

# **Political Purpose and National Identity: Visual Representations of the Food Education Campaign in Japan**

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# Mezamashi Gohan Matsuura Aya



Source of Image:

Ministry of Agriculture, Forestry  
and Fisheries (MAFF):

[http://www.maff.go.jp/j/pr/aff/0902/mf\\_news\\_01.html](http://www.maff.go.jp/j/pr/aff/0902/mf_news_01.html), last accessed on December 1, 2011.

# The Current Mezamashi Gohan Campaign



Source of Image:

Ministry of Agriculture, Forestry  
and Fisheries (MAFF):

<http://www.maff.go.jp/j/soushoku/kakou/mezamasasi.html>, last  
accessed on December 1, 2011.



## Basic Law on Food Education

### 食育基本法

More information about the Basic Law on Food Education in English can be found at:

Ministry of Health, Labor and Welfare (MHLW):

<http://www.mhlw.go.jp/english/wp/wp-hw2/part2/p2c1s3.pdf>, last accessed on December 1, 2011.

- Enacted in 2005
- Aims to provide information to the Japanese public about healthy food choices and the preparation of food
- Coupled with a return to an indigenous food fare

# Survey on Health and Nutrition of the Japanese Population in 2009

## ● **Skipping Breakfast**

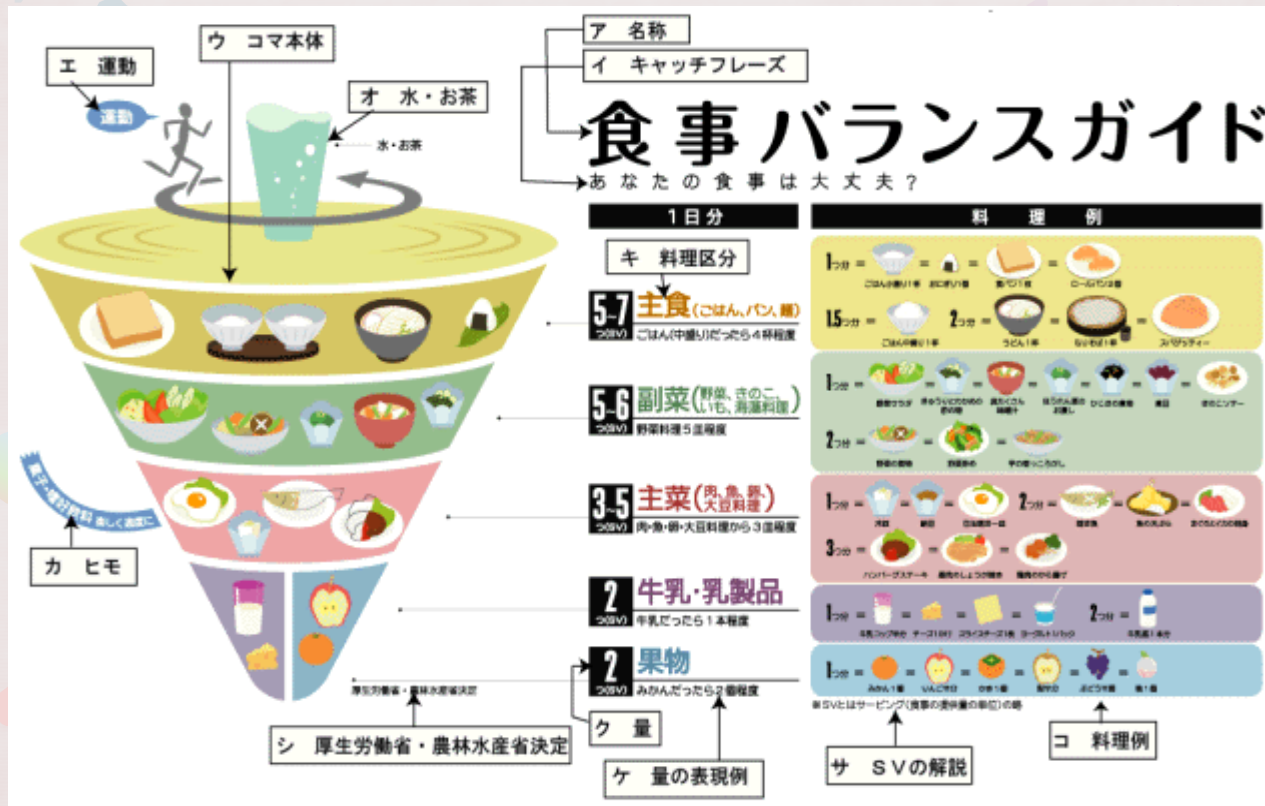
- 10.7% of men skip breakfast.
- 6% of women do not eat breakfast.
- 21% of men in their 20s do not have breakfast.
- 10.6% of women in their 20s skip the first meal of the day.

