of Children and Young People)

The government will promote understanding of shokuiku through various events and informational activities, etc., in support of the healthy development of children and young people.

In particular, the government will promote kyoshoku, a way of communicating with family and friends, etc., by sitting around the dinner table and eating together, as a response to the “new lifestyles” while also promoting shokuiku in which families and local communities, etc., work together through the enhancement of food and nutrition-related learning and hands-on activities, etc.

(Promotion of Shokuiku by Utilizing Time Spent at Home)

Due to the promotion of work-life balance and the reduction of commuting time as a result of changes in work, lifestyles, etc., people are increasingly cooking and eating at home. Considering this, the government will promote shokuiku to raise awareness of food and nutrition-related issues such as kyoshoku, nutritional balance, food culture, and food loss and waste.

2. Promotion of Shokuiku in Schools and Day Care Centers for Children

(1) Current status and future direction

With changes in social conditions, children's eating habits have become irregular and this

affects their health. Therefore, schools, day care centers for children, etc. are further expected to play major roles in promoting shokuiku for children. For example, it is important for children to learn about the cycle of food and nutrition from production to consumption, etc. through various learning and hands-on activities, to appreciate life as a blessing of nature, and to develop a sense of gratitude for all the people involved in the process leading to when the food arrives at their tables. In addition, shokuiku for children can be expected to have a positive effect on their families; therefore, efforts will be made to promote shokuiku by providing opportunities to experience agriculture, forestry, and fisheries, etc.

Considering of the importance of shokuiku in school-age children and adolescents, it is required to actively promote shokuiku not only during school lunch periods, but also through the provision of opportunities to experience agriculture, forestry, and fisheries, etc., as well as in various subjects and comprehensive learning periods, etc. It is also necessary to evaluate the direction of change in children's awareness towards food and the depth of their learning about food, etc. and their ability to manage food.

Despite the promotion of various initiatives, the percentage of local products and domestic food stuffs used in school lunches has remained almost unchanged from the time of the preparation of the Third Basic Plan for the Promotion of Shokuiku. This is partly due to the difficulty in securing the essential products in adequate amounts, etc. because, in some areas, it is difficult to obtain local agricultural products, due to high prices, and it is not easy to ensure a stable supply of agricultural products that meet a certain standard. Under such circumstances, various efforts have been made by producers and those involved in school lunches to maintain these figures.

On the other hand, some issues remain, such as the lack of understanding of the needs of both the school lunch site, the production site, etc. In order to increase use of local products and domestic foodstuffs, it is important that both suppliers and school establishers and schools, etc. be involved in these efforts. For this reason, it is important that stakeholders share a common understanding of the importance of the goals, that measures be developed to promote cooperation and collaboration between all parties, and that the goals be formulated in a way that appropriately reflects the efforts of both parties.

It is important to deepen the understanding of local culture and industry, to foster gratitude for the persons engaged in agriculture, forestry or fisheries using local products in school lunches, etc. For this purpose, establishment of a stable production and supply system of local products, etc. for school lunches is required.

In addition, it is becoming more important to promote shokuiku in a systematic continuous manner, with diet and nutrition teachers and dietitians, etc. at the core, in cooperation and collaboration with guardians and diverse stakeholders in the community.

As the situation surrounding childhood nutrition changes, such as in response to the spread of the new coronavirus, the role of nutrition teachers in promoting shokuiku – the foundation of health education, is gaining more and more importance in fostering the ability to practice balanced dietary habits. It is equally important to promote the deployment of diet and nutrition teachers by promptly shifting school nutrition staff to diet and nutrition teachers, etc.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Enhancement of Instruction on Food and Nutrition)

Schools will promote shokuiku in a systematic and planned manner based on the new educational guidelines and this plan, implemented sequentially from FY2020, in order to nurture children who can act independently through their school education activities. It will be provided not only in PE classes (health and physical education), home economics (technology and home economics), and special activities, but also in other subjects in accordance with their subject matter.

Diet and nutrition teachers are at the core in the formulation of overall plans for instruction regarding food and diet and nutrition in schools, as well as cooperation and coordination among teachers, staff, families, etc. With diet and nutrition teachers, dietitians, etc. at the core, the government will promote shokuiku systematically and continuously in cooperation with stakeholders.

So that all students can equally receive instruction on food and nutrition based on the expertise of diet and nutrition teachers, the government will further make efforts for the prompt shift of school nutrition staff to diet and nutrition teachers by raising public awareness of the importance of their roles, achievements, etc. In addition, more assignments of more diet and nutrition teachers will be promoted in order to eliminate regional disparities in all areas.

In order to promote shokuiku throughout school education activities, it is necessary for each school to have a common understanding of the goals and specific approaches to shokuiku. For this purpose, the government will further make efforts to improve training for school principals and other teaching staff, etc., and to prepare teaching materials, etc., in order to enhance the system of food and nutrition instruction through cooperation and collaboration among all teaching staff.

Furthermore, in order to ensure sufficient time for instruction on food and nutrition, the preparation of an overall plan for instruction on food and nutrition in schools will be promoted through the cooperation and collaboration of teachers and staff, with diet and nutrition teachers playing a central role.

Furthermore, guidance by diet and nutrition teachers during school lunch periods, etc., in-school broadcasting, preparation, and distribution of learning materials, etc. will be improved. In addition, the government will promote shokuiku to broaden and deepen the relationships among the diverse players responsible for the food cycle, specifically, by promoting agriculture, forestry, and fisheries experiences in schools, hands-on exposure to food preparation, etc., promoting exchanges between producers, etc. and children, and promoting local production for local consumption, etc. At the same time, in order to encourage creativity and ingenuity in each prefecture, the visualization of the assignment status of diet and nutrition teachers in each prefecture will be encouraged as well as the percentage of local products used in school lunches

In addition, in order to promote shokuiku effectively, efforts in each region will be made to promote cooperation and collaboration among schools, families, PTA, relevant entities, etc. and

the results of these efforts will be disseminated widely under the leadership of school principals and with diet and nutrition teachers at the core.

(Enhancement of School Lunches)

In order for students to acquire correct knowledge about food and nutrition, as well as desirable eating habits, and to maintain and improve their health through proper nutrition, enhanced efforts will be made to ensure sufficient time for school lunches and improving the content of instruction.

In addition, enhanced efforts for the effective promotion of shokuiku will be made through the use of school lunches as object lessons. Contents of school lunch menus will be enhanced so as to be used in connection with lessons on food and nutrition that include agriculture, forestry, and fisheries, the environment, health, etc. in each subject, etc.

Also, in order to deepen students' understanding of the fact that dietary habits are based on the blessings of nature and the various activities of the people involved, foster a sense of gratitude, towards local products in school lunches, it is important to further (1) efforts on the part of the supplier (led by the municipality) to establish a production and supply system that can meet demand, and (2) efforts by school establishers and schools, etc. based on the production and supply system of local products and circumstances. It is necessary to cooperate and collaborate closely. For this reason, the government will further efforts to promote cooperation and collaboration between the production side and the school side, such as training and dispatching to each region “coordinators for local production for local consumption” to coordinate the needs of both the school lunch and the production sites, and to promote the lateral expansion of diverse best practices.

In addition, the government will further efforts to steadily implement rice-based school lunches and to provide opportunities for students to experience diverse diets. The government will also promote the use of local products and domestic food stuffs, and the establishment of school lunches that deepen understanding of Japan's traditional food culture, etc., while encouraging students to broaden their understandings of the world's food culture, etc.

