



NO-FOODLOSS PROJECT

“Loss-non”

Reducing food loss and waste in Japan

「MOTTAINAI」

It is a message from Japan to the World

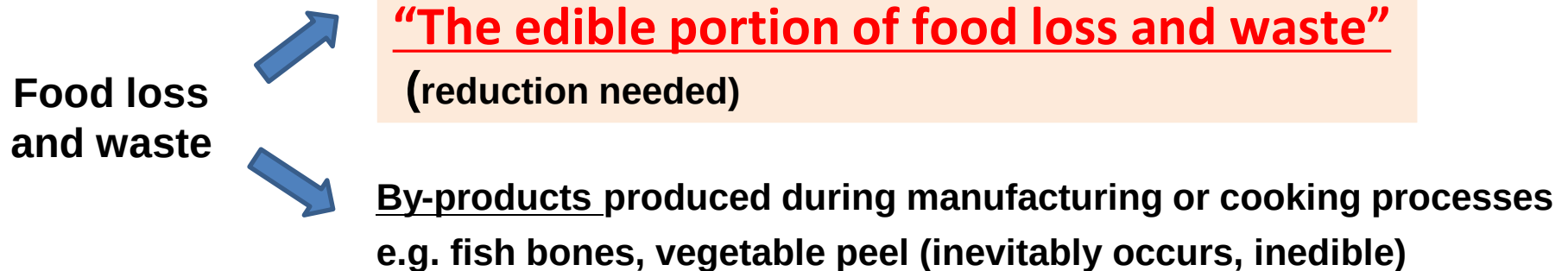
August 2019

Ministry of Agriculture
Forestry and Fisheries
(MAFF), JAPAN

The edible portion of food loss and waste generation in Japan

- ✓ It is necessary to reduce the edible portion of food loss and waste.
- ✓ The edible portion of food loss and waste generated in Japan is 6.43 million tons, which means every person in Japan discards almost the equivalent of a bowl of rice.

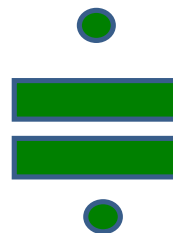
What we aim to reduce?



The edible portion of food loss and waste generation in Japan (FY2016)
(6.43 million tons)

Businesses
edible portion
(3.52 million tons)

Households
edible portion
(2.91 million tons)



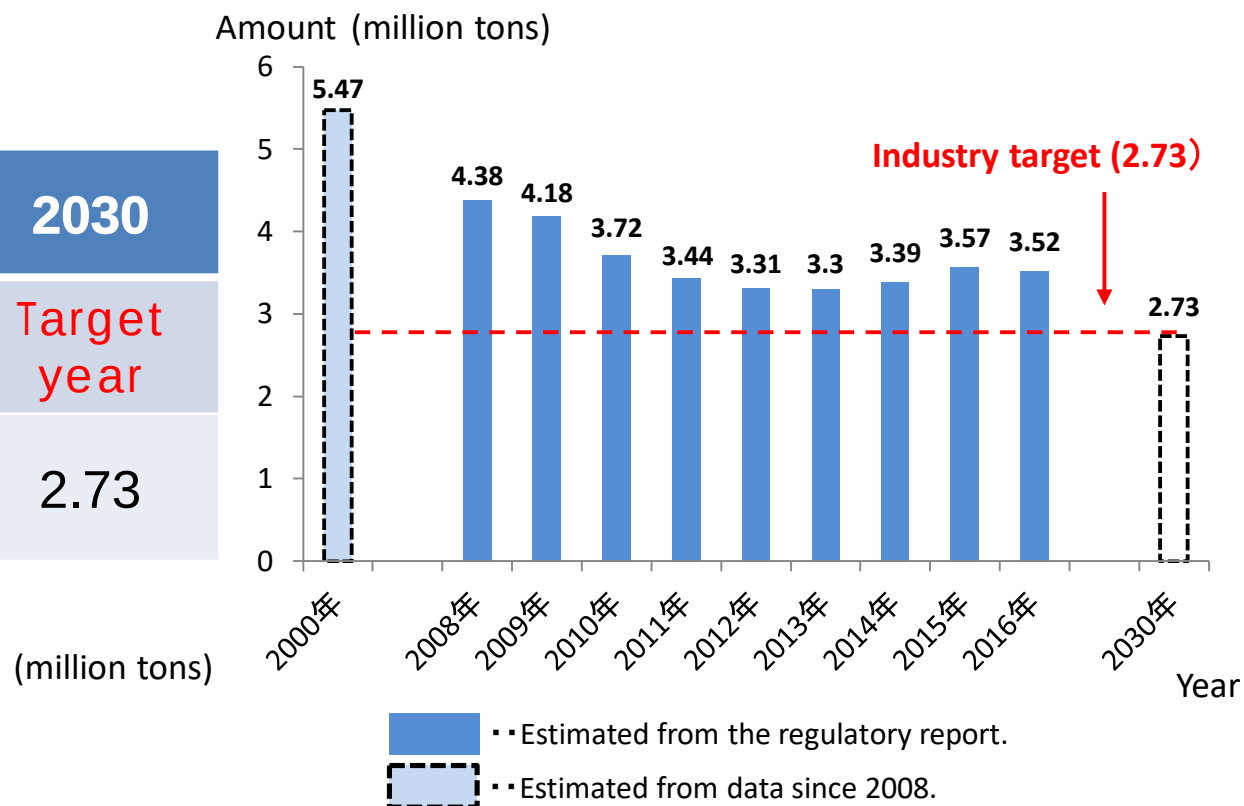
Weight of the edible portion of food loss and waste per person per day:
About 139g
(roughly equivalent to a bowl of rice)