● Sources: All data compiled by the Ministry of Health, Labor and Welfare (MHLW) (ed) : *Heisei 21-nen kokumin kenkou eiyou chousa kekka no gaiyou ni tsuite* [Survey on Health and Nutrition of the Japanese Population in 2009] <http://www.mhlw.go.jp/stf/houdou/2r9852000000xtwq-att/2r9852000000xu2x.pdf>, last accessed on December 1, 2011.

## ● **Weight Control**

- **Overweight**
- 28.6% of all men are considered obese.
- 20.6% of all women are considered obese.
- Obesity is defined as having a Body Mass Index BMI  $\geq 25$ .
- **Underweight**
- 22.5% of women in their 20s and 16.8% of women in their 30s are underweight.
- Underweight is defined as having a BMI  $< 18.5$ ).

# The Meal Balance Guide



Source: Ministry of Health, Labor and Welfare (MHLW):

[http://www.maff.go.jp/j/balance\\_guide/kakudaizu.html?mode=preview](http://www.maff.go.jp/j/balance_guide/kakudaizu.html?mode=preview), last accessed on December 1, 2011.



## Meal Balance Guide for the Young

Source: Ministry of Agriculture,  
Forestry and Fisheries (MAFF),  
[http://www.maff.go.jp/j/balance\\_guide/b\\_sizai/pdf/waka\\_all.pdf](http://www.maff.go.jp/j/balance_guide/b_sizai/pdf/waka_all.pdf), last  
accessed on December 1, 2011.



# Meal Balance Guide for the Middle Aged

Source: Ministry of Agriculture,  
Forestry and Fisheries (MAFF),  
[http://www.maff.go.jp/j/balance\\_guide/b\\_sizai/pdf/cyuukou\\_all.pdf](http://www.maff.go.jp/j/balance_guide/b_sizai/pdf/cyuukou_all.pdf),  
last accessed on December 1, 2011.

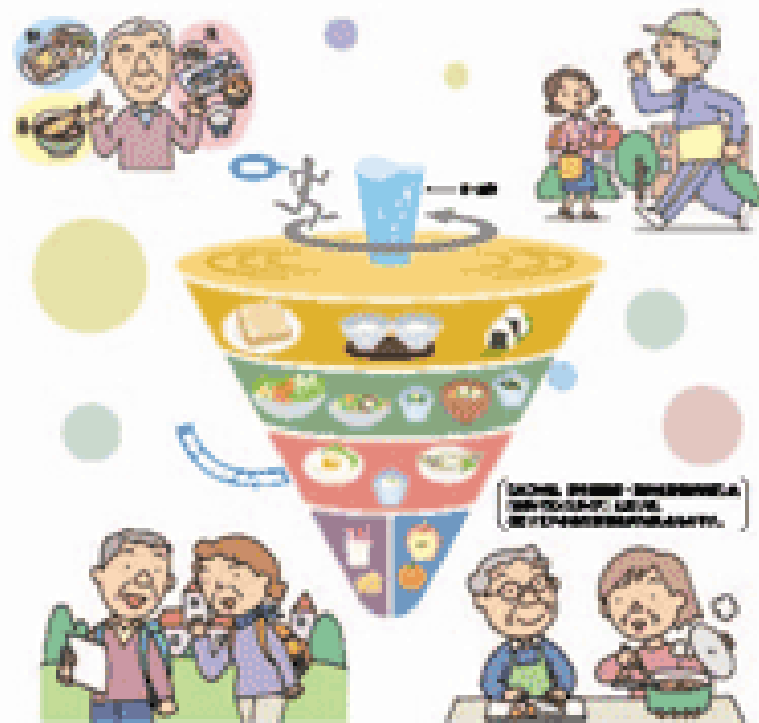




## Meal Balance Guide for the Elderly

Source: Ministry of Agriculture,  
Forestry and Fisheries (MAFF),  
[http://www.maff.go.jp/j/balance\\_guide/b\\_sizai/pdf/korei\\_all.pdf](http://www.maff.go.jp/j/balance_guide/b_sizai/pdf/korei_all.pdf), last  
accessed on December 1, 2011.