The use of local products will also be promoted from the perspective of the SDGs as a means of reducing distances between production and consumption areas, thus contributing to the reduction of the environmental burden by curbing the amount of carbon dioxide emissions associated with the transportation, etc.

In addition, in order to further enhance school lunches, the government will make efforts for to the National School Lunches Week in cooperation with relevant ministries.

(Promoting the Improvement of Health Conditions through Shokuiku, etc.)

Diet and nutrition teachers will be encouraged to work with classroom teachers, school nurse teachers, doctors, dentists, etc. and disseminate knowledge necessary for teaching students about the harmful effects of underweight and obesity on physical and mental health, etc. toward the improvement of health conditions, etc., through the understanding and cooperation of guardians. Diet and nutrition teachers will also promote efforts to help create desirable eating habits by

providing individual counseling and guidance to children who are picky, underweight, obese, have food allergies, participate in sports, etc.

(Promotion of Shokuiku for Preschool Children)

The remarkable growth and development of children, babies and infants occurs during an important period of at the foundation of building good health for life. Day care centers for children, kindergartens, and centers for early childhood education and care, etc. will promote efforts related to food and nutrition through cooperation and collaboration (with guardians and diverse stakeholders in the community) so that preschool children can establish desirable eating habits (based on healthy lifestyles) and accumulate food and nutrition-related experiences, commensurate with their stage of growth and development.

In this regard, shokuiku is positioned as a part of education and childcare based on the “National Curriculum Standards for Day Care Centers” for day care centers for children,, the “Course of Study for Kindergartens” for kindergartens, and the “National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for centers for early childhood education and care. In order to provide guidance on shokuiku, a plan will be developed in cooperation with the facility directors, preschool directors, nursery school teachers, kindergarten teachers, teachers for early childhood education and care, dietitians, diet and nutrition teachers, cooking staff, etc., for each facility to be creative in their efforts to provide shokuiku.

In addition, day care centers for children and centers for early childhood education and care in particular will make use of human and material resources to provide consultation and information on food and nutrition for children, including babies and infants, not only to the those enrolled and their guardians, but also to families raising them in the community. They will also actively promote shokuiku in cooperation with relevant local organizations, etc.

In promoting these efforts, the aim will be to cultivate the foundations for the development of the “ability to eat” as the basis of a healthy life and emphasize the accumulation of experiences in which children are motivated to be involved food and nutrition in their daily lives and play. In this regard, the government will strive to help children develop gratitude for food and nutrition as a blessing from nature (and gratitude to those providing them), and to become familiar with local food cultures that have been passed down from generation to generation.

In addition, efforts will be made to ensure that appropriate meals are provided to children, including babies and infants (with regard to their stages of growth and development), as well as to implement shokuiku, by utilizing the guidelines for the provision of meals in child welfare institutions, etc. At the same time, consideration will be given to childcare environments related to food and nutrition.

Kindergartens will teach children to enjoy eating with their teachers and friends. In this regard, consideration will be given to (1) the actual dietary habits of young children to enhance the joy and pleasure of eating with the teacher and other young children in a relaxed atmosphere, and (2) their interest in various foods, so that they can develop the desire to eat.

Also, since kindergarten-childcare-collaboration type centers for early childhood education and care are positioned as both schools and child welfare facilities, providing education and childcare

in an integrated manner, they will promote efforts based on those of day care centers for children and kindergartens.

Further, the government will promote shokuiku efforts for preschool children based on the policies and guidelines of day care centers for children, kindergartens, and centers for early childhood education and care, through which children can accumulate experiences related to food and nutrition on their own through life and play. They will also promote shokuiku to preschool children and raise awareness among parents.

3. Promotion of Shokuiku in Local Communities

(1) Current status and future direction

In order to ensure physical and mental health and to live an active life, it is necessary to promote shokuiku with consistency and continuity according to each stage of life.

Healthy dietary habits are indispensable for the prevention of lifestyle diseases, which are the largest cause of death among Japanese people, and for the extension of healthy life expectancy. For this reason, it is necessary to make appropriate efforts to improve dietary habits in the local community through cooperation and collaboration with families, schools, day care centers for children, producers, companies, etc., to promote healthy dietary habits that lead to improved health and prevention of lifestyle diseases, etc.

It is also important to promote the practice of nutritionally balanced “Japanese style dietary habits,” which consists of staples, main dishes, and side dishes.

In particular, it is necessary to develop healthy lifestyle habits early, and to create a food and nutrition environment that facilitates the practice of healthy lifestyle habits, including access to food and the related information. To this end, the provision of information on health-conscious products, etc. by food-related business operators, etc., and development of a food environment in which it is easy to obtain information that contributes to health-conscious meals and health promotion is necessary. Furthermore, it is important to make efforts to maintain and promote health at workplaces (companies, etc.) where many citizens spend most of their days.

The diversification of family situations and lifestyles has increased the number of people who have difficulty practicing kyoshoku at home and has made it difficult for some people to have healthy dietary habits. Although opportunities for kyoshoku are decreasing due to the measures taken to prevent the spread of the new coronavirus, it is necessary to provide places for people who wish to do so to practice kyoshoku while preventing the spread of infection. In addition, it becomes more important to make efforts in the local community, such as providing food to children in poverty, etc. in conjunction with reducing food loss and waste, etc. Relevant ministries and agencies will work together to promote and support shokuiku in local communities so as to contribute to the promotion of shokuiku at home.

Also, from the perspective of preparing for large-scale disasters, which have been occurring frequently in recent years, it is necessary to promote shokuiku in preparation for disasters, to include food storage.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Promotion of the Use of “A Guide to Shokuiku,” etc.)

The government will promote “A Guide to Shokuiku” and the “Japanese Food Guide Spinning Top” to relevant organizations and groups (as well as to households, schools, retail stores, restaurants, workplaces, etc.), in accordance to the changes in the environment surrounding food and nutrition, etc., so that each citizen can receive dietary education on their own.

In addition, the government will further raise public awareness of the “Dietary Guidelines for Japanese,” which promotes the improvement of the dietary habits of the citizens, health, improvements in the quality of life, and assurances for a stable supply of food, etc.

These will be reviewed as necessary, taking into account revisions, etc. to guidelines and standards related to food and nutrition, and the concept of “Promotion of shokuiku supporting sustainable food and nutrition” as stated in First: 1 (2) of this plan.

(Promotion of Shokuiku that Leads to Extension of Healthy Life Expectancy)

The government will promote “Health Japan 21 (the 2nd term)” and the “Smart Life Project,” etc. to promote shokuiku, leading to the prevention of lifestyle diseases, and improvements in healthy dietary habits and physical activity for health promotion.

In particular, it is estimated that there are about 20 million people aged 20 or older who very likely suffer from diabetes or for whom the danger of developing diabetes is high; thus, the importance of preventing lifestyle diseases from becoming more serious is clear. Once diabetes sets in, there is no cure and as the condition progresses, it can lead to complications such as kidney damage, etc. and the deterioration of the quality of life. Therefore, the government will make regular efforts to promote appropriate dietary management.

Reducing salt intake may also reduce blood pressure, which in turn may reduce cardiovascular diseases. Although Japanese people have been decreasing their salt intake, most still consume far more salt than they need. The government will further promote efforts to reduce dietary salt intake.

The government will promote the creation of a dietary environment, focusing on salt reduction, in which people can be naturally healthy through cooperation between industry, academia, government, etc. These efforts will include developing methods for providing information on appropriate nutrition and dietary habits, as well as raising awareness among people who are indifferent to shokuiku that contributes to health.

