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NO-FOODLOSS PROJECT

Food Loss and Waste & Recycling

<Updated as of November 2024>

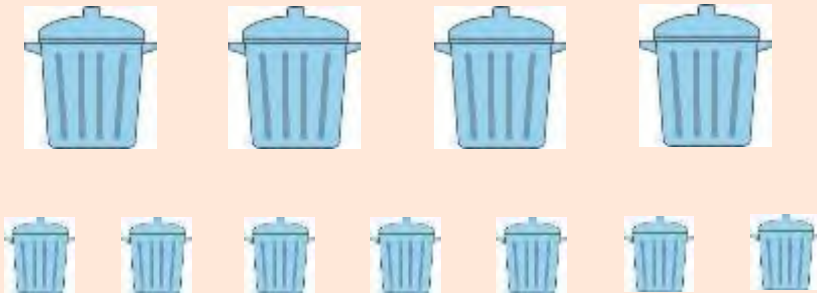
**Ministry of Agriculture,
Forestry and Fisheries**

**Food Service Industry and Food Cultures Division
Food Waste and Recycling Management Office**

Status of food loss and waste in Japan (FY2022)



Volume of food loss and waste in Japan Approx. 4.72 million tons



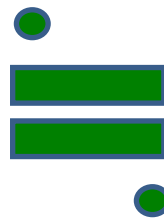
Commercial

Approx. 2.36 million tons



Households

Approx. 2.36 million tons



Volume of food loss and waste
per citizen

103 g per day

*Close to the volume of one rice ball
(approx. 110 g)

42kg per year

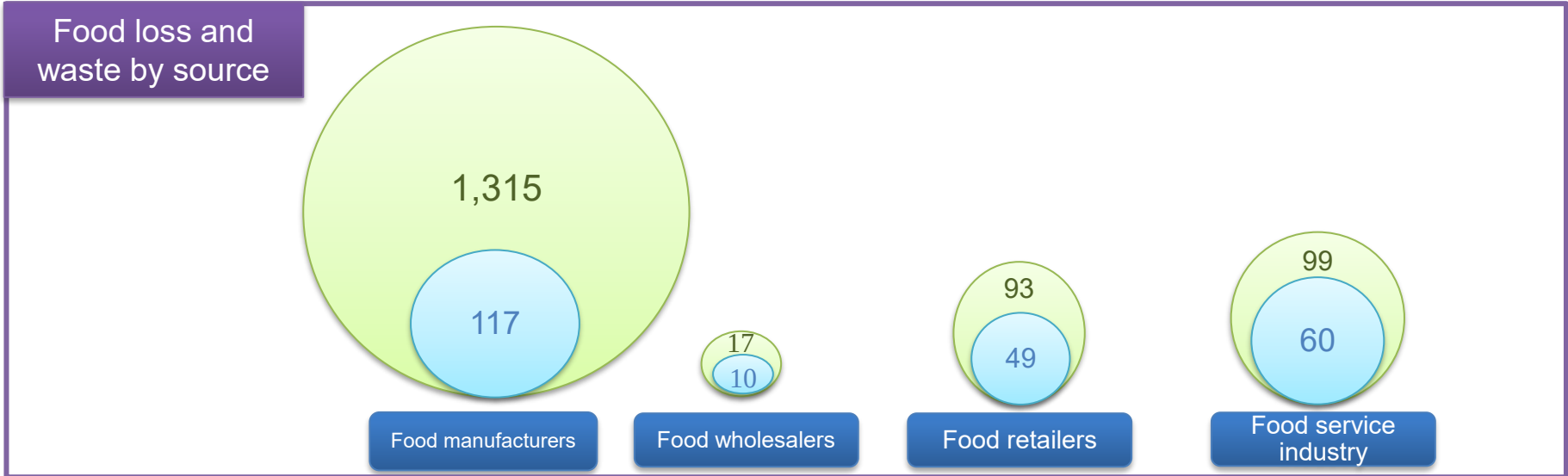
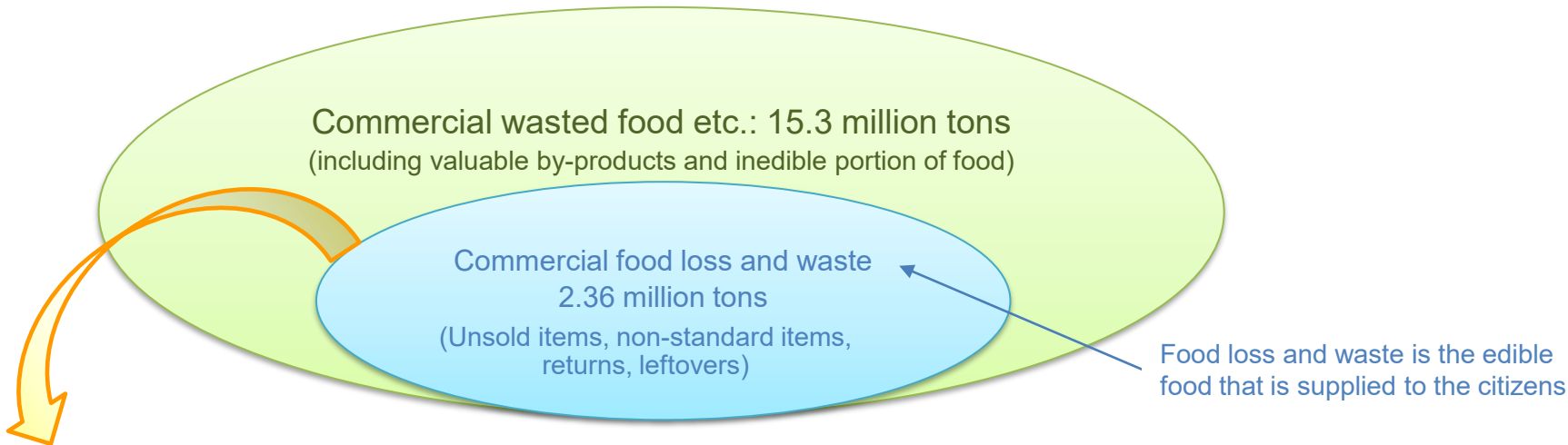


Source: Ministry of Internal Affairs and Communications,
Population Estimates (October 1, 2021), Table for Food
Supply and Demand (confirmed values)

Volume of commercial wasted food, and food loss and waste (FY2022 estimates)



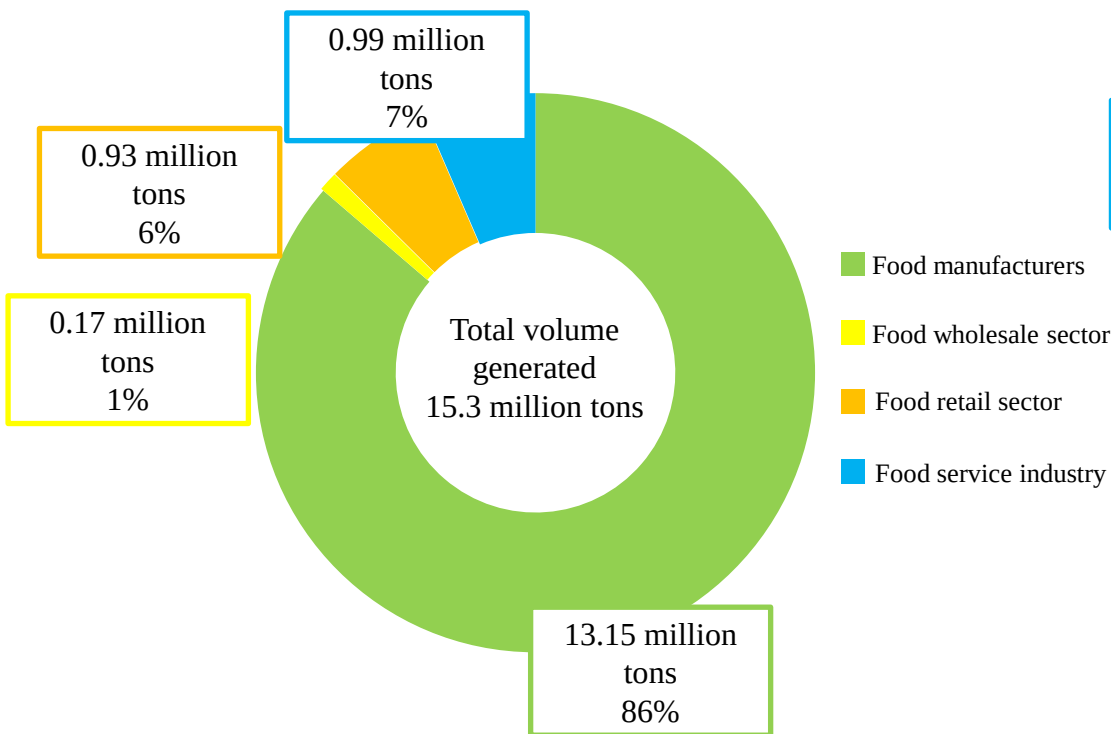
[Food loss and waste]
Of the food that is supplied to the citizens, food loss and waste is the food that is disposed of regardless of whether it is edible.