The target for reducing the edible portion of FLW

【Target】

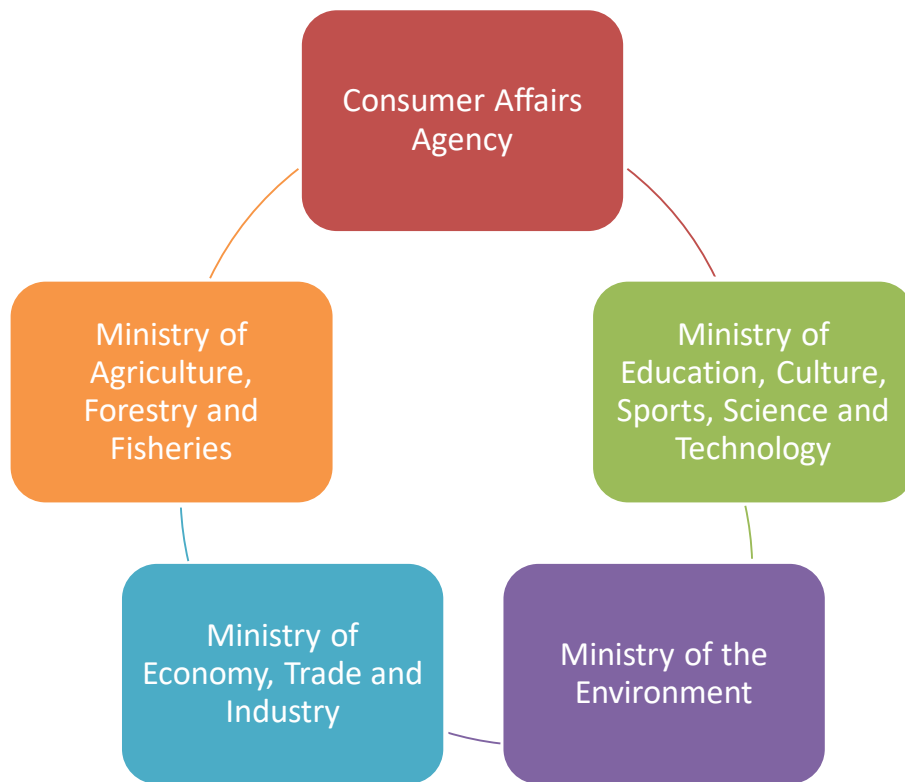
By 2030, to halve the edible portion of food loss and waste

	2000	2016	2030
	Base year	Now	Target year
Industry	5.47	3.52	2.73



Government organizational system for reducing the edible portion of food loss and waste