The government will also promote reductions in salt intake and increases in the intake of fruits and vegetables through the “Let's Eat Vegetables project”, the “200 Grams of Fruits Every Day! campaign,” other measures to increase consumption implemented by producer groups, support for production and distribution, etc., and other efforts including the “Smart Life Project.”

Toward the prevention lifestyle diseases, etc. and the promotion of the extension of healthy life

expectancy through dietary education, public health centers and healthcare centers, etc. will promote dissemination and enlightenment activities related to shokuiku by dietitians, and improve guidance on nutrition, etc. according to the condition of individuals, in conjunction with health checkups conducted by municipalities, etc.

The government will promote awareness among food-related business operators and consumers for the development of a food environment that facilitates meals selections that contribute to good health, even when dining out or eating in (HMR), by utilizing the “Smart Meal and Food Environment” certification system, which is a private-sector certification by several academic societies, etc.

The government will further promote private-sector efforts such as “nutrition care stations” and the activities of Diet Improvement Promoters, shokuiku volunteers, etc.

(Promoting Shokuiku in Dental Health Activities)

Healthy dietary habits are important for the extension of healthy life expectancy, and it is important that oral functions are sufficiently developed and maintained in order to chew well and eat well. For this reason, in accordance with the Law Concerning the Promotion of Dental and Oral Health (Law No. 95 of 2011), shokuiku is promoted through the development of dental and oral health at different stages throughout life. This includes the development of oral functions such as intake and descent in children including babies and infants, and the maintenance and improvement of these functions in old age. The goals include increasing the percentage of 12-year-olds who are cavity-free, those who have 24 or more teeth at age 60, those who have 20 or more teeth at age 80, and those who have good mastication function in their 60s.

Specifically, campaigns such as the “8020 (Hachi-Maru-Niimaru) Movement,” which aims to encourage people to keep at least 20 of their own teeth at the age of 80, and the “Kaming (biting) 30 (Sanmaru)” campaign, which aims to encourage people to chew at least 30 times per bite will be promoted. Through these efforts, the government will further promote shokuiku for the improvement of dental and oral health in the local communities, including support for how to eat, etc., specifically for the prevention of choking, misfeeding, etc. for each life stage from infancy to old age, etc.

(Promoting the Practice of Well-balanced Japanese-style Dietary Habits)

With the aging of society, the relevant ministries and agencies will promote shokuiku in cooperation with local government, etc. in order to promote healthy dietary habits from the perspective of extending healthy life expectancy through prevention of lifestyle diseases and fostering a healthy next generation.

To promote the practice of “Japanese-style dietary habits” with excellent nutritional balance consisting of rice (as a staple) and a variety of other foods (main dishes, and sides,) such as fish, meat, milk and dairy products, vegetables, seaweed, beans, fruits, and tea, government will promote the menu and its benefits, etc. in an easy-to-understand way, so that anyone can easily adopt it.

In promoting these measures, the government will analyze and understand the diverse needs and characteristics of the citizens according to their age, gender, employment, dietary habits, etc., and classify them into categories. Specific promotion measures appropriate to each type will be studied and implemented.

In addition, the food industry, which plays a role in supporting healthy and rich dietary habits, will promote efforts to provide consumers with information on menus and products that contribute to the promotion of “Japanese-style dietary habits,” etc., and also a campaign to increase consumption of rice in cooperation with companies, etc.

In conjunction with these efforts to practice the “Japanese-style dietary habits,” the government will promote the provision of various opportunities for people of all ages to experience agriculture, forestry, and fisheries in an integrated manner, utilizing various opportunities including classroom education, in order to improve the citizens' understanding of food and nutrition, and agriculture, forestry, and fisheries.

(Promotion of Shokuiku for Children in Poverty, etc.)

In accordance with the “General Principles of Policy on Child Poverty” (approved by the Cabinet in November 2019) and other guidelines etc., the government will provide necessary supports toward ensuring good dietary and nutritional conditions for children and promoting shokuiku in cooperation with food banks, etc.

In addition, the government will implement measures to provide places where children can study past after school child club hours with learning resources and take meals and receive other support needed by children of single-parent families, etc.

Under the national campaign of countermeasures on child poverty “Kodomo no Mirai Ouen Kokumin Undo” support will be provided to charity organizations (such as NPOs), including “Kodomo Shokudo” community cafeterias that provide meals to impoverished children through the use of private funding, and other resources.

The government will also provide support for the food home delivery services for children. A typical example is “Kodomo Takushoku” which visits the homes of families to be watched, provides foodstuffs and assesses children’s home environment.

(Promotion of Shokuiku for the Younger Generation)

The younger generation has a lower percentage of dietary habits that take into account nutritional balance compared to other generations, the concern for males is about future obesity, while females are more likely to be underweight. Many of these issues stem from dietary habits.

In light of this situation, the government will promote shokuiku so that younger generations can effectively be informed and their understanding and interest in food and nutrition deepened through kyoshoku communication in local communities, etc., so that they can learn more about shokuiku and work on improving their own dietary habits, etc. These efforts will include responding to the digitalization of mass media, the Internet, and SNS (social network service: a website membership service that allows registered users to interact with each other).

The government will also promote the creation of a food environment facilitating the practice of healthy dietary habits, to include easier access to breakfast and nutritionally balanced meals at workplaces where people spend much of their day.

(Promotion of Shokuiku for the Elderly)

Decreased masticatory ability, reduced rate of digestion and absorption, and lower intake due to less physical activity, etc. are some of the issues faced by the elderly. Since these issues vary greatly from person to person and many elderly people are characterized as having some kind of ailment, it is important to promote efforts that are tailored to individuals' conditions, not just their age.

To extend the healthy life expectancies, it is necessary to promote shokuiku for the elderly so that quality of life (QOL) can be improved according to the individual characteristics of each person. In addition, the government will work to secure employment of dietitians, etc. to meet the growing demand for nutritional care services in the local community, such as dietary support for home-care patients, etc.

Also, in order to address the problem of eating alone among the elderly, information on good practices, etc. will be provided to promote various community-wide efforts, including intergenerational interactions, while taking into account the “new lifestyles.”

The government will also promote health-supportive meal delivery services based on appropriate nutritional management, taking advantage of local kyoshoku venues, etc. This will lead to effective and efficient health support that will also contribute to the prevention of malnutrition and frailty among local seniors.

(Promotion of Shokuiku by Food-related Business Operators, etc.)

Food-related business operators, etc. will work on providing opportunities for various hands-on activities, health-conscious products, menus, etc., while making use of the “Guidelines for Meals Provided for the Purpose of Prevention of Lifestyle Diseases and Other Health Promotion,” etc., and strive to actively address this issue. These business operators will also work to create a food environment that facilitates access to meals of staples, main dishes, side dishes, and also meals that reflect local food cultures through cooperation with local restaurants and food-related businesses operators, etc.

In addition, it is important for food-related business operators, etc., who play a role in supporting healthy and affluent dietary habits, to take actions that contribute to the extension of healthy life expectancy, such as developing low-sodium foods and health-conscious menus. For this purpose, sustainable initiatives (Local Food Projects (LFP) that utilize local agricultural, forestry and fishery products and that also take into consideration local food culture and health, etc. will be created and promoted. Food-related business operators, etc. will promote various efforts to provide consumers with information on products, menus, etc., tours of factories and stores, cooking experiences, agriculture, forestry, and fisheries experiences, delivery classes, etc.