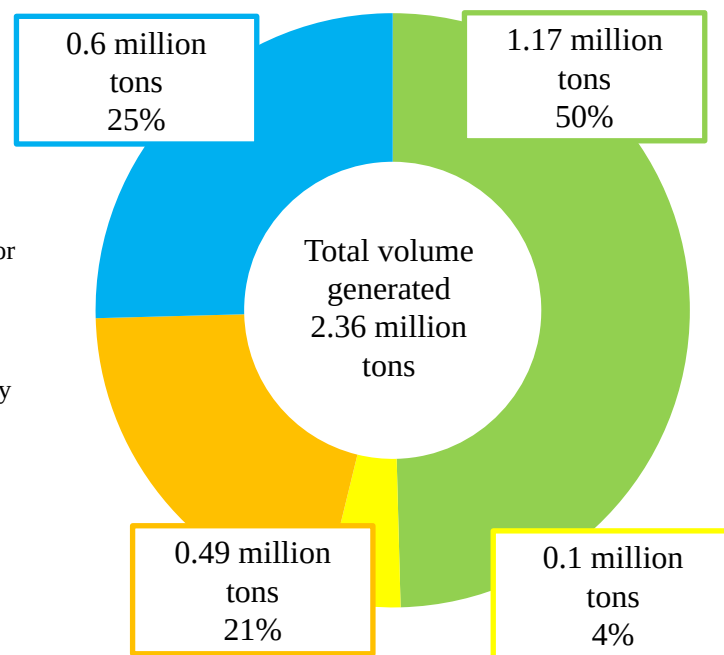
Estimated volume of commercial food waste, and food loss and waste generated (FY2022)

- ✓ The volume of food waste, etc. generated was 15.3 million tons in FY2022. The food manufacturing sector accounted for 86% of this.
- ✓ The edible portion of the food waste, etc. generated was 2.79 million tons. The food manufacturing sector and food service industry accounted for significant portions of this, at 50% and 25% respectively.

(1) Breakdown of commercial food waste by sector

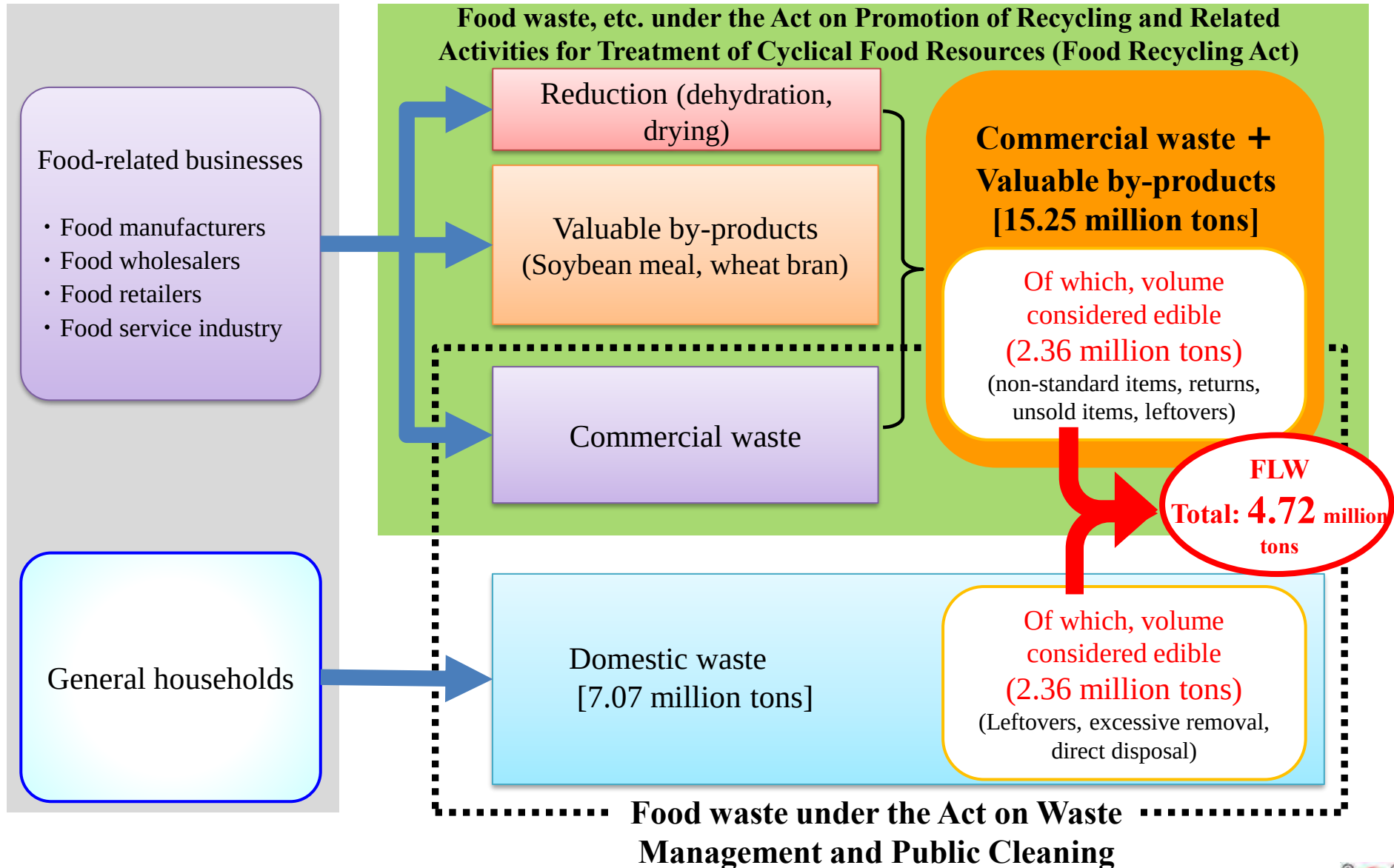


(2) Breakdown of commercial food loss and waste (edible portion) by sector



As figures are rounded off to the nearest number, their sum may not be the same as the total figure.

Estimated volume of food loss and waste generated (FY2022)

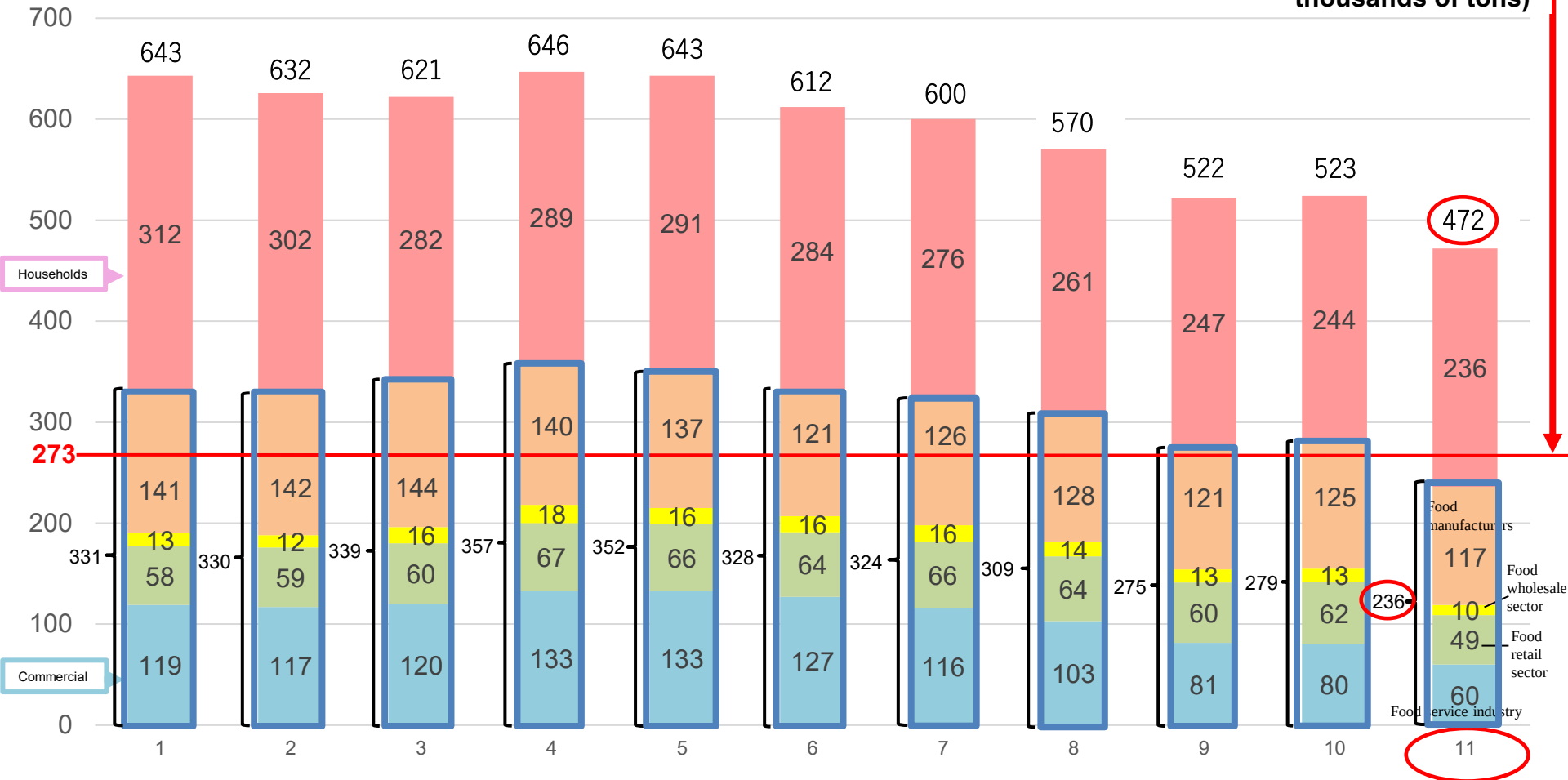


Trends for volume of food loss and waste (FY2012 – FY2022)

✓ The volume of food loss and waste in FY2022 was 4.72 million tons, of which commercial food loss and waste was 2.36 million tons.