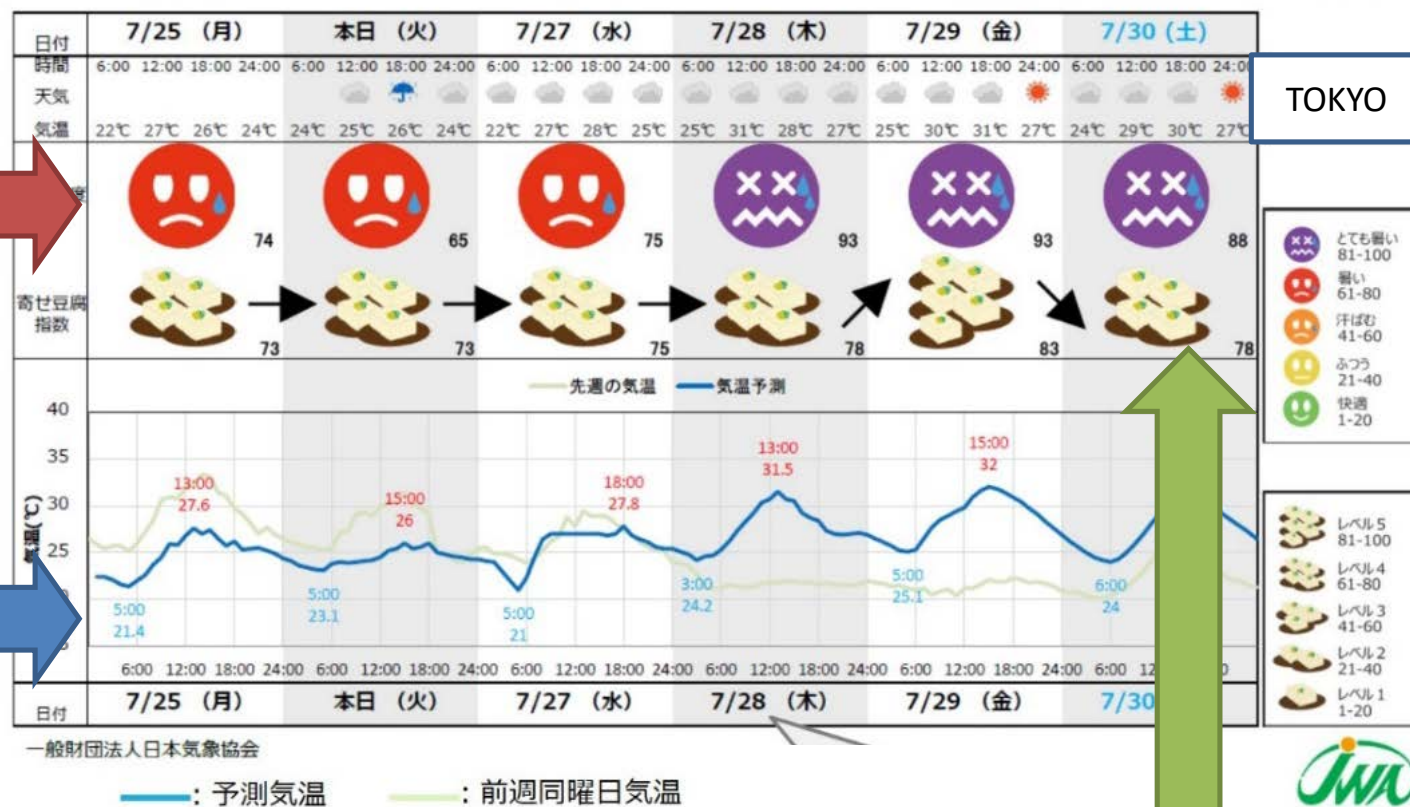
Cooperation between ministries



Food Waste Recycling Act: Overview

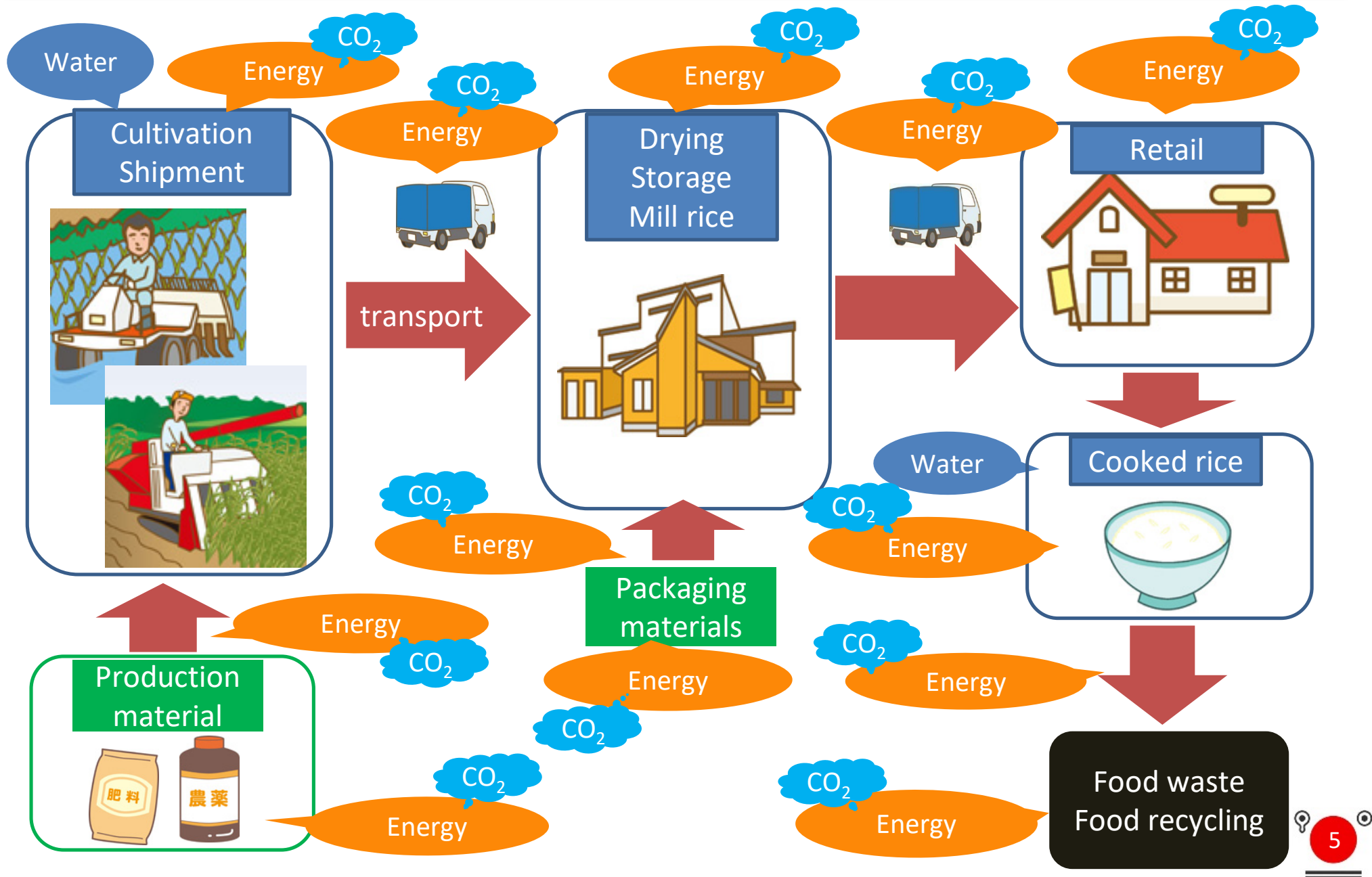
- Basic Principles Developed by the Minister concerned
- Mandatory regular reporting of the volume of food waste generated to the minister concerned
(business operators who generate more than 100 tons of food waste each year)
- Providing guidance and advice for food-related business operators

Weather forecast plus TOFU index



In this demonstration project, which featured cooperation between the Japan Weather Association and food industries, the edible portion of food loss and waste was successfully reduced by refining the demand forecast with a combination of weather information and POS (Point of Sale) data.

Environmental impact of food waste