Through the promotion of health-supportive meal delivery services based on the “Guidelines on

Nutrition Management of the Meal Delivery Service for the Health Promotion of the Elderly People Dwelling in the Community,” the government will promote healthy eating for the elderly, etc. via an effective and efficient health support system that contributes to the prevention of malnutrition and frailty among local seniors, etc. In addition, efforts will be made to promote the use of nursing care foods.

Furthermore, efforts supporting the development of nursing-care foods, etc., using domestic agricultural, forestry and fishery products, etc., and promoting the spread of smile care foods, etc. will be made.

In addition, in order to encourage the consumption of fruits and vegetables, support for processing equipment will be provided to meet new demand for cut vegetables and cut fruits, etc. and efforts will be made to create an easily accessible food environment, especially for those who lack them.

National and local government will provide the necessary information, etc., to support these activities.

(Development and Utilization of Human Resources with Expertise)

In order for citizens to have knowledge of food and nutrition that they can practice on their own, universities, junior colleges, and vocational schools, etc. will turn out registered dietitians, dietitians, licensed expert cooks, etc. who have expertise in shokuiku, and will work to promote multifaceted activities to promote shokuiku.

Furthermore, for a consistent promotion of shokuiku in local communities, assignments of registered dietitians, etc. in local prefectural and municipal government will be in effect and the training of registered dietitians who can demonstrate a high level of expertise will be encouraged.

The government will also promote enhancements in medical education to include relationships between dietary and lifestyle habits and diseases, etc., as well as the enhancement of dental education, including the promotion of appropriate dietary guidance and shokuiku according to life stages, etc.

(Promotion of Shokuiku Considering the Health of Employees, etc. in the Workplace)

It is expected that healthy employees, etc. will bring about organizational revitalization, such as increased employee vitality and productivity, etc., which will ultimately lead to improved corporate performance.

Taking advantage of the growing awareness of health management that contributes to the health management of employees, etc., the government will provide the necessary information to deepen cooperation and collaboration with stakeholders to promote the development of workplace food environments (instituted by corporate management and to expand support for companies working on health promotion.

(Promotion of Kyoshoku in the Local Communities)

The diversification of home environments and lifestyles, such as the increase in the number of

elderly people living alone, single-parent households, etc. can make it difficult to enjoy kyoshoku with family members. Therefore, it is important to create cross-generational opportunities for kyoshoku in local communities, not only to experience the joy of food, but also to teach and learn the basics of food and life. This needs to be promoted in a way that is compatible with the “new lifestyles” and implemented in conjunction with outdoor experiences of agriculture, forestry, and fisheries, etc.

Therefore, from the perspective of promoting shokuiku, national and local governments will provide the necessary information and support so that people can understand the significance of promoting the creation of various kyoshoku venues in the local communities, such as children’s cafeterias and community centers.

(Promotion of Shokuiku for Disaster Preparedness)

In recent years, large-scale disasters, etc. have become more frequent, and the importance of disseminating disaster prevention knowledge to prepare for them has increased. Besides the provision of foodstuffs through support of the national government, the stockpiling of foodstuffs by local government and private companies, etc., efforts at home are also important, as is raising public awareness.

In addition, efforts will be promoted to stockpile at least three days' worth of water, heat sources, and foodstuffs such as staple food, main dishes, and sides, etc. at home, preferably for a week. Information will be disseminated to encourage people to stockpile emergency food mainly for use in times of disaster, as well as daily food items using the rolling stock method (referring to the method of buying a little more food than usual and replenishing it as it is consumed), and to make preparations appropriate for each household. In particular, it is important to prepare foods that take into account the needs of the elderly, people with weakened eating functions, people with food allergies, etc., as distribution networks may be stagnant during a disaster.

In addition, the government will promote raising public awareness of the importance of disaster food preparedness, to include consideration for nutritional balance and stockpiling methods, not only at home, but at school education sites, food retailers, etc.

Local governments will raise public awareness about stockpiling food items in households so that disaster victims can practice healthy dietary habits even in the event of a disaster. In addition, government will work to ensure that all stakeholders have a common understanding of the need to support dietary habits and nutrition in times of disaster through the inclusion of systems and support systems for people in need of care in disaster management plans and the preparation of manuals, etc.

4. Expansion of the Campaign Promoting Shokuiku

(1) Current status and future direction

In the promotion of shokuiku, it is necessary for the national government and local governments, people in education, persons engaged in agriculture, forestry or fisheries, food-related business operators, volunteers, etc.; diverse stakeholders involved in shokuiku and those

from various fields who can bring new perspectives to shokuiku, to proactively and variously cooperate and collaborate to establish networks at the local and national government levels toward developing a nationwide campaign promoting shokuiku as a fun, cheerful, and diverse campaign.

As of FY2019, there were 362,000 shokuiku volunteers including Diet Improvement Promoters and others involved in promoting shokuiku. They are expected to play central roles in local campaigns promoting shokuiku.

Another issue is to get the younger generation, etc., interested in shokuiku, even if they express no interest in it. For this reason, it is necessary to strengthen the ability to disseminate promotional information to promote shokuiku, etc. through the National Network for Shokuiku Promotion in which a wide range of stakeholders in shokuiku participate.

In particular, since the younger age group represents the working generation, promoting shokuiku in companies, etc.(workplaces) is one way to deepen the knowledge of the younger generation about food and to enable them to practice healthy dietary habits. For this reason, it is important to disseminate examples of shokuiku promotion in companies, etc. (workplaces) and the benefits of shokuiku for companies, etc.(workplaces).

In addition, there is a need to promote shokuiku that creates new aspects of the “new normal” through the use of digital technology.

Since some prefectures have low rates of preparation of Municipal Plans for the Promotion of Shokuiku in their areas, they need to create and promote the implementation of Plans for the Promotion of Shokuiku. It is also important that diverse stakeholders in the local community share the same issues and effectively promote shokuiku through cooperation and collaboration, taking advantage of the characteristics of each.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Improvement of the Citizens' Understanding of Shokuiku)

Government will provide specific practices and activities for each life stage in the “new normal” to promote understanding, and will launch a nationwide campaign promoting shokuiku on an ongoing basis. The goal is to deepen the public's understanding of the issues surrounding food and nutrition and the significance and necessity of shokuiku, so that citizens of all generations and from all walks of life can practice shokuiku-related activities on their own.

In promoting these measures, government will analyze the diverse needs and characteristics of the citizens according to their age, gender, employment and dietary habits, etc., and classify them into categories. Specific promotion measures appropriate to each type will be studied and implemented. Also, support efforts by shokuiku practitioners, including local government, relevant entities, education-related persons, persons engaged in agriculture, forestry or fisheries, food-related business operators, volunteers, etc., will be provided to meet the diverse needs of the

citizens.

Consideration will be given to the fact that the necessary information may differ depending on the generation, living environment, health condition, etc. Without over-reacting to the varied information related to food and nutrition provided through various public relations media, etc., the government will take care to ensure that the citizens fully understand the importance of making the right decisions based on domestic and international scientific knowledge and traditional wisdom.

(Support and Awards for Efforts by Private Sector such as Volunteer Activities, etc.)

For the proper penetration of shokuiku into the citizenry, the government will develop an environment for stimulation of volunteer activities that are closely related to the lives of citizens, improve on these activities and lend them support to play central roles in promoting shokuiku in their communities.

At this time, government will promote grass-roots shokuiku activities by various volunteers, including Diet Improvement Promoters, in consideration of cooperation with schools, etc.