FY2030 commercial food loss and waste reduction target
(2.73 million tons)

(Unit: tens of thousands of tons)



Reference: Methods for estimating food loss and waste



● From commercial waste (estimated by the Ministry of Agriculture, Forestry and Fisheries)

1. The Ministry of Agriculture, Forestry and Fisheries (MAFF) estimates the annual volume of wasted food, etc. generated by the food industry overall, grounded on periodic reporting based on the Food Recycling Act and the results of statistical surveys.
2. The volume of edible portion (food loss and waste) is estimated by multiplying the percentage of edible portion of wasted food, etc. obtained through questionnaire surveys conducted on regular reporting entities, by the annual volume of wasted food, etc. generated, which is estimated in 1. above.

● From household waste (estimated by the Ministry of the Environment)

1. Every year, the Ministry of the Environment (MOE) estimates the volume of food loss and waste generated from households based on questionnaire surveys on the status of food waste and food loss and waste generated, conducted on municipalities.
2. For municipalities that do not have information about the volume of food loss and waste, estimates are prepared based on the results of 1. above. The volume of food loss and waste is estimated by multiplying the average percentage of food loss and waste to food waste, by the volume of wasted food.
3. The volume of food loss and waste is estimated by adding the results of 1. and 2. above.

Overview of the Act on Promotion of Food Loss and Waste Reduction (Act No. 19 of 2019)

Preamble

- With a large number of people in the world suffering from malnutrition, this Act demonstrates that food loss and waste is a problem that Japan, a country that imports large amounts of food and depends heavily on food imports, must address seriously.
- This Act clearly sets out the following basic perspectives for reducing food loss and waste: (1) To foster and establish a mindset of not wasting food, so that citizens at all levels will take proactive efforts to address this issue from their respective positions and respond to it in a society-wide manner; (2) To utilize food that is still edible as far as possible without disposing of it.

Promoting food loss reduction through measures to prevent the generation of food waste, etc. (Article 8)

In implementing measures to prevent the generation of wasted food based on the Food Recycling Act, etc., promote the reduction of food loss and waste appropriately in a way that takes the purposes and contents of the law into consideration.

Food loss and reduction month (Article 9)

Establish a food loss and waste reduction month (October) to deepen understanding and interest in food loss and waste reduction.

Date of promulgation: May 31, 2019; Date of enforcement: October 1, 2019

*Cabinet decision on the basic policy: March 31, 2020

Basic policy, etc. (Articles 11 – 13)

- The government formulated a basic policy on the promotion of food loss and waste reduction (Cabinet decision).
- Prefectures and municipalities formulated their own food loss and waste reduction promotion plans based on the basic policy.

Basic measures (Articles 14 – 19)

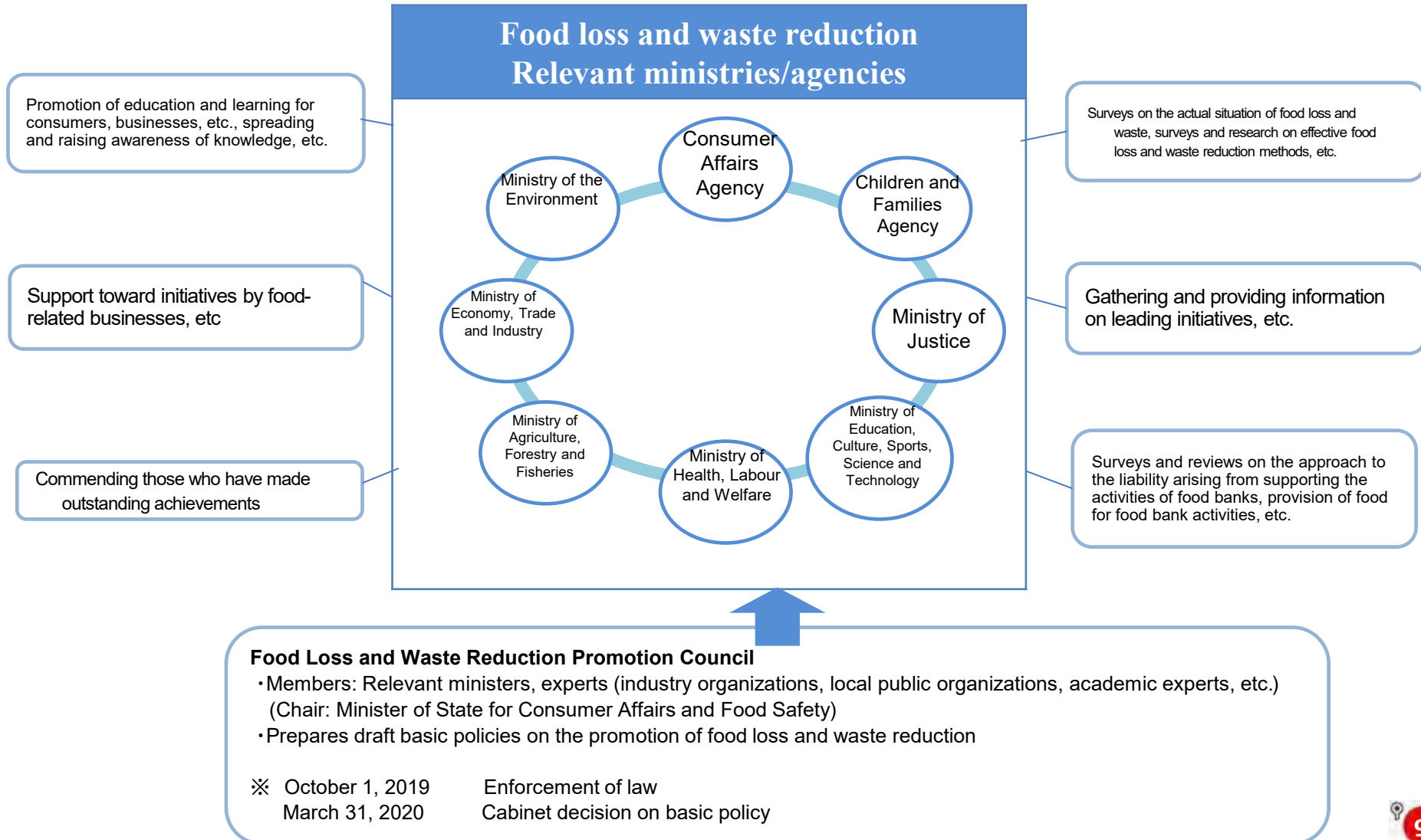
- (1) Promotion of education and learning for consumers, businesses, etc., spreading and raising awareness of knowledge, etc.
*Including raising awareness to deepen understanding of the importance of reducing food loss and waste through collaboration and cooperation with consumers and businesses, such as the sale/ purchase of only the required amount of food, initiatives to eliminate food waste in the food sold/purchased, etc.
- (2) Support toward initiatives by food-related businesses, etc.
- (3) Commending those who have made outstanding achievements in areas related to food loss and waste reduction
- (4) Surveys on the actual situation of food loss and waste, surveys and research on effective food loss and waste reduction methods, etc.
- (5) Gathering and providing information on leading initiatives in the area of food loss and waste reduction
- (6) Surveys and reviews on the approach to the liability arising from supporting the activities of food banks, provision of food for food bank activities, etc.

Food Loss and Waste Reduction Promotion Council. (Articles 20 – 25)

A Food Loss and Waste Reduction Promotion Council, comprising the relevant ministers and experts (Chair: Minister of State for Consumer Affairs and Food Safety), was established as a part of the Cabinet Office to draft basic policies and carry out other relevant work.

Structure of the relevant ministries/agencies for promoting food loss and waste reduction, and their initiatives

In light of the enactment of the Act on Promotion of Food Loss and Waste Reduction, the government has established and convened meetings of the Food Loss and Waste Reduction Promotion Council with a view to further promoting measures related to food loss and waste reduction.



Positioning of the Food Recycling Act



Promotion of the creation of a Sound Material-Cycle Society

Basic Act on Establishing a Sound Material-Cycle Society (basic framework law)

Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging

Act for Recycling of Specified Kinds of Home Appliances

Food Recycling Act

Construction Material Recycling Act

Act on Recycling of End-of-Life Automobiles

Act on Promotion of Recycling of Small Waste Electrical and Electronic Equipment

(Priority of initiatives)

(1) Reduce

(2) Reuse

(3) Recycle

(4) Heat recovery

(5) Proper disposal

Food Recycling Act

With regard to wasted food, etc. such as unsold food, leftovers, and leftovers generated in the production/processing/cooking processes, the Act prescribes the basic policy and promotes efforts by food-related businesses on the following matters:

- (1) Reducing the final amount of disposal by preventing waste generation and reducing the amount generated.
- (2) Using waste as animal feed, fertilizers, etc., and recycling through heat recovery, etc.

Overview of the Food Recycling Act (Act No. 116 of 2000 (revised in December 2007))



○Formulation of the basic policy by the competent minister (July 2019)

- Basic direction toward promoting the recycling and reuse of cyclical food resources
 - Targets related to the volume of cyclical food resources that should be recycled/reused, etc.

○Promoting recycling and reuse (1)

- Presentation of assessment criteria by the competent minister (ministerial ordinance)
 - Standards for carrying out recycling, reuse, etc.
 - Setting of targets for efforts by individual businesses
 - Setting of prevention targets, etc.

*To prevent the generation of wasted food, etc. as far as possible.

*Measures that should be taken in preventing the generation of wasted food, etc.

- Food manufacturing/processing processes: Rationalization of the use of raw materials
 - Food distribution process: Advancement of food quality management, and other improvements to delivery and storage methods
 - Food sale process: Efforts to reduce leftovers
 - Food preparation/meal provision processes: Improvements to preparation methods, efforts to reduce leftovers
- etc.