## シニア世代の 健康な生活をサポート 食事 バランスガイド



農林水産省

# The Kagoshima Meal Balance Guide

Source:  
Kagoshima Prefecture:  
<http://www.pref.kagoshima.jp/sangyo-rodo/nogyo/syokuiku/k-bg/k-bg.html>,  
last accessed on December 1, 2011.





# The Akita Meal Balance Guide

Akita kuni no shoku netto:

[http://common.pref.akita.lg.jp/aktshoku/shokuiku/index.html?article\\_id=334](http://common.pref.akita.lg.jp/aktshoku/shokuiku/index.html?article_id=334), last accessed on December 1, 2011.

## 「食の国あきた」 あなたの食事は大丈夫？ 食事バランスガイド

料理のイラストや写真をクリックするとレシピが見られます

「食の国あきた」食事バランスガイドは、秋田の郷土料理や県産食材を使った料理などを取り入れて、1日に「何を」「どれだけ」食べたらよいかをわかりやすくイラストで示したものです。  
秋田の食文化を活かしたバランスよい食生活を心がけ、心身ともに健康的な毎日を送りましょう。



「食の国あきた」食事バランスガイドは、厚生労働省と農林水産省が決定した「食事バランスガイド」に基づき作成したものです。

### 郷土料理に見る

### 食事バランスガイド

#### 具だくさんの汁もの、鍋もの

※鍋ものは1杯分で表示しています



納豆汁

主食	副菜	主菜	牛乳	果物
—	2	1	—	—



きりたんぼ鍋

主食	副菜	主菜	牛乳	果物
2	2	2	—	—



きやのっこ汁

主食	副菜	主菜	牛乳	果物
—	2	1	—	—



ハタハタのしょうる鍋

主食	副菜	主菜	牛乳	果物
—	1	2	—	—



だまご鍋

主食	副菜	主菜	牛乳	果物
2	2	2	—	—



いもの汁

主食	副菜	主菜	牛乳	果物
—	2	—	—	—



くじら汁

主食	副菜	主菜	牛乳	果物
—	1	1	—	—

一日分 調理例

5-7 5分 1つ分 = ごはん小盛り1杯 おにぎり1個 卵1個 ロールパン2個 魚焼きがはく  
 主食 (ごはん、パン、麺) 15分 = ごはん(中盛り)1杯 鶏肉と大豆1杯 もりもり汁 スキヤッチャー

5-6 2分 1つ分 = 野菜サラダ きゅうりとわかめの味噌汁 具だくさんおとし ほうろく味噌汁 だし巻き卵 魚肝油  
 副菜 (野菜、きのこ、いも、海藻料理) 野菜料理5回程度 きのこのソテー じゃんぱちの味噌汁 たんぽうとしいたげの味噌汁 甘栗 鶏肉とドラムスティックの肉 2つ分 = 野菜の味噌汁 野菜炒め 芋の煮こころがし アスパラガスの炒め物

3-5 2分 1つ分 = 焼肉 卵 目玉焼き1個 魚がゆの味噌汁 焼き魚 魚の尻から  
 主菜 (肉、魚、卵、大豆料理) 肉・魚・卵・大豆料理から3回程度 2つ分 = まぐろと豆腐の味噌汁 かつお節の味噌汁 3つ分 = ハンバーグステーキ 鶏肉のしょうが焼き 鶏肉のから揚げ

2 2分 1つ分 = 牛乳 コップ半杯 チーズ1かけ スライスチーズ1枚 ヨーグルト1パック 牛乳1杯  
 牛乳・乳製品 2つ分 = 牛乳 コップ半杯 チーズ1かけ スライスチーズ1枚 ヨーグルト1パック 牛乳1杯  
 2 2分 1つ分 = りんご 1個 梨 1個 ぶどう 1房 桃 1個 柿 1個 葡萄 1房  
 果物 1つ分 = りんご 1個 梨 1個 ぶどう 1房 桃 1個 柿 1個 葡萄 1房

※AVとはサービング(食事の器の容量)の単位



# Go, Go, 5! The Smart Life Project

Source: Ministry of Health, Labor and Welfare (MHLW), <http://www.mhlw.go.jp/bunya/kenkou/eiyou-syokuji2/dl/index-b.pdf>, last accessed on December 1, 2011.