Government will provide awards for shokuiku activities in the private sector, etc. in order to promote information sharing among related parties and encourage outstanding achievements toward the development of voluntary activities by shokuiku-supporting people in the private sectors, etc., including education-related persons, persons engaged in agriculture, forestry or fisheries, food-related business operators, volunteers, etc. throughout Japan.

(Establishment of Cooperation and Collaboration System for Developing Campaign Promoting Shokuiku)

In developing the Campaign Promoting Shokuiku, the government encourages proactive efforts by diverse stakeholders in shokuiku, including education-related persons, persons engaged in agriculture, forestry or fisheries, food-related business operators, volunteers, etc. At the same time, broad and cross-sectional cooperation and collaboration among the stakeholders, including the national government and local government, will be requested and implemented to promote the exchange of information and opinions among the stakeholders.

In addition, the Council for the Promotion of Shokuiku will be established and activated in local government to promote new types of shokuiku in areas close to the citizens. Further, efforts will be expended in cooperation with local stakeholders by setting goals for local production for local consumption as included in the Plan for the Promotion of Shokuiku, and goals based on this plan, etc.

(Enhancement of Efforts for Shokuiku Month and Shokuiku Day)

June of every year is designated “Shokuiku Month” by the government in which the implementation of the Campaign Promoting Shokuiku is set forth in a focused and effective manner through close cooperation and collaboration among stakeholders. This aims to promote a deeper understanding of shokuiku among the citizenry, encourage active participation in shokuiku

promotion activities, and further enhance and establish these activities.

In particular, during Shokuiku Month, the national government, in cooperation with local government, private organizations, etc., will hold a National Convention on Shokuiku Promotion each year to encourage direct understanding of shokuiku among the citizenry and to promote cooperation among stakeholders.

In the implementation of Shokuiku Month, the minister in charge of promoting shokuiku will formulate in advance an implementation outline that indicates the themes, etc. to be focused on during the month, and notify relevant organizations and groups, etc. of the outline and publicize it.

Furthermore, in order to develop the Campaign Promoting Shokuiku continuously throughout the year, the 19th of each month will be designated as “Shokuiku Day,” with sufficient consideration given to the practical aspects of the campaign, such as “surrounding the table with whole family.”

(Provision of Information Contributing to the Campaign Promoting Shokuiku)

The government will collect and provide information on examples of successful shokuiku promotion methods used in local communities in order to facilitate the Campaign Promoting Shokuiku in various fields as a nationwide movement throughout Japan.

Under the Smart Life Project, the government will also award companies, organizations, and local government that are making outstanding efforts to raise awareness of the prevention of lifestyle disease and to extend healthy life expectancies.

In addition, the government will launch a new national campaign focusing on deepening the connection between food and agriculture to foster the citizens' understanding of agriculture and the rural areas that support Japan's food production and environment. Through this process, information, etc. that will lead to the promotion of shokuiku will be disseminated to consumers.

(Utilizing the National Network for Shokuiku Promotion)

The government will share information on the latest methods and knowledge of shokuiku activities (such as the shokuiku response to the “new normal” and digitalization), among those involved in shokuiku. At the same time, it will work to create new shokuiku activities by matching people from different industries, and developing human resources, etc. for providing training for shokuiku promotion.

In addition, the governments will disseminate awareness-raising materials in easy-to-understand ways that can be used universally as an effective means for food-related business operators and companies interested in shokuiku for the effective promotion of shokuiku.

(Promotion of Shokuiku in Response to the “New Normal” and Digitalization)

Amid the further development of the digital transformation (the transformation of society through the use of digital technology), the government will promote the use of social networking services, organize events, distribute videos on the Internet, and develop online non-contact type shokuiku.

In addition, the government will provide information on excellent easy-to-use digital shokuiku applications, etc. for individuals that will encourage behavioral changes.

5. Promotion of Exchange between Producers and Consumers, Revitalization of Agriculture, Forestry and Fisheries in Harmony with the Environment

(1) Current status and future direction

In order to promote shokuiku, and especially to deepen gratitude for food, it is important to understand agriculture, forestry and fisheries as food sources. Deepening the connection between “food and nutrition” and “agriculture, forestry, and fisheries” is a vital part of this.

In this context, hands-on experience in these fields continues to be important in developing interest and understanding of production sites of agricultural, forestry, and fishery products, and an understanding of how dietary habits are based on the benefits of nature and supported by the various activities of people involved in food and nutrition..

Asked why they do not participate in hands-on experience in agriculture, forestry, and fisheries, many people say that they do not know how. Therefore, it is necessary to increase numbers of participants by reaching the public how to participate, etc., by disseminating information on good practices, etc.

Sites of agricultural, forestry and fishery products, food manufacturing, distribution, etc. are valuable resources for providing experience with food in order to promote shokuiku in local communities. For the sake of human interaction and community revitalization, it is necessary to maintain and energize the rural areas whose economy is based on agriculture, forestry or fisheries.

As the activities of the agriculture, forestry, fisheries, and food industries are based on environment and natural resources, the government will also promote shokuiku that takes into account environmentally friendly food production, consumption and sustainability.

While Japan relies on imports for most of its food, feed, etc., the country generates a large amount of food loss and waste each year. The national and local governments, food-related business operators, persons engaged in agriculture, forestry or fisheries, consumers, and other various entities will work together to promote reduction of food loss and waste as a national campaign. It is also necessary to address the diversification of family environments and lifestyles, and to contribute to activities that provide food for children in poverty, etc.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Promotion of Shokuiku by Persons Engaged in Agriculture, Forestry or Fisheries, etc.)

Hands-on activities related to agriculture, forestry, and fisheries are important not only for deepening interest and understanding of the production of agricultural, forestry, and fishery products, but also gaining a better understanding of how dietary habits of citizens rely upon the bounty of nature and are supported by the various human activities related to food and nutrition .

To this end, persons engaged in agriculture, forestry or fisheries, etc. will cooperate and collaborate with a wide range of people involved in promoting shokuiku (including education-related persons at schools, day care centers for children, etc.), and provide each generations opportunities for diverse experiences in agriculture, forestry, and fisheries, such as education farms.

At this time, it is necessary to promote new efforts such as combining online activities with real world experience, etc. in order to enhance hands-on activities related to food.

Necessary information, etc. will be provided by the national and local government to support such activities.

(Promotion of Hands-on Activities in Agriculture, Forestry and Fisheries, especially for Children, and Distribution of Information to Consumers)

It is necessary to expand opportunities for children to experience various aspects of agricultural, forestry and fishery products and to deepen their interest and understanding of food and nutrition. In order to promote such activity in these fields, government will enhance the information provided and the improvement of the acceptance system, etc. At that time, consideration should be given to promoting intergenerational exchange resulting in lessons for children and rewarding experiences for producers.

With regard to children's experiences in rural areas whose economy is based on agriculture, forestry, or fisheries, and as part of the exchange project for children to experience farming and rural lives (based on the Comprehensive Strategy for Town, People, and Job Creation), relevant ministries and agencies will work together to provide systematic, comprehensive support to both providers and receivers. This includes support for activities and the dissemination information to providers (schools, etc.) and support for the receivers (rural areas whose economy is based on agriculture, forestry or fisheries) in order to improve and strengthen their experiential programs and other benefits.

Government will deepen cooperation among relevant organizations, etc. in order to increase interest in hands-on activities among citizens leading to a continuous experience cycle from food production to consumption, etc. by making use of media such as SNSs to publicize the project.

