

International Seminar on Food System Development and Food Culture

by Korea FAO Association and Global Agriculture Policy Institute

Jeonju City, Korea

**Weakening Demand for Rice in Asia
and Food Education Law of Japan**

--Can We Change the Trend? --

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