野菜、足りてますか？

野菜は不足しがち。  
“GO! GO! 5皿!”とおぼえましょう。

健康で長生きするために、野菜を1日350g以上摂ることが推奨されています。  
「野菜料理1皿 = 野菜約70g」と置き換えて、「毎日、小皿を5つ食べる」と考えるとわかりやすいですね。  
日々の食生活を改善して、健康寿命をのばしましょう。

 9月は、食生活改善普及運動。  Smart Life Project  
健康で長生きをしよう。 健康寿命を伸ばそう。

## Food Self-sufficiency Rates of Major Industrialized Nations in Percent (Calorie-based, Data of 2007)

Ministry of Agriculture, Forestry, and Fisheries (MAFF) (2009), *Sekai no shokuryou jikyuu-ritsu* [Food Self-Sufficiency Rates of the World].

[http://www.maff.go.jp/j/zyukyu/zyukyu\\_ritu/013.html](http://www.maff.go.jp/j/zyukyu/zyukyu_ritu/013.html). Last accessed on December 1, 2011.

● Australia	173
● Canada	168
● United States of America	124
● France	111
● Spain	82
● Germany	80
● Sweden	78
● Japan	40

# Data on Food Self-Sufficiency

## Decline of Food Self-sufficiency Rate of Japan (in percent)

- 1961 78
- 1987 50
- 1993 37
- 2011 40

- Source:

- Ministry of Agriculture, Forestry and Fisheries (MAFF)

[http://www.maff.go.jp/j/zyukyu/zikyu\\_ritu/011.html](http://www.maff.go.jp/j/zyukyu/zikyu_ritu/011.html), last accessed on December 1, 2011.

## Food Self-sufficiency Rates of Individual Prefectures in Japan for 2009 (in percent)

- Tokyo 1
- Osaka 2
- Hokkaido 187
- Okinawa 34

- Data for all prefectures can be found at:

- Ministry of Agriculture, Forestry and Fisheries(MAFF),[http://www.maff.go.jp/j/zyukyu/zikyu\\_ritu/pdf/ws.pdf](http://www.maff.go.jp/j/zyukyu/zikyu_ritu/pdf/ws.pdf), last accessed on December 1, 2011.



# Data on Food Imports and Rice Consumption in Japan

## Food Imports to Japan (2006)

- United States of America 22.9%
- China 16.8%
- Australia 8.1%

## Decline of Rice Consumption

- 1960 48.3%
- 1980 30.1%
- 2004 23.4%
- H. Suematsu (2008), *Shokuryō jikyū-ritsu no 'naze'. Dōshite hikui to ikenai no ka?* [The Purpose of the Food Self-Sufficiency Rate and why it must not be Low], Tokyo: Fusosha Shinsho: 44-46.

- These data were taken from: Japan External Trade Organization (JETRO). 2008.  
[http://www.jetro.go.jp/jpn/stats/trade/pdf/20052006\\_import\\_2.pdf](http://www.jetro.go.jp/jpn/stats/trade/pdf/20052006_import_2.pdf). Last Accessed on February 12, 2008.

# Definition of Food Security

- × Definition of Food Security by the World Health Organization
- × **1. Food availability**
  - × Sufficient quantities of food need to be available on a consistent basis.
- × **2. Food access**
  - × People need to have sufficient resources to obtain appropriate foods for a nutritious diet.
- × **3. Food use**
  - × Appropriate use of food is based on knowledge of basic nutrition and care.
- × The definition of food security can be found at: World Health Organization: <http://www.who.int/trade/glossary/story028/en/>, last accessed on December 2, 2011.

# Food Action Nippon

- Government initiative founded by the Ministry of Agriculture, Fisheries and Forestry (MAFF) in 2008
- **Objective:**
- Upswing of food self-sufficiency rate to 45% by the year 2015
- Co-operation with approximately 150 collaboration partners
- The logo of Food Action Nippon is available at: <http://syokuryo.jp/index.html>, last accessed on December 5, 2011.





# *Taberu Taisetsu – Tsukuru Taisetsu* Vital Eating, Vital Growing

## Let's Try Rice – Corner



- Photographs taken by the author'
- *'Taberu Taisetsu – Tsukuru taisetsu'* Festival, Minato Mirai, Yokohama, April 25/26, 2009

# Conclusion

- Objectives of the government's *shokuiku* campaign go beyond dietary education and the improvement of nutritional habits; the national government uses *shokuiku* to create an independent and strong nation.
- Visual representations of the *shokuiku* campaign reinforce the significance of rice as Japan's major staple food.
- Visual representations such as the meal balance guide emphasize domestic foodstuffs as the most important means toward the improvement of eating habits.
- The emphasis on the nation's health and nutritional habits is coupled with a return to an indigenous food fare.