

FY2019

**Summary of the Annual
Report on Food, Agriculture
and Rural Areas in Japan**

June 2020

MAFF

**Ministry of Agriculture,
Forestry and Fisheries**

4. Food consumption trends and promotion of shokuiku (food and nutrition education)

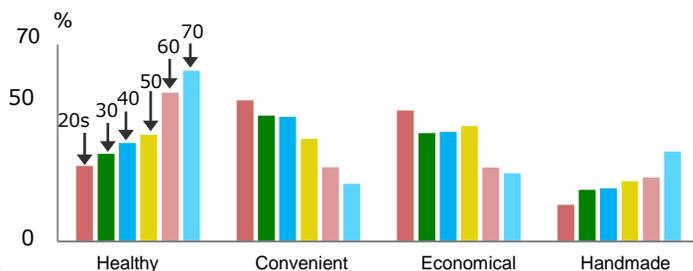
Food consumption trends

- By age, consumers preferring “healthy”, “handmade” and “domestically produced” food tended to increase as the age increased. Those preferring “convenient”, “economical” and “Gourmet” food tended to increase as the age decreased.

Promotion of *shokuiku* and protection/transmission of Japanese food culture

- Various *shokuiku* activities are promoted, such as providing support for cooking lessons and *shokuiku* classes for practicing a healthy and nutritionally balanced Japanese dietary pattern and offering opportunities for agricultural, forestry and fishery activities to increase consumer understanding and interest in food, agriculture, forestry and fisheries in Japan.
- While about half of the total population in Japan pass on Japanese food culture to the next generation, initiatives have started to create a database of the history and recipes of local cuisines in each region and disseminate the information to promote the protection/transmission of Japanese food culture.
- The Basic Act for the Promotion of Culture and the Arts was revised in 2017 and “food culture” was clearly stated. In 2018, the Person of Cultural Merit award was given to the “food culture” category for the first time in 30 years. The Agency for Cultural Affairs has started further study to evaluate and visualize the value of Japanese food culture as a cultural property.

Food preferences of consumers by age (January 2020)



Source: Prepared by MAFF based on Japan Finance Corporation, Survey on Consumer Trends



Local cuisines selected by each region

<Column> Certification system for healthy and nutritional meal patterns

- Establishment of the “Healthy meal and healthy food environment” certification system (common name: Smart Meal) As of December 2019, Smart Meals are offered by 304 companies and over 16,000 stores.



Smart Meal
スマートミール

Standards of “Smart Meal”

1	Energy equivalent is either 450-650 kcal per meal (<i>Chanto</i> (= adequate) diet) or 650-850 kcal per meal (<i>Shikkari</i> (= ample) diet).
2	As a guide, the basic combination of dishes is (1) Staple food + Main dish + Side dish or (2) Staple food + Supplementary food (main dish, side dish).
3	The PFC (protein-fat-carbohydrate) balance is within the range of the energy-providing nutrient balance for persons aged 18 years or older (PFC%E; proteins 13-20%E, fats 20-30%E, carbohydrates 50-65%E) provided in the Dietary Reference Intakes for Japanese (2015).
4	The weight of vegetables, etc. (vegetables, mushrooms, seaweeds, potatoes) is at least 140 g.
5	Salt equivalent is less than 3.0 g for the <i>Chanto</i> diet and less than 3.5 g for the <i>Shikkari</i> diet.
6	No standards are specified for milk, dairy products and fruits, but it is desirable to include them as appropriate.
7	Do not use food or ingredients for specified health uses.

5. Ensuring food safety and consumers' confidence

- Based on scientific evidence, MAFF develops and disseminates measures for preventing or reducing contamination in food at necessary stages throughout the food chain from production to consumption.
- The Act for Partial Revision to the Fertilizer Regulation Act promulgated in December 2019 requires measures, such as introduction of a raw materials control system, to be taken from the perspective of safer use of fertilizer.
- A procedure for handling agricultural, forestry and marine products and foods obtained by using genome editing technology has been established, which requires business operators, etc., to notify the relevant ministry prior to using such products. Then, the relevant ministry confirms the notification and publishes the information of the notified product..

Outline of the Act for Partial Revision to the Fertilizer Regulation Act

Key points of the revision

- Introduction of a fertilizer raw materials control system
 - Clarify that can be used for fertilizer by establishing standards, etc.
- Review of regulations on fertilizer mixture
 - It allows the production of fertilizers mixed with normal and special fertilizers and creates an environment where it is easy to work on labor saving and activities for soil improvement by simultaneous application.
- Development of fertilizer labeling standards
 - In addition to the labeling for composition, etc., establish standards also for the labeling for the effect of fertilizer, etc.
- Change of the title of the Act
 - The title of the Act was revised to Act on the Quality Control of Fertilizer.