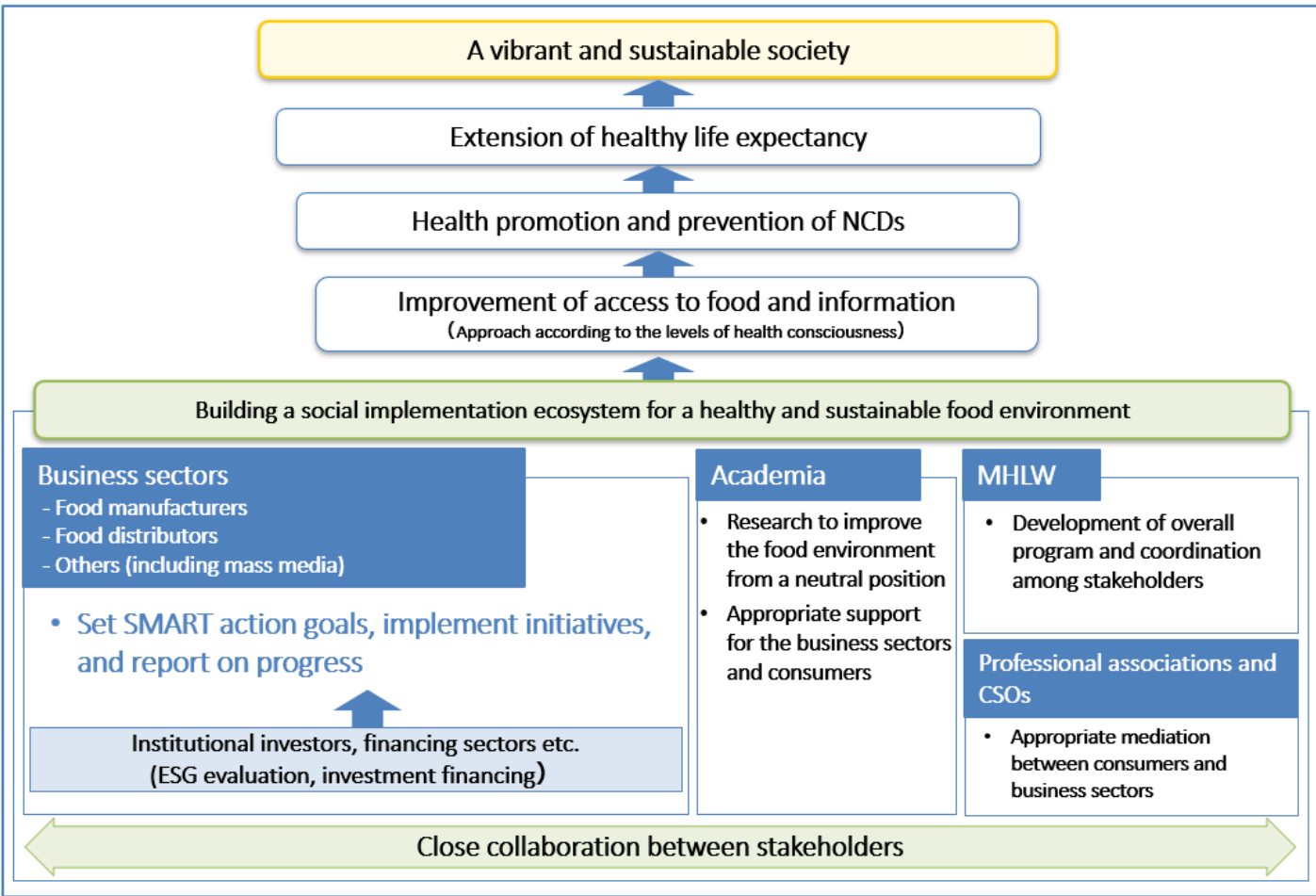


Introduction to the Strategic Initiative for a Healthy and Sustainable Food Environment and Its Activities in FY2022