Promotion of the “NO-FOOD LOSS PROJECT”

～NO-FOOD LOSS PROJECT～



“Loss-non”
the PR
character

- ✓ Both public and private sectors are promoting the NO-FOOD LOSS PROJECT to raise public awareness and encourage action by supporting activities at each stage of the food chain.
- ✓ Japan publicizes its activities worldwide as the source of *mottainai* (a sense of regret concerning waste) philosophy.

At an employee
cafeteria



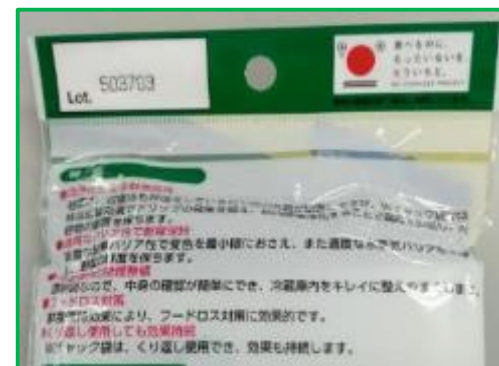
At a restaurant



At a convenience
store



To goods



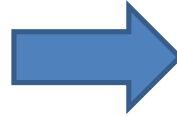
Raise public awareness and encourage action



Thank you



NO-FOODLOSS PROJECT



NO-FOODLOSS PROJECT

from

“Loss-non”



Please see the homepage for food loss and waste initiatives of
the Ministry of Agriculture, Forestry and Fisheries