○Promoting recycling and reuse (2)

- Obligation to report periodically on the volume of wasted food, etc. generated to the competent minister (those generating 100 tons or more per year)
- Facilitating recycling, reuse, etc. among businesses
 - Training and securing recycling business operators through the “Registered Recycling Business System”
 - Creating good practices (Food Recycling Loop) through the “Recycling Business Plan Certification System”

○Guidance, recommendations, etc. measures

- Guidance and advice to all food-related businesses
 - Issuance of recommendations, publication, orders, fines (when efforts are significantly inadequate) for those that generated 100 tons or more of wasted food, etc. in the previous fiscal year.

Positioning of food loss and waste reduction in the Basic Policy for the Food Recycling Act



- ✓ The Basic Policy of the Food Recycling Act positions the prevention of the generation of wasted food, etc., including reducing food loss and waste, as a top priority. On top of that, it also promotes the recycling of wasted food, etc. that has been generated.

Basic Policy on Promotion of Recycling and Related Activities for Treatment of Cyclical Food Resources (July 2019)



- Clearly sets out the reduction of food loss and waste as a basic policy, and sets [the target of reducing commercial food loss and waste by half by FY2030, compared to FY2000 levels.](#)
- Food-related businesses shall strive to keep the wasted food, etc. generation intensity to [below the standard generation intensity.](#)
- Various stakeholders shall work together to implement [food loss and waste reduction national campaigns across the entire supply chain.](#)

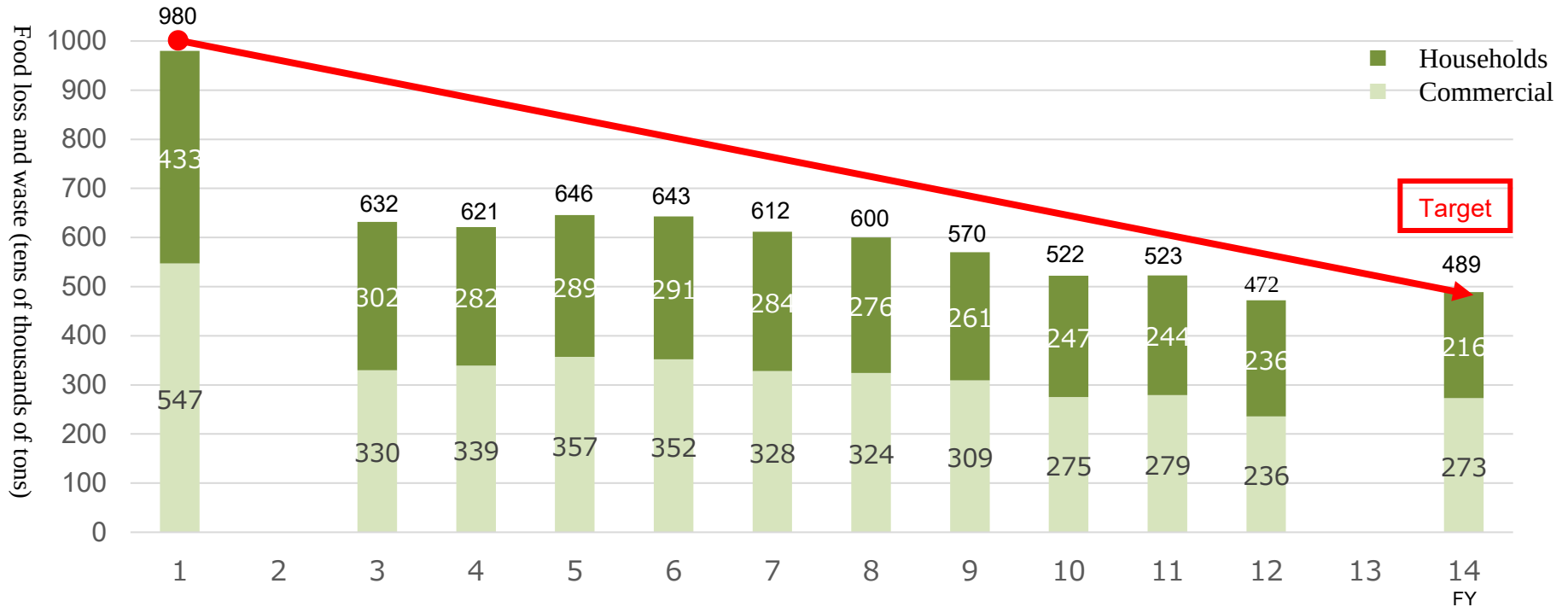


<Specific initiatives (implemented by food-related businesses, consumers, local public organizations, national government)>

- ✓ Review of commercial practices across the food supply chain, such as mitigating delivery deadlines
- ✓ Extension of best-by date and shift to month/year labelling
- ✓ Continued measurement of wasted food, etc.
- ✓ Promoting “eat it all” campaigns
- ✓ Introducing containers (doggy bags) for bringing back leftovers, based on the premise of agreements about the risks of food-related accidents such as food poisoning.
- ✓ Proactive use of food bank activities
- ✓ Promoting communication with consumers and raising awareness toward reducing food loss and waste etc.

Trends for volume of food loss and waste, and reduction target

- ✓ Promote initiatives to reduce the volumes of both household food loss and waste and commercial food loss and waste by half by FY2030, compared to FY2000 levels.



FY	2000		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	(/2000)	2030 (/2000)
Households	433		302	282	289	291	284	276	261	247	244	236	(-45%)	216 (-50%)
Commercial	547		330	339	357	352	328	324	309	275	279	236	(-56%)	273 (-50%)
Total	980		632	621	646	643	612	600	570	522	523	472	(-51%)	489 (-50%)

(Estimates by MAFF and MOE) (Unit: tens of thousands of tons)

*As figures are rounded off to the nearest number, the sum of the breakdown may not match the total.

Figures in brackets () indicate the rate of decrease compared to FY2000

Source: Consumer Affairs Agency, "Reference materials related to food loss and waste reduction"

Target for commercial food loss and waste reduction

[Target] To reduce food loss and waste by half (2.73 million tons) by FY2030, compared to FY2000 levels (5.47 million tons)

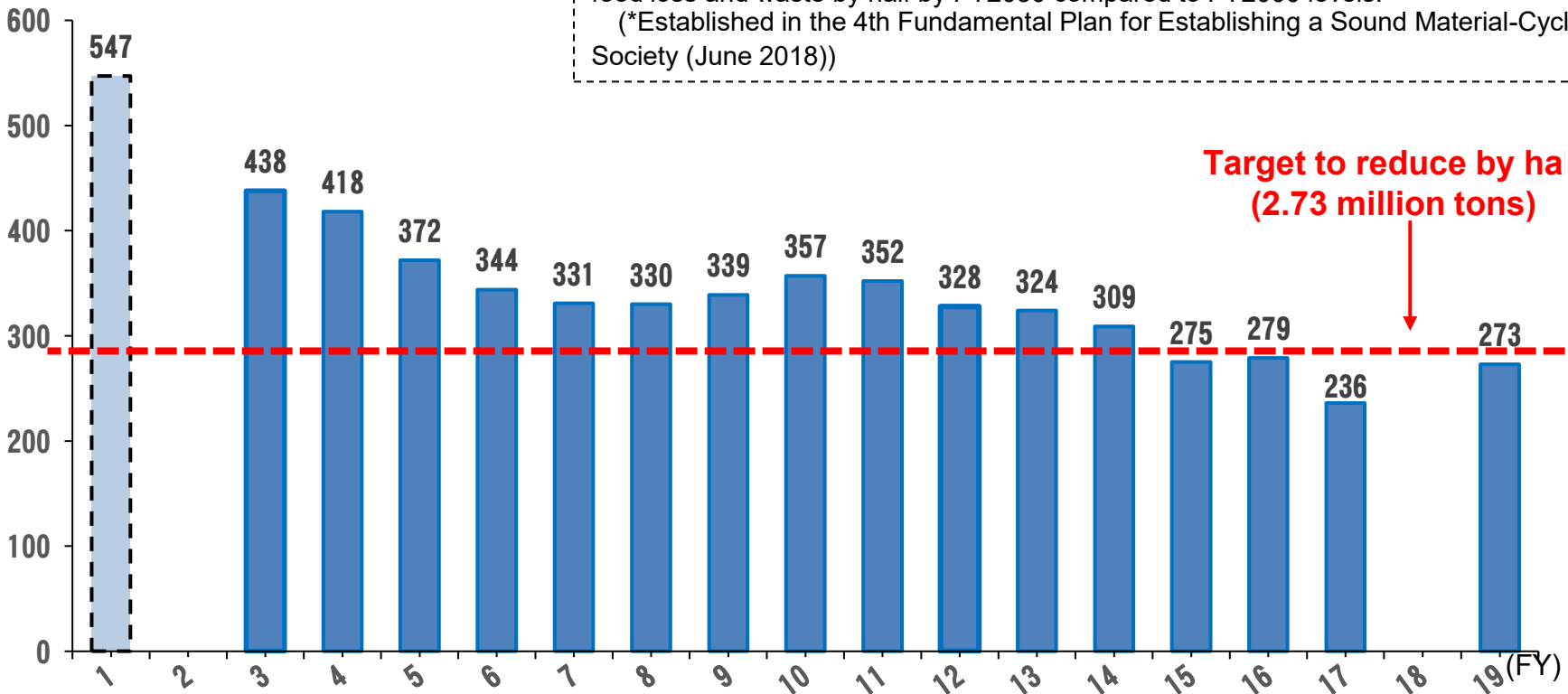
*Established in the Basic Policy for the Food Recycling Act (July 2019), Basic Policy for the Act on Promotion of Food Loss and Waste Reduction (March 2020)

*The starting point, FY2000, is the fiscal year when the Food Recycling Act was enacted.