(Promotion through the Linkages and Interrelations between Cities and Rural Areas Whose Economy is Based on Agriculture, Forestry or Fisheries)

In order to promote exchanges between urban residents and persons engaged in agriculture, forestry or fisheries through farm stay and green tourism, the government will promote the spread of information on rural areas to urban residents and the development of a system for hosting people in rural areas, etc.

(Maintenance and Revitalization of Rural Areas whose Economy is Based on Agriculture, Forestry or Fisheries)

Rural areas whose economies are based on agriculture, forestry or fisheries are supported not

only by persons engaged in these industries, but also by a diverse local population. Thus, relevant ministries and agencies will work together to promote efforts for maintenance and revitalization by comprehensively and integrally promoting measures in line with the following “three pillars”:

- (1) Securing income and employment opportunities through revitalization of agriculture and the addition of valuable local resources,
- (2) Improving conditions for people so that they can continue worry-free living in these regions, and
- (3) Creation of new vitality through establishing systems and human resources to support regions over wide areas and marketing the attractiveness of farming villages, etc.

(Promotion of Local Production for Local Consumption)

In order to promote the use of local agricultural, forestry, and fishery products in direct sales shops, etc., government will promote the establishment of a system for the production and supply of diverse item selections, the development of processed products, establish a stable production and supply system for local agricultural, forestry, and fishery products in school lunches, company cafeterias, etc. and expand the use of local agricultural, forestry, and fishery products. Sustainable efforts using local resources (Local Food Project (LFP)) will be promoted through the participation of a diverse range of local stakeholders, including persons engaged in agriculture, forestry or fisheries, processing, marketing, food services and home meal replacement (HMR) providers.

In addition, the government will launch a new national campaign focusing on deepening the connection between food and agriculture, and implement initiatives leading to the promotion of local production for local consumption. These efforts will also include communicating the value of local agriculture and farming villages, the attractiveness of the agricultural, forestry, and fishery products they produce, and promoting registration and awareness of the Geographical Indication System (GI protection system)¹.

Furthermore, through the utilization of the recycling business plan (the food recycling loop) system of the Act on the Promotion to Recover and Utilize Recyclable Food Resources (Act No. 116 of 2000), the government will promote the local use of agricultural, forestry, and fishery products produced using fertilizers and feed obtained by recycling locally generated food materials.

(Promotion of Environmentally Friendly and Sustainable Food Production and Shokuiku, which Considers its Consumption)

For the development of agriculture, forestry, fisheries, and food industries appropriate for the SDGs era, consuming agricultural, forestry, and fishery products and foods that are produced in environmentally friendly ways will lead to increased consumer comfort and satisfaction. It is also necessary to shift to a social system in which product reputations are reflected back on the rural

¹ A system to register and protect as intellectual property the names (geographical indications) of products whose quality, etc., is linked to the characteristics of the place of production etc., such as traditional production methods, climate, soil, etc.

areas whose economy is based on agriculture, forestry or fisheries, thus creating a positive cycle between environment and economy. In order to communicate the value of sustainable agricultural, forestry and fishery products to consumers, it is necessary to promote awareness of the role of the consumer and encourage them to change daily purchasing behaviors.

Consideration is now being given to the development of a “Japan’s Strategy for Sustainable Food System” to achieve both improved productivity and sustainability of Japan’s food, agriculture, forestry and fisheries through innovation. The government will further endeavor to raise public awareness to increase the understanding and interest of citizens in their efforts to maintain healthy biodiversity and natural material cycles and manage or increase natural capital, such as sustainable agricultural production, including organic agriculture, sustainable fisheries resource management, etc. Such efforts will include, for example, the promotion of network building to facilitate mutual exchanges and collaboration among local governments using organic agriculture to promote regional development by sharing case studies in support of organic agriculture (including the use of organic foods in school lunches) and provide information to stakeholders including consumers.

Ethical consumption leading to a sustainable food system will be promoted through the Afu-no-Wa Project in cooperation and collaboration with related ministries and agencies as well as participating companies and organizations.

Food tech, a combination of food and advanced technology that includes research and development of meat alternatives using plant proteins such as soybeans, has been developing through the collaboration of industry, academia, and government in order to meet the demand for diverse food. Government will work to foster understanding of new markets in response.

(Development of National Campaign to Reduce Food Loss and Waste)

While Japan relies heavily on imports of food from overseas, it generates 6.12 million tons of food loss and waste annually (estimated in FY2017). This is equivalent to about 1.5 times the approximately 4.2 million tons of food aid provided by the UN World Food Program (WFP).

In light of this situation, Act on Promotion of Food Loss and Waste Reduction (Act No. 19 of 2019) took effect in October 2019, mandating that diverse entities including national and local governments, businesses, consumers, etc. work together to promote the reduction of food loss and waste as a national campaign. In accordance with this law, the government will promote various measures in cooperation with relevant ministries and agencies.

In particular, considering the fact that about half of food loss and waste is generated by households, the government will promote education to raise public awareness and promote understanding and interest in the importance of reducing food loss and waste so that the citizens can tackle the reduction of food loss and waste on their own with the spirit of “mottainai.” Through the understanding and cooperation of businesses, government will also work to raise public awareness on purchasing behavior taking into account reductions in food loss and waste, as well as the need to eat only what is sufficient when eating out and to take home leftover food in consideration of food hygiene.

(Promotion of Biomass Utilization and Food Recycling)

Based on the Basic Plan for Promoting Usage of Biomass (approved by the Cabinet on September 16, 2016), for the systematic utilization of biomass generated and discharged in the local community, government will comprehensively implement efforts to effectively utilize biomass, including the establishment of an efficient collection system, utilization for a wide range of purposes, normalization and standardization of biomass products, etc.

In the area of recycling, efforts will be made to promote food recycling, especially in regions contributing minimal efforts, including animal-feed conversion, by strengthening cooperation among related entities, such as food-related business operators, recycling business operators, and persons engaged in agriculture, forestry or fisheries.

In addition, the government will provide information through its website, etc. in order to raise public awareness of the necessity, etc. of recycling, reducing food waste generation, etc.

The government will also conduct surveys to identify situations surrounding food disposal, etc. in households and restaurants, identify the amount of food waste, etc. generated by these industries, the implementation status of recycling, etc., and take necessary actions.

6. Support for Activities to Pass down Food Culture, etc.

(1) Current status and future direction

Japan's rich and diverse food culture, which has been cultivated for centuries, is a source of national pride on the world scene.

After World War II, “Japanese-style dietary habits” with their excellent nutritional balance were established based on the basic form of Japanese food, which led to an increased average life expectancy of the citizens. It is based on the basic Japanese concept of “one soup three dishes”, with rice (the staple food) as the main dish, combined with a variety of dishes (entree and side dishes), etc. comprised of fish, meat, milk (and other dairy products), vegetables, seaweed, beans, fruits, and tea.

However, due to the diversification of lifestyles, values, and needs of the citizens as a result of economic growth and rising incomes, etc. over the long term, the “Japanese-style dietary habits” and the distinctive food culture and rich flavors passed down from families and communities are being lost.

In the midst of these changes in social structure and the increasing diversification of food, it is necessary to enhance the activities of diverse stakeholders who support the diverse food culture of the local community in order to further pass down the traditional food culture to the next generation, including efforts targeting children and child-rearing generations who will be responsible for the next generation, and to deepen the understanding of the citizens through shokuiku activities.