March 2023 Ministry of Health, Labour and Welfare

- Based on the Expert Committee^{*1} Report (released in June 2021) and the Tokyo Nutrition for Growth Summit 2021 (held in December 2021), the MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022 as a system to promote the creation of a food environment through collaboration between industry^{*2}, academia, government, professional associations, and civil society.
 - *1 Committee for the promotion of a sustainable food environment in which everyone can be naturally healthy
 - *2 The term "industry" encompasses a wide variety of industries, including food manufacturers, food distributors, media, etc.
- The Initiative recognizes nutritional issues such as “**excess sodium intake,**” “**underweight among young women,**” and “**nutritional disparities caused by economic conditions**” as well as “**environmental issues**” as critical social issues.
- Participating businesses set SMART^{*3} style action goals^{*4} and develop a food environment that is naturally healthy for everyone through multisectoral collaboration and cooperation. The goal is to extend the healthy life expectancy and realize a vibrant and sustainable society for people in Japan and around the world.
 - *3 Specific, Measurable, Achievable, Relevant, Time-bound
 - *4 Each participating business is at least required to set an action goal that contributes to the improvement of "excess sodium intake."

Strategic Initiative for a Healthy and Sustainable Food Environment



Activities in FY2022

In addition to laying the groundwork for the Initiative, we provided support to participating businesses in setting ambitious and effective action goals. The main activities are as follows:

Steering Committee

Held three times a year (July, November, and March)

The Steering Committee is responsible for reviewing and deciding on policies, etc. for the Initiative as a whole. Committee members include representatives of participating businesses, academics, SDGs/ESG experts, professional associations, and civil society organizations.

This fiscal year, the group developed operating rules, discussed goals for the Initiative, and examined rules for labeling and advocacy regarding participation in the Initiative.

Action Goal Implementation Subcommittee

Held three times a year (July, November, and February)

The Action Goal Implementation Subcommittee is responsible for supporting the PDCA process in regard to SMART-style action goals for each participating business (making recommendations on the setting and progress status of action goals for each participating business).

Committee members include academics, SDGs/ESG experts, professional associations, and civil society organizations. This fiscal year, the group exchanged opinions with participating businesses and made constructive proposals regarding the setting of action goals.

Plenary Session

Held once a year (September)

The plenary session is attended by those involved in the Initiative (participating companies and expert committee members) to share and disseminate the results of the Initiative (including good practices related to the action goals of participating businesses).

This fiscal year, lectures by academics, case studies by participating businesses, and an exchange of opinions were held.

Other Events

In the Initiative, we have held exchange meetings among participating businesses to introduce examples of their efforts and to strengthen cooperation among participating businesses. In addition, to support the setting of ambitious and effective action goals, individual consultations as well as meetings to exchange opinions with academics and ESG affiliates have also been held.

The events held this fiscal year are as follows:

- Exchange meeting for participating businesses (June)
- Special Seminars (exchange of opinions with ESG affiliates) (October, March)
- Individual Business Consultations (October-November)
- Opinion Exchange Meeting and Exchange Meeting among Participating Businesses, Academics, and Other Related Parties (December)



"Exchange Meeting among Participating Businesses, Academics, and Other Related Parties"

Participating businesses: 28 businesses (as of March 2023)

- Participation in FY2021
ASAHIMATSU FOODS CO.,LTD., Ajinomoto Co., Inc., KAMEDA SEIKA CO.,LTD., Kikkoman Corporation, Kewpie Corporation, PUBLISHER KENGAKUSHA CO.,LTD., Pasco Shikishima Corporation, Nichirei Corporation, NISSIN FOODS HOLDINGS CO., LTD., Houken Corporation Healthup 21 Editorial Department, Mirutasu(Meal-plus) Corporation, Meiji Co., Ltd.
- Participation in FY2022
S&B FOODS INC., every, Inc., Oishi kenko Inc.
Ocean Blue Bird Corporation, KOKUSAI SHOGYO Publishing Corp.
SHiDAX CONTRACT FOOD SERVICE CORPORATION, DANONE INSTITUTE OF JAPAN FOUNDATION
NIPPON CORPORATION, Japan Salt Management Support Association, Japan Airlines Co., Ltd.
POKKA SAPPORO FOOD & BEVERAGE LTD., Maruha Nichiro Corporation, Maruyunagi Foods Inc.
Muen.com Corporation, Locoguide Inc., Lawson, Inc.