[For the new target]

Since the food loss and waste reduction target was achieved in FY2022, discussions were begun on the new target.

Commercial food loss and waste
(tens of thousands of tons)



Causes of commercial food loss and waste and direction of countermeasures

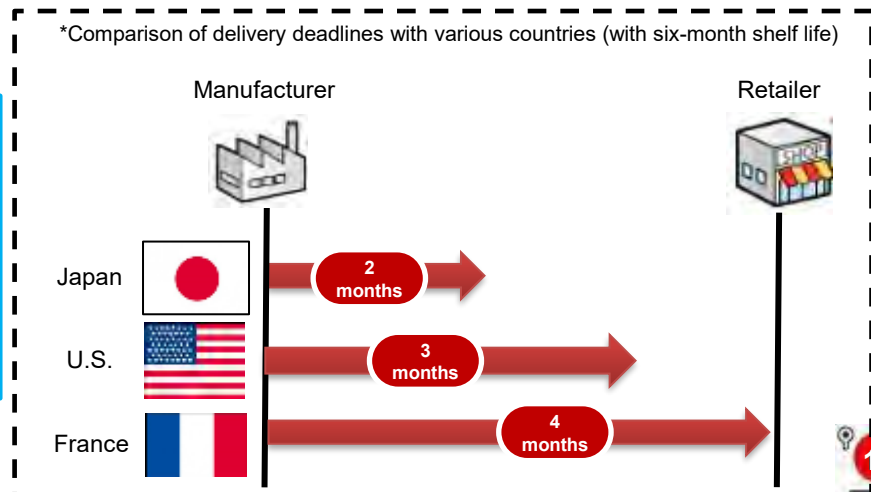
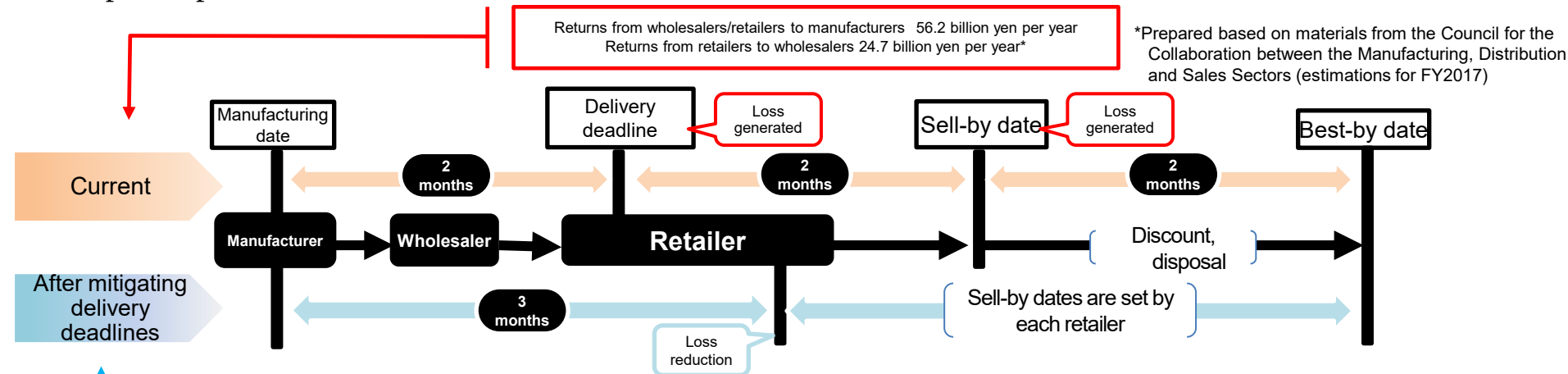
- ✓ The causes of food loss and waste include the so-called “one-third rule” and other commercial practices, lack of understanding among consumers about best-by dates, etc.
- ✓ There is a need for initiatives to reduce commercial food loss and waste across the entire food chain, including producer-distributor-retailor collaboration and promoting understanding among consumers.

	Main causes of food loss and waste	Direction of countermeasures
Food manufacturers	○Commercial practices •Food retailers not stocking products that have exceeded one-third of their best-by date, and not selling products that have exceeded two-thirds of their best-by date. •Not stocking products with a best-by date that is earlier than products received previously.	Review commercial practices Collaborate with food banks
Food wholesalers		
Food retailers		
	○Placing large orders for fear of losing sale opportunities	Promote sales that correspond to demand
	○Lack of understanding among consumers about best-by dates	Educate consumers
Food service industry	○Leftovers generated by consumers	Promote “eating it all” and “bringing leftovers back”

Mitigating delivery deadlines (review of the “one-third rule”)

- ✓ The deadlines for delivery from manufacturers and the sell-by dates in the stores, set by retailers, etc., are often set based on the commercial practice of dividing the period from the manufacturing date to the best-by date into threes (so-called "one-third rule"). It is regarded as one of the causes of wasted food, and there is a need to address it across the entire food chain.

*Example of product with six-month shelf life



Shift to month/year labelling for best-by date



- ✓ Month/year labelling can also be used for food with more than three months of shelf life.
- ✓ The Commercial Practices Examination Working Team recommends each company to put creative effort into making date labels easier to understand for consumers, and to prevent food loss and waste from occurring in the distribution stages when stock is shipped in order of their dates. (From FY2012 ~)
- ✓ When using the month/year labelling format, the "day" is rounded off, thereby making it difficult to address the issue as delivery deadlines remain tight.

14/09/2020



08/2020

[Case study 1: Japan Soy Sauce Association]

As overly strict date management has resulted in late-night/early-morning operations and returns, when preparing the "Guidelines on Date Labelling for Soy Sauce," it recommended using month/year labelling in principle for products with more than three months of shelf life.

[Case study 2: Japan Soft Drink Association]

In September 2018, it published the "Voluntary Guidelines for Soft Drinks Concerning Month/Year Best-by Date Labelling, Toward Preventing/Reducing Food Loss and Waste" to promote the use of month/year labelling across the industry.

[Case study 3: All Nippon Kashi Association]

Conducts surveys on the progress status of companies every year and calls for the implementation of best-by date extensions and use of month/year labelling.

[Case study 4: Ajinomoto Co., Inc.]

Of the household products with best-by date of one year or more, it expanded the target products for changing the best-by date labelling from "day, month, year" to "month and year" in August 2017, and at the same time extended the best-by date.

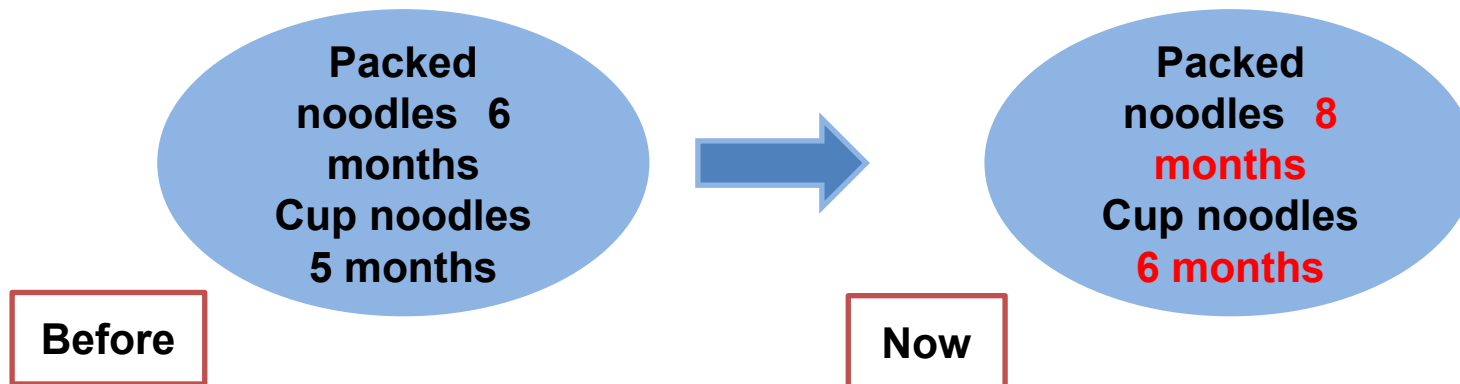


Extension of best-by date

- ✓ It is possible to review the best-by date due to developments in food quality assurance technologies in the production process.
- ✓ The Commercial Practices Examination Working Team recommends conducting an examination once again based on scientific knowledge, and working on extending the best-by date with the understanding of consumers. (From FY2012 ~)

[Case study: Japan Convenience Foods Industry Association]

- Due to improvements in manufacturing and packaging technologies to date, the Association has concluded that it is possible to extend the best-by date, and accordingly revised the Guidelines for Setting Date Labels for Instant Noodles in June 2013.
- From the spring of 2014, cup noodles and packed noodles have been launched with their best-by dates extended by one to two months.



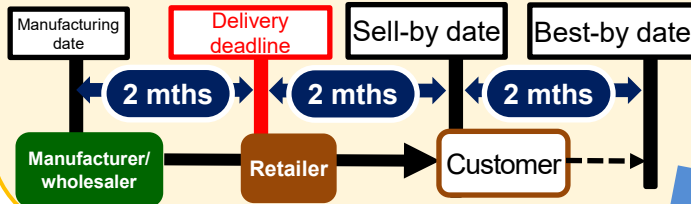
Three-pronged efforts: mitigating delivery deadlines, shifting to month/year labelling for best-by dates, and extending best-by dates

- ✓ A three-pronged effort is promoted for processed foods distributed at normal temperature: mitigating delivery deadlines, shifting to month/year labelling for best-by dates, and extending best-by dates.