In particular, it is necessary to fully promote the protection and inheritance of Japanese food culture based on the fact that “Washoku; Japanese traditional food culture” is registered as an intangible cultural heritage by UNESCO as a social custom related to food that embodies the Japanese spirit of “respect for nature.” It has the following four characteristics: (1) A Rich Variety

of Fresh Ingredients and Respect for Inherent Flavors, (2) Nutritional Balance that Supports a Healthy Diet, (3) Expressions of the Beauty of Nature and Changing Seasons, and (4) An Intimate Relationship with Annual Celebrations such as New Year.

In addition, washoku contributes to dietary habits with good nutritional balance and is reported to lower chances of death due to cardiovascular diseases, etc. Therefore, it is necessary to communicate such health benefits. The protection and inheritance of Japanese food culture, which makes the best use of local climates, are expected to contribute to the realization of a sustainable food supply by revitalizing local communities, reducing the burden on the environment and fostering understanding of the diverse food cultures and customs of other countries.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Promotion of Shokuiku that Leads to the Inheritance of Diverse Local Food Cultures)

In the view of the reason behind of its designation as an UNESCO Intangible Cultural Heritage, “Washoku Japanese traditional food culture” systems for each prefecture consisting of local government, education-related persons, food-related business operators, etc. will be established or utilized in order to deepen the interest and understanding among citizens. They will also promote the use of digital tools, such as researching, compiling, and utilizing databases of local cuisine, and disseminating information both domestically and internationally using SNS, etc., hence protecting and passing down the diverse food culture of each local community. In addition, government will work to develop core human resources that will be responsible for activities that pass on Washoku culture through training programs for dietitians, etc. and those who are involved in activities related to food and nutrition in the communities, etc.

It is also necessary to clarify, disseminate, and communicate the cultural value of food and nutrition through the promotion of research and study, etc., strengthen domestic and international communication and deepen understanding of the nutritional balance of Washoku and its contributions to a sustainable food supply.

Furthermore, in order to protect and pass on Japanese food culture, diverse stakeholders, including the national government, local government, education-related persons, agriculture, forestry, fisheries, food-related business operators, volunteers, and others involved in shokuiku, will work closely and effectively to promote it through the cooperation of industry, academia and government.

In addition, the government will promote collaborative efforts among industry, academia, and government, such as the development of convenient Washoku products and the dissemination of information, etc., in order to expand opportunities for people to have easy access to Washoku. These efforts include a campaign of “Ii Nihonshoku” (good Japanese food) on November 24, which is designated as “Washoku Day,” along with other efforts, etc. in school lunches.

In addition, in order to rediscover the appeal of traditional foods such as local cuisine, traditional

vegetables, fermented foods, etc, and to promote the practice of “Japanese-style dietary habits,” local government, persons engaged in agriculture, forestry or fisheries, food-related business operators, etc. in the local community, etc. will work together to promote shokuiku activities.

Moreover, cooperation and collaboration with various organizations, etc., involved in tea promotion activities will be showcased for effective shokuiku activities related to tea, which will foster understanding of Japan's food culture.

(Efforts in Volunteer Activities, etc.)

By incorporating local and traditional cuisine at cooking classes, hands-on activities, etc. conducted by volunteers, such as Diet Improvement Promoters, food culture will be disseminated and passed down.

(Proactive Introduction of Local Cuisine in School Lunches, etc. and Use of Events)

The government will promote efforts to have children learn about the history, significance and composition(ingredients) of local cuisine in school lunches and other educational activities so that they can develop an interest in Japanese traditional food culture from an early age.

In addition, the government will promote opportunities to learn about Japanese traditional food culture and local cuisine (as well as their history and cultural backgrounds), through local food and culture-related events, etc. As part of this effort, government will utilize the annual National Cultural Festival to disseminate information about local cuisines, histories, etc. across the country.

(Efforts in the Utilization of Licensed Expert Cooks, etc.)

In order to foster Japan's rich food culture, including dining etiquette and traditional events, we will utilize licensed expert cooks, etc., with advanced cooking skills.

7. Promotion of Research, Study, Provision of Information and International Exchange on Food Safety, Nutrition, and Other Dietary Habits

(1) Current status and future direction

To practice healthy dietary habits, it is necessary to acquire the ability to make rational judgments based on scientific findings, have correct knowledge about dietary habits and health, and to make choices about food and nutrition for oneself. It is necessary to provide a wide range of accurate domestic and international information on food and nutrition through diverse means such as SNS, and to enhance educational opportunities so that citizens can acquire knowledge about food and nutrition plus the ability to make choices about food and nutrition.

On the other hand, with the widespread use of SNS, there is an overabundance of information on food and nutrition, and it is difficult to find out what information is reliable. In practicing healthy dietary habits, it is essential to provide objective information based on the latest scientific findings, including international research. Also, in providing information, consideration is needed to ensure that citizens themselves understand the content and can autonomously practice healthy dietary habits.

It is necessary for the national government to take appropriate measures while deepening cooperation with various relevant entities, etc., and to actively disseminate Japan's shokuiku principles and perspectives, etc. to overseas countries so that domestic and international research, study and provision of information, etc. on food safety, nutritional composition, dietary habits, and other characteristics are implemented.

(2) Measures to be taken

The national government shall take – and local government, etc. shall strive to promote – the following measures.

(Presentation of the Citizens' Efforts throughout Life)

With the aim of promoting shokuiku throughout life, from children to the elderly, the national government will utilize “A Guide to Shokuiku” so that each citizen can take action on shokuiku on their own. In addition, the government will analyze and understand the needs and characteristics of its citizens, consider specific promotion measures tailored to each target group and provide appropriate information.

(Implementation of Basic Research, and Study, etc. and the Dissemination of Information)

The government will conduct research, study and analyses regarding citizens' awareness of shokuiku and the actual conditions of dietary habits, etc., and widely publicize the results for the benefit of all stakeholders.

In addition, the governments will provide comprehensive information so that the necessary information can be easily obtained for the purpose of deepening interest in and understanding of shokuiku.

(Enhancement of Risk Communication)

National and local government, and various organizations will actively cooperate to implement risk communication on food safety.

With particular regard to topics of high interest to the citizens, they will strive to improve understanding by providing accurate information based on scientific findings and by holding meetings to exchange opinions among consumers and other stakeholders.

(Provision of Information on Food Safety and Nutrition, etc.)

The government will encourage citizens to fully understand and utilize various information sources on food safety, nutrition, etc. (which are necessary to practice healthy dietary habits), and provide information in forms that are easy to understand and access using various media, such as SNS sites, events and shokuiku tools.

The efforts of local government, relevant entities, NPOs, etc. to hold opinion-exchange meetings, etc. in local communities will be supported.

As part of the health promotion campaign based on the “Health Japan 21 (the 2nd term),” the

government will work on raising public awareness on information needed to improve dietary habits based on scientific findings domestically and internationally.

In addition, government will regularly develop and publish the Dietary Reference Intakes which specify recommended amounts of energy and nutrients, etc. that should be consumed, promote use of these standards, and enhance the Standard Tables of Food Composition in Japan which contain basic data on food ingredients and widely distribute them.

Government will also conduct a National Health and Nutrition Survey and use the results as base data for promoting shokuiku. Also, it will be necessary to accumulate medical knowledge and scientific findings about dietary habits, nutrition and health to effectively prevent obesity and lifestyle diseases (i.e., diabetes) and prevent food allergies. To this end, relevant ministries and agencies, and research institutes will collaborate to promote comprehensive information collection, analysis, etc., of data across a variety of fields, and then publish and disseminate the results.

Statistical surveys on agriculture, forestry, fisheries, and food production, distribution and consumption will be conducted and published.