Hard to visualize the benefits for retailers

Mitigating delivery deadlines

Promote the mitigation of the “one-third rule” (commercial practice of delivering products to retailers by one-third of the best-by date) to “a half” of the best-by date.
Retailers are concerned about the reduction in sales period.



Promote simultaneously

Shift to month/year labelling for best-by date

From the viewpoints of preventing rejected deliveries due to date reversal, as well as saving manpower, promote the shift to using a month/year format for best-by date labels, instead of day/month/year.
Manufacturers are concerned about the reduction in shelf life as the date is rounded off.

R1.9.17

R1.8

Limitations with delivery deadlines remaining tight

Extension of best-by date

Contributes to both issues

	Food manufacturers	Food wholesalers	Food retailers
Mitigating delivery deadlines	○ (Reduces wasteful production and inventory)	—	× (Reduces sales period)
Shift to month/year labelling for best-by date	△ ((+) Improves efficiency of inventory management) ((-) Reduces best-by date by maximum of one month)	○ (Improves efficiency of inventory management)	○ (Improves efficiency of stocking operations, etc.)

Information Liaison Committee on Efforts To Reduce Wasted Food (Purposes/Objectives)

- ✓ A new information liaison committee was established to review commercial practices such as delivery deadlines ("one-third rule").
- ✓ The food industry, consumers, and administration will coordinate to further promote efforts to reduce food loss and waste.

Moves by the government, etc.

MAFF conducted reviews toward revising the Basic Act on Food, Agriculture and Rural Areas, more than 20 years after its first enactment. It has reached a decision on the New Directions in the Development of Food, Agriculture, and Rural Area Policies, which sets out the direction for the revisions. (2023)

[New Directions in the Development of Food, Agriculture, and Rural Area Policies (Excerpt)]

(Decision by the Headquarters on Measures to Secure Stable Supply of Food and Strengthen the Agriculture, Forestry, and Fisheries Industries on June 2, 2023, chaired by the Prime Minister)

2. Securing a stable supply of food

(8) **Sustainable development of the food industry** (food manufacturers, food services sector, food-related distributors)

With a view to reducing food loss and waste, the government will promote the **review of commercial practices** such as **improving manufacturing efficiency** at the production stage, **developing technology to extend best-by date**, and reviewing delivery deadlines ("one-third rule"), as well as encourage efforts by food businesses to **disclose information on the volume of food waste as well as the volume donated to food banks**.

[Reference]

○ From the viewpoint of ensuring smooth access to food, the "New Directions" clearly set out the need to review commercial practices toward improving logistical productivity, in light of the increasing severity of labor shortage among truck drivers (such as the "2024 problem").

Objectives of convening meetings of the Committee

- To effectively prevent food wastage, etc. and reduce food loss and waste, it is vital to address the issues through **coordination between the food industry, consumers, and administration**.
- To **create a forum for the mutual sharing and dissemination of challenges** in advancing initiatives **and the solutions, etc.**, and to further promote food loss and waste reduction as a national campaign.

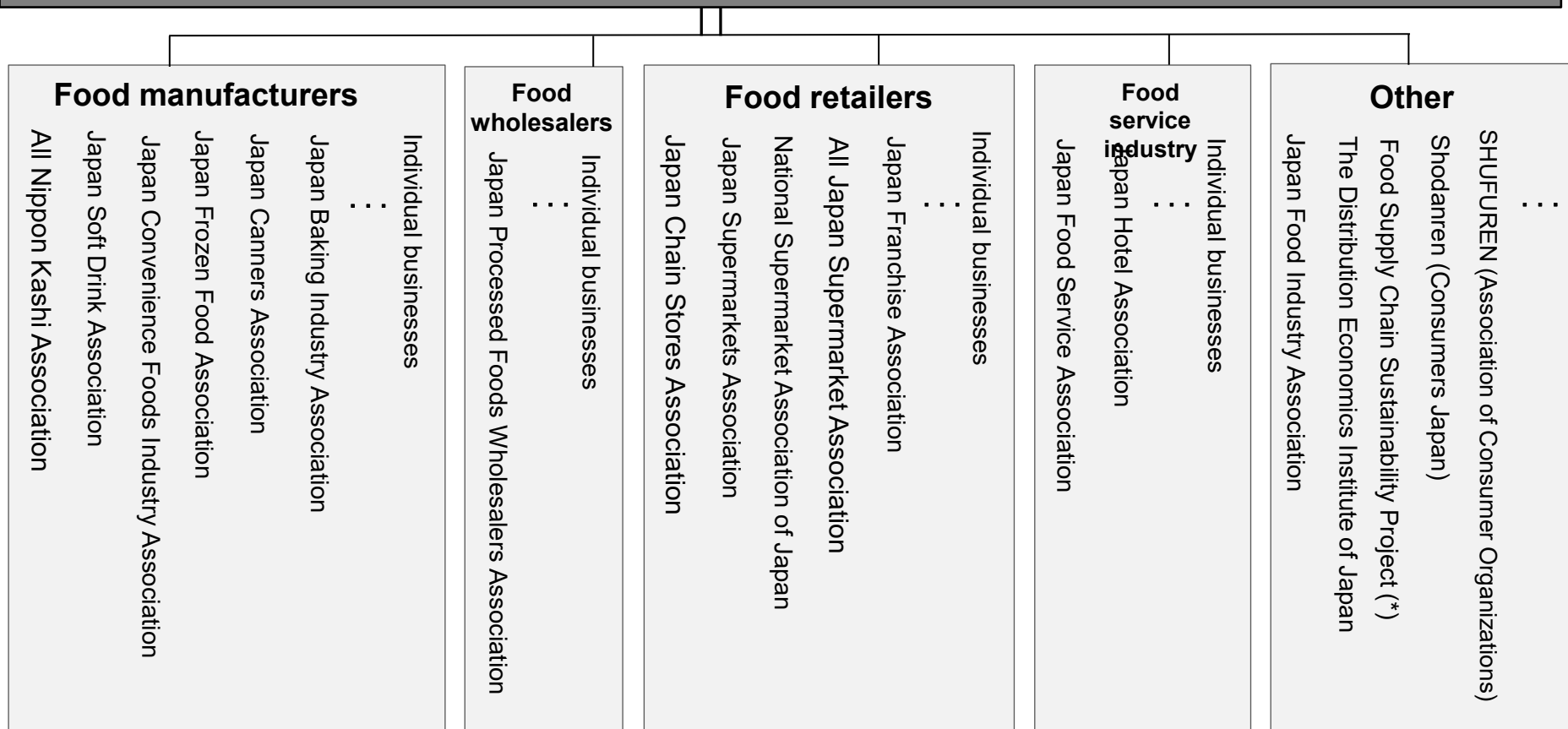
Structure of the Information Liaison Committee on Efforts To Reduce Wasted Food

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Information Liaison Committee on Efforts to Reduce Wasted Food

Secretariat: MAFF



Observers: Consumer Affairs Agency, MOE, MHLW, METI, MLIT, Regional Agricultural Administration Offices, etc.

*Food Supply Chain Sustainability Project (FSP)
 Japan Processed Foods Wholesalers Association, three retailers' organizations (Japan Supermarkets Association, National Supermarket Association of Japan, All Japan Supermarket Association),
 Shokuhin Butsuryu Mirai Promotion Council (SBM): Ajinomoto Co., Inc., Kagome Co., Ltd., Kikkoman Corporation, Kewpie Corporation, The Nisshin Oil Group, Ltd., Nisshin Seifun Welfare Inc., House Foods Group Inc., Mizkan Holdings Co., Ltd.

Commercial Practices Examination Working Team



- ✓ There is a need to address issues, such as food loss and waste generated through excessive inventory and returns, across the entire supply chain.
- ✓ For this reason, the Commercial Practices Examination Working Team for Food Loss and Waste Reduction was established to serve as a forum for discussions among manufacturers, wholesalers, and retailers, and to support their initiatives.

Commercial Practices Examination Working Team for Food Loss and Waste Reduction

Food manufacturers
(14 companies/
organizations)

Food
wholesalers
(4 companies)

Food retailers
(8 companies/
organizations)

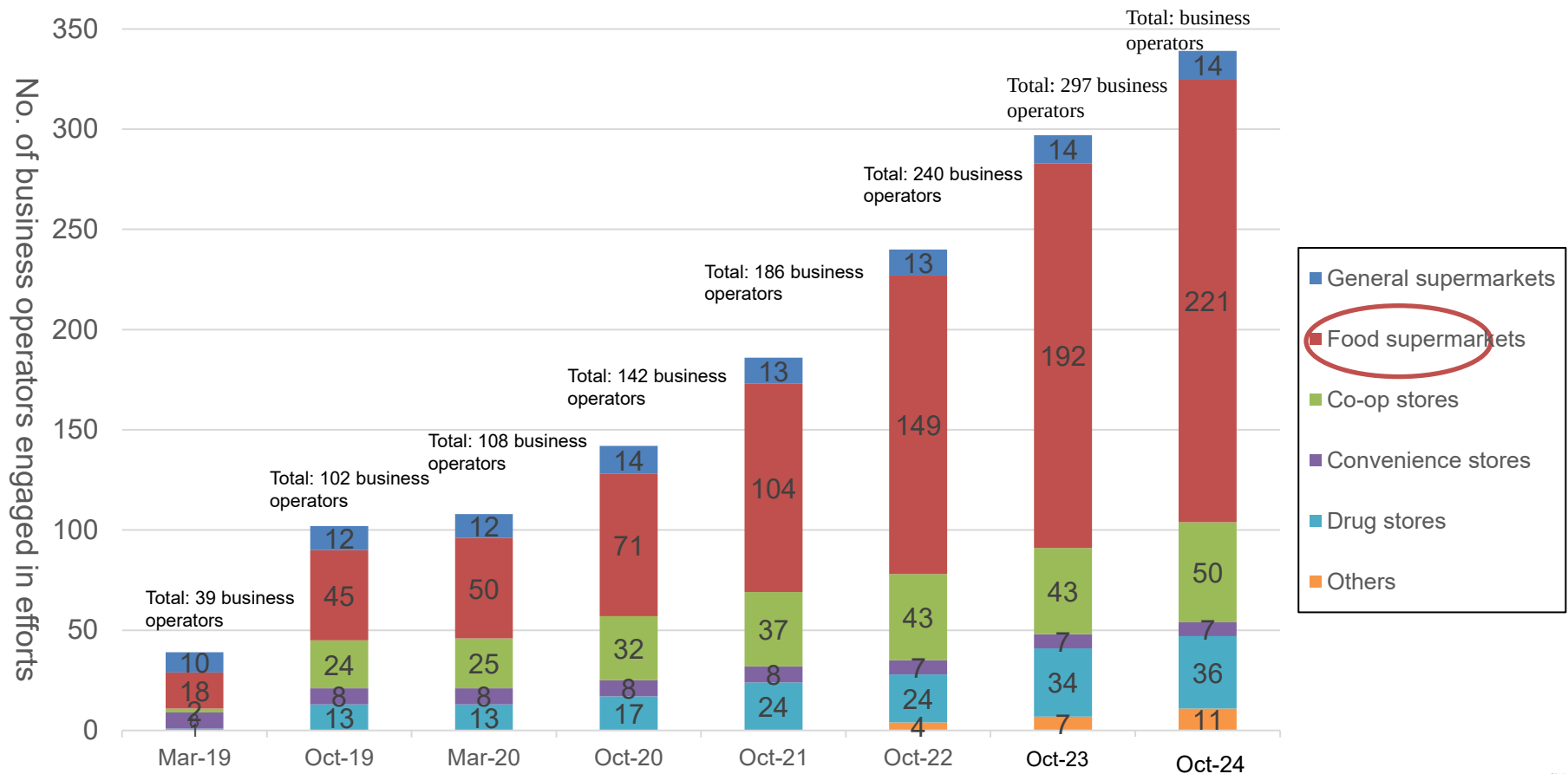
FY2012	•Survey on returns and disposal of processed foods
2013	•Pilot project for reviewing and re-examining delivery deadlines (beverages, confectionery whose best - before period is 180 days or more)
2014	•Conducted delivery deadline mitigation •Survey on disposal and excessive production of daily foods •Conducted "Mottainai Campaign"
2015	•Expanded delivery deadline mitigation, risk analysis of the mitigation of delivery deadlines •Shared examples of initiatives to reduce food loss and waste in daily foods •Summarized "Activity Summary"
2016	•Obtaining information on status of efforts, analysis of effects, etc., and promotion of efforts through dissemination of good practices
2017	•Expanded target items and companies for the mitigation of delivery deadlines for processed foods •Verified concrete effects of month/year labelling for best-by date and other initiatives •Prepared PR materials to promote understanding among consumers
2018	•Expanded target items for the mitigation of delivery deadlines for processed foods •Demonstrated mitigation of delivery deadlines in local retail stores •Improved ordering precision to reduce loss in daily items, and review of approach to manufacturing-distribution-sales collaboration
2019	•Expanded target companies for the mitigation of delivery deadlines for processed foods (local retailers, etc.) •Survey/analysis toward promoting optimal ordering for daily items
2020	•Risk analysis of the mitigation of delivery deadlines for processed foods (conducted on large- and medium-sized SM) •Survey on the implementation status of the mitigation of delivery deadlines for processed foods by region •Reviewed the feasibility of food loss reduction by improving the precision of demand predictions using AI
2021	•Survey on the implementation status of the mitigation of delivery deadlines for processed foods by region (compared to previous fiscal year) •Survey on the actual situation concerning the progress and issues related to mitigation of delivery deadlines for processed foods •Survey on the actual situation concerning shortages of daily items, store delivery conditions, etc.
2022	•Survey/publication of companies that have extended best-by dates (new) •Survey/publication of companies that have set safety coefficient at 80% or higher (new)
2023	•Survey on the implementation status of the commercial practices review for processed foods and daily items •Risk analysis of the mitigation of delivery deadlines for processed foods (conducted on local SM, etc.) •Simulation of the precision of demand predictions of daily items, and filing examples of initiatives

*Surveys on the actual situation for the mitigation of delivery deadlines and shift to month/year labelling, are conducted every fiscal year.

Trends among business operators that are mitigating delivery deadlines

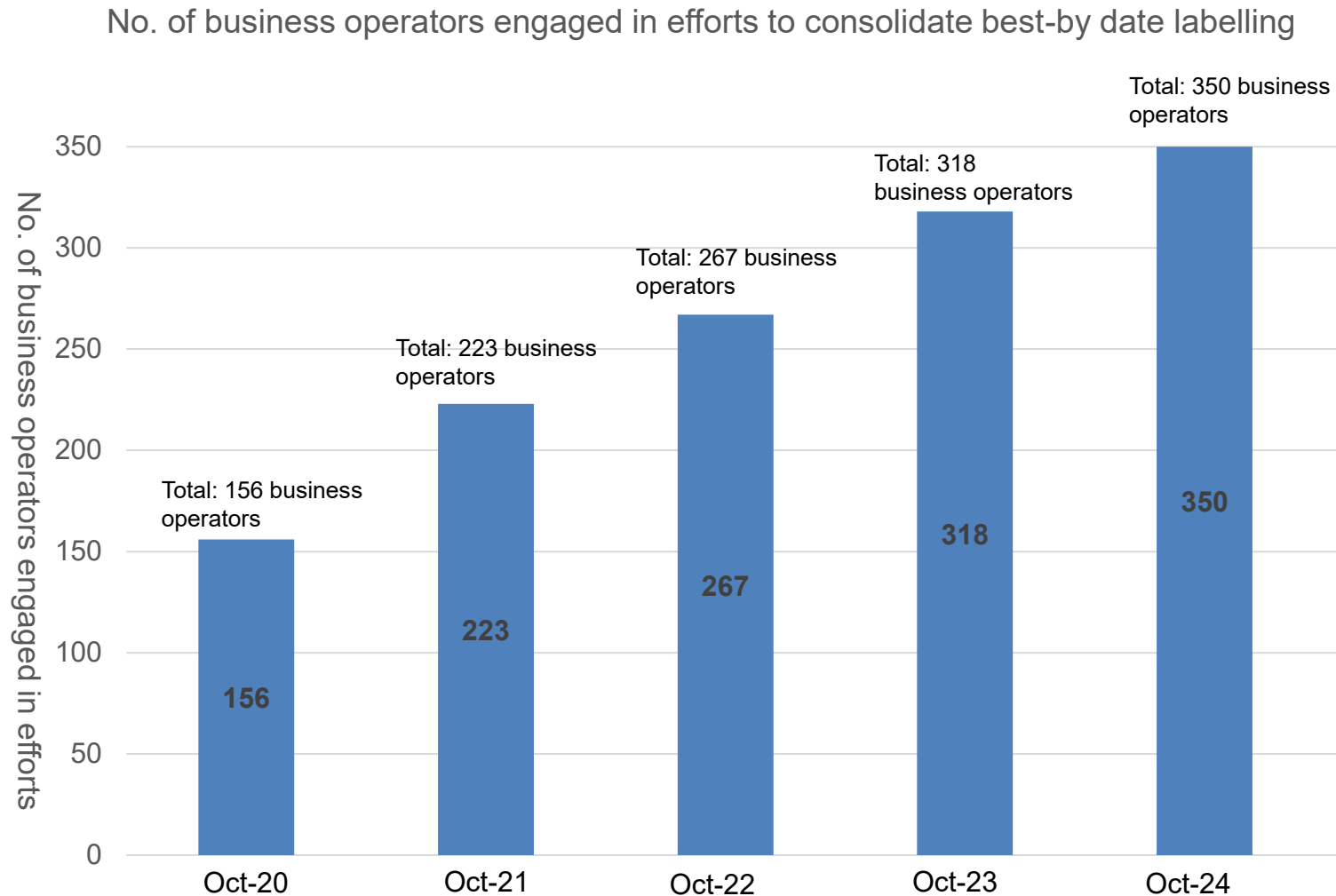
- ✓ There was initially progress in efforts, particularly among leading general supermarkets and convenience stores.
- ✓ Most recently, efforts are growing mainly among food supermarkets, and the overall number of business operators engaged in efforts is increasing.

Number of business operators engaged in efforts to mitigate delivery deadlines



Trends among business operators that are consolidating best-by date labelling

- ✓ The number of business operators engaged in such efforts has been increasing every year since FY2020 when the survey started.



Promoting sales corresponding to demand (“ehomaki” loss reduction)

- ✓ In January 2019, the government called upon retailers' organizations to conduct sales corresponding to demand for ehomaki sushi rolls
- ✓ As a result of efforts such as reviewing production plans and creatively manipulating the size and composition of rolls, about 90% of retailers improved disposal rate from the previous year.
- ✓ From 2020, retailers engaged in food loss and waste reduction of ehomaki sushi rolls were provided with educational materials for consumers, and their business names were published.
- ✓ (2020: 43 business operators→2021: 65 business operators→2022: 77 business operators→2023: 90 business operators→**2024: 99 business operators**)
(https://www.maff.go.jp/j/shokusan/recycle/syoku_loss/kisetsusyokuhin.html)

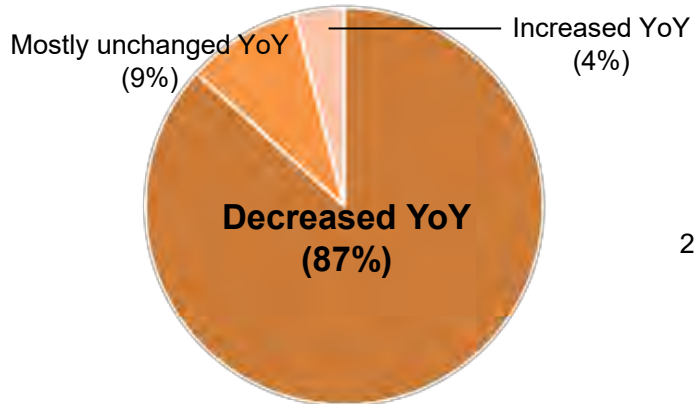
<Details of call to action to retailers' organizations>

From the perspective of effectively utilizing valuable food resources, they were asked to spread the word among their member companies to promote sales corresponding to demand.

<Results of survey on waste reduction status for ehomaki sushi rolls in February 2019>

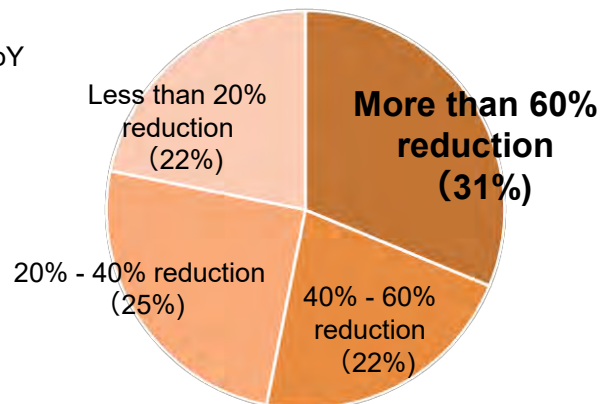
[YoY comparison of wastage (monetary value) during Setsubun]

(No. of companies that responded: 75)



[Percentage of wastage rate reduction]

(No. of companies that responded: 64)



[Examples of sales efforts by retailers]

- Formulating production plans by time period
- Adjusting in-store production based on popularity of item
- Increasing lineup of half-sized items
- Boosting pre-order sales

<Example of educational material>



(Overview of survey)

Seven food retailers' organizations, to whom administrative communication is sent, were asked for help with the survey, and responses were received from 75 companies.

(Survey period: February - April 2019; Response rate: 18.8%)

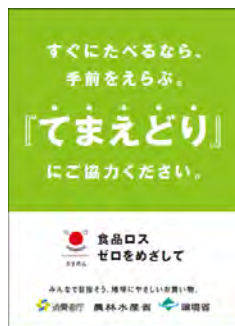
Educating consumers (Food Loss and Waste Reduction Month)

- ✓ To support efforts to reduce food loss and waste through cooperation between retailers and consumers, food retailers were called upon to conduct educational activities in their stores to raise awareness on food loss and waste reduction.
- ✓ During Food Loss and Waste Reduction Month in October 2023, the government invited retailers and food service providers to conduct educational activities on consumers by using educational materials, etc., as well as local governments that will encourage businesses to promote food loss and waste reduction. As a result of the applications received, the names of 109 businesses and 84 local governments were published.
(https://www.maff.go.jp/j/shokusan/recycle/syoku_loss/keihatsu/2023.html)

[Examples of educational materials]



[Examples of utilization]



(Can be downloaded by anyone)



The “Temaedori” initiative spreads to food supermarkets and co-ops!

Promoting “Temaedori”

- ✓ In cases where food can be eaten soon, “Temaedori” (choosing products that are at the front of the product shelf) is expected to be effective in reducing food loss and waste.
- ✓ Efforts began on June 1, 2021, to promote “Temaedori” to consumers at four convenience store chains (*) that are members of the Japan Franchise Association.
(*7-Eleven, Family Mart, Ministop, Lawson)
- ✓ The educational materials can also be downloaded from the websites of the associations and the respective ministries and agencies, and used by general retailers.
(<https://www.maff.go.jp/j/press/shokusan/kankyoi/210601.html>)

○ Promotion and raising awareness of “Temaedori”

[Examples of promotion of the initiative]



• Co-op Kobe and Kobe City

Since October 2018, the two entities have been working together to promote the campaign.

Photo: Promotion at a Co-op Kobe store



Band-type POP
promotional tool



• Convenience stores

Since October 2022, six convenience store chains have been implementing initiatives (in addition to the abovementioned four chains, Seicomart and Daily Yamazaki)

[Raising awareness]

• Selected among top 10 New and Trendy Word Grand Prix for 2022



“Temaedori” was selected as one of the top 10 in the “U-CAN New and Trendy Words Grand Prix.”

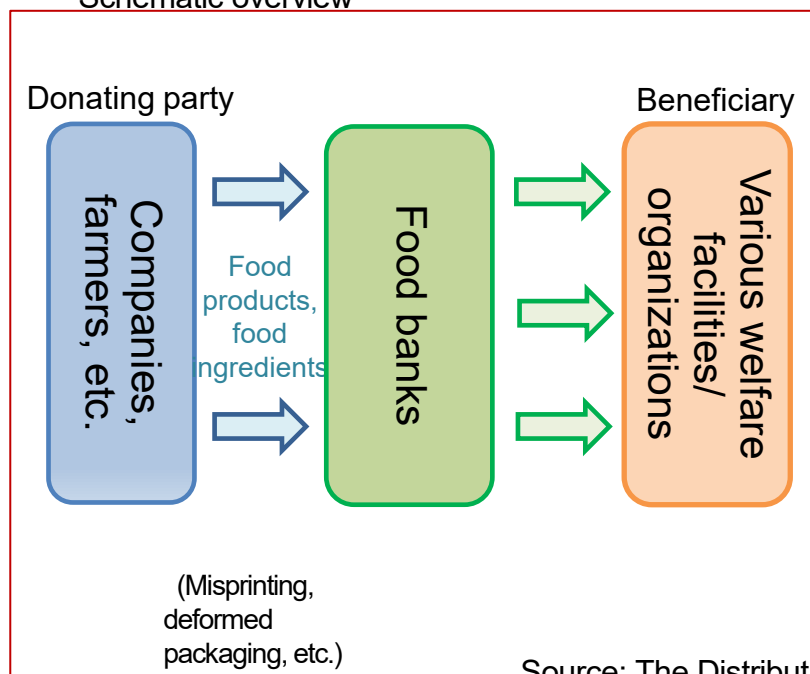
Photo: Awards ceremony of the U-CAN New and Trendy Words Grand Prix (December 1, 2022)

[Receipients: Co-op Kobe and Kobe City, Japan Franchise Association, Consumer Affairs Agency/MOE/MAFF, and MAFF (BUZZ MAFF photography member)]

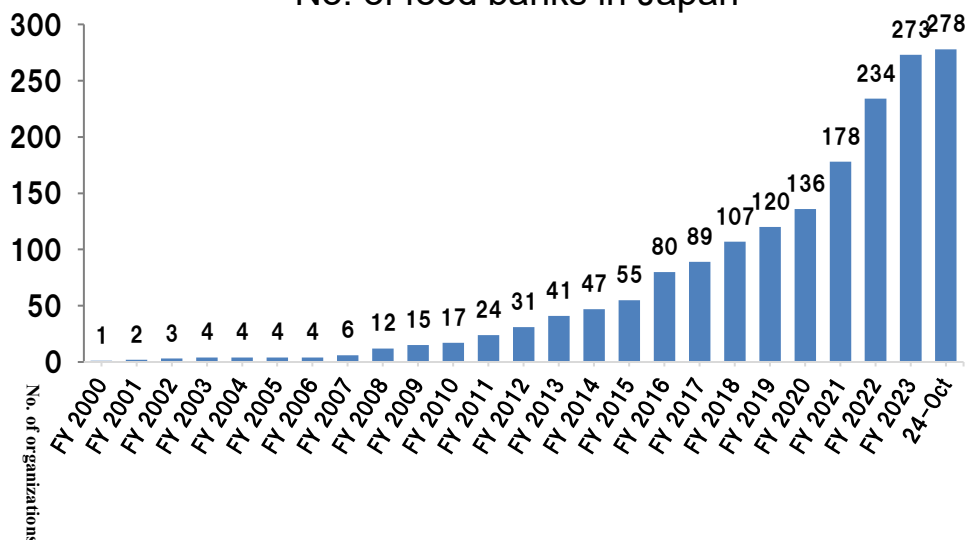
Food bank activities

- ✓ An initiative for receiving donations of unused food products generated in the production/distribution/consumption processes from food companies, farmers, etc., and providing them to people or facilities that need the food.
- ✓ Food banks originated in the U.S. about 50 years ago, but have finally begun spreading in Japan. (273 active organizations in Japan, from Hokkaido to Okinawa)

Schematic overview



No. of food banks in Japan



Source: The Distribution Economics Institute of Japan, "Survey on Actual Activities by Food Banks in Japan" (conducted in FY2019), etc.

Promoting the Food Recycling Loop (Certification system for recycling and reuse projects)

- ✓ The government promotes the formation of a food recycling loop, in which fertilizers and animal feed are produced from the waste generated by food-related businesses, and the agricultural products obtained by using such fertilizers and feed are then handled by food-related businesses once again.
- ✓ Plans for food recycling loop projects, formulated through cooperation between food-related businesses, recycling businesses, and agricultural producers, are certified by the competent minister, making it possible for waste and cleaning businesses to take advantage of special provisions such as not requiring a license to collect and transport waste (limited to general waste) under the Act on Waste Management and Public Cleaning.