(Promotion of Food Labelling Comprehension)

Considering the new food labelling system based on the Food Labelling Act (Act No. 70 of 2013) which has been fully enforced since FY2020, the government will work on strategically raising public awareness, to include the countries of origin labelling and nutrition labelling so that consumers can make better use of them.

(Promotion of Efforts by Local Government, etc.)

Local government, relevant entities, etc., will collect and organize information in line with local circumstances and their activities, etc. (while taking into account the contents of this plan) and will strive to provide the information so that as many citizens as possible will become interested and utilize it.

(The Development of Shokuiku, Japanese Food and Food Culture, and the Promotion of Research on These Topics Overseas)

Government will actively disseminate Japan's shokuiku principles and initiatives, etc. overseas, with the aim of ensuring that the Japanese term “shokuiku” is understood and accepted.

Also, the Internet, etc. will be used, to raise public awareness of “A Guide to Shokuiku (English Version)” in order to promote shokuiku overseas.

In addition, information about Japanese food and food culture will be disseminated overseas by various channels, including online media.

Furthermore, specific methods, and results of efforts to improve dietary habits, etc. from overseas will be investigated and utilized.

Aside from these (while actively making use of opportunities for cross-cultural exchange through the host towns of the 2020 Tokyo Olympic Games and Tokyo Paralympic Games),

coordinated efforts by stakeholders will be promoted through a joint public-private sector council toward the purpose of deepening mutual understanding through food and nutrition and strategic promotion of the overseas development of Japanese food and food culture.

(International Information Exchange, etc.)

In order to promote research on shokuiku, mutual utilization of knowledge, etc. through international exchanges, etc., government will invite overseas researchers, etc. to lecture and conduct surveys on dietary habits, etc. overseas.

Furthermore, government will cooperate with international organizations and promote active information sharing through activities, etc., to promote international cooperation and exchange.

To deepen the citizens' recognition of the problems of international hunger, undernutrition, etc., government will provide information on actual situations and measures taken by international organizations, etc., and work on international developments of nutrition improvement projects.

Fourth. Matters Necessary for Promoting Measures for the Promotion of Shokuiku Comprehensively and Systematically

1. Strengthening of Cooperation and Collaboration among Diverse Stakeholders

The entities implementing measures related to shokuiku are diverse and numerous. They include national government ministries and agencies, local government (that are involved in community-based activities), and also those involved in areas such as: Education, childcare, social welfare, medicine, health care, etc., agriculture, forestry and fisheries, etc., food production, processing, distribution, sales, cooking, etc., cooking classes and other food-related specialties, etc. and a variety of private organizations and volunteers, etc.

In addition, as described in “First: Basic Policy Regarding the Measures for the Promotion of Shokuiku ” and “Third: Matters Concerning Comprehensive Promotion Including Activities to Promote Shokuiku,” shokuiku requires efforts in a wide range of fields. In light of the changing circumstances surrounding shokuiku, such as the diversification of family situations and lifestyles, it is becoming increasingly important to take more detailed measures and create a social environment that facilitates the promotion of shokuiku.

Thus, to enhance the effectiveness of policies related to shokuiku even more, it is vital for diverse stakeholders in shokuiku and those in various fields who can bring about a new expansion of shokuiku to build a close network at local and national government levels and promote diverse initiatives by leveraging their specific characteristics and capabilities, taking initiative, and working closely and cooperatively with each other. The government will also make efforts to take advantage of and strengthen “the National Network for Shokuiku Promotion”.

2. Promotion and Follow-up of Measures Based on the Promotion Plan by Local Government

Articles 17 and 18 of the Basic Act on Shokuiku require prefectures and municipalities to prepare a Municipal/Prefectural Plan for the Promotion of Shokuiku within their prefecture or municipality, based on the basic plan of the national government. By FY2019, all prefectures and

87.5% of municipalities had prepared a Municipal/Prefectural Plan for the Promotion of Shokuiku.

Prefectures and municipalities that have already prepared a Municipal/Prefectural Plan for the Promotion of Shokuiku will be required to create new plans or revise plans based on the Municipal/Prefectural Plan for the Promotion of Shokuiku, as well as the Fourth Basic Plan for the Promotion of Shokuiku, and promote cooperation and collaboration with diverse entities while utilizing their Council for the Promotion of Shokuiku.

For this reason, the national government will provide appropriate support, keeping abreast of the Municipal/Prefectural Plan for the Promotion of Shokuiku, in order to further enhance the promotion of shokuiku in prefectures and municipalities.

On the other hand, in order to promote community-based shokuiku activities throughout the country, municipalities that have not yet prepared a Municipal/Prefectural Plan for the Promotion of Shokuiku are required to prepare one as soon as possible.

For this reason, the national and prefectural government together will actively encourage municipalities to prepare a Municipal/Prefectural Plan for the Promotion of Shokuiku, provide necessary materials and information to further enhance the promotion of shokuiku in local communities including local production for local consumption and other forms of shokuiku)and provide technical and other appropriate assistance.

It is expected that prefectures and municipalities with the cooperation of education-related persons, persons engaged in agriculture, forestry, or fisheries, food-related business operators, volunteers, relevant organizations, etc. who are engaged in activities related to shokuiku, will make further efforts to develop the human resources to play central roles in promoting shokuiku and to promote effective shokuiku in accordance with the characteristics of each local community through the cooperation and collaboration of diverse stakeholders.

The national government will provide appropriate support for this purpose, including the dissemination of information.

3. Proactive Information Dissemination, Understanding of the Opinions of Citizens, etc.

Shokuiku is an issue related to individual dietary habits and therefore it is of the utmost importance to promote knowledge and practice of it by each and every citizen, from child to adult and to the elderly.

To this end, efforts will be made to proactively provide information through a variety of means, including A Guide to Shokuiku which encourages concrete efforts to promote shokuiku throughout life and the National Network for Shokuiku Promotion which effectively disseminates information.

In order to increase interest and awareness in shokuiku among citizens, it is also necessary to actively seek out their opinions and ideas, etc. while taking into account the characteristics and diverse needs of the target population and see them reflected in the policies as much as possible. The government will work to promote this.

4. Monitoring the Status of Promotion, Evaluating the Effectiveness, etc., and Efficient and Focused Use of Financial Measures

In order to systematically promote measures related to shokuiku, it is necessary to monitor the status of promotions and make effective use of limited budgets. This is particularly important in light of the fact that shokuiku encompasses a wide range of fields and requires integrated efforts by diverse stakeholders (as described in “1. Strengthening of Cooperation and Collaboration among Diverse Stakeholders”).

For this purpose, the government will comprehensively and systematically promote measures based on the Plan, appropriately monitor the status of the promotion of the goals (including their progress) every fiscal year, evaluate their effectiveness, etc., widely publicize them to the citizenry and review and improve the measures based on the evaluation. Furthermore, from the perspective of making the most effective use of the limited budget under the severe financial situation, government will further strengthen targets and concentrations, eliminate duplicated measures, strengthen cooperation among government ministries and agencies, differentiate the roles of public and private sectors and bear the costs, and reflect the status of execution, etc.

5. Review of the Basic Plan

Given that the socioeconomic situation inside and outside Japan is constantly changing and that the situation surrounding shokuiku may well change drastically in the future, the necessity and timing, etc., of reviewing the basic plan will be considered in a timely and appropriate manner, even before the end of the plan period.

Also, in reviewing the basic plan, government will make full use of results verification of the measures described in “4. Monitoring the Status of Promotion, Evaluating the Effectiveness, etc. and Efficient and Focused Use of Financial Measures.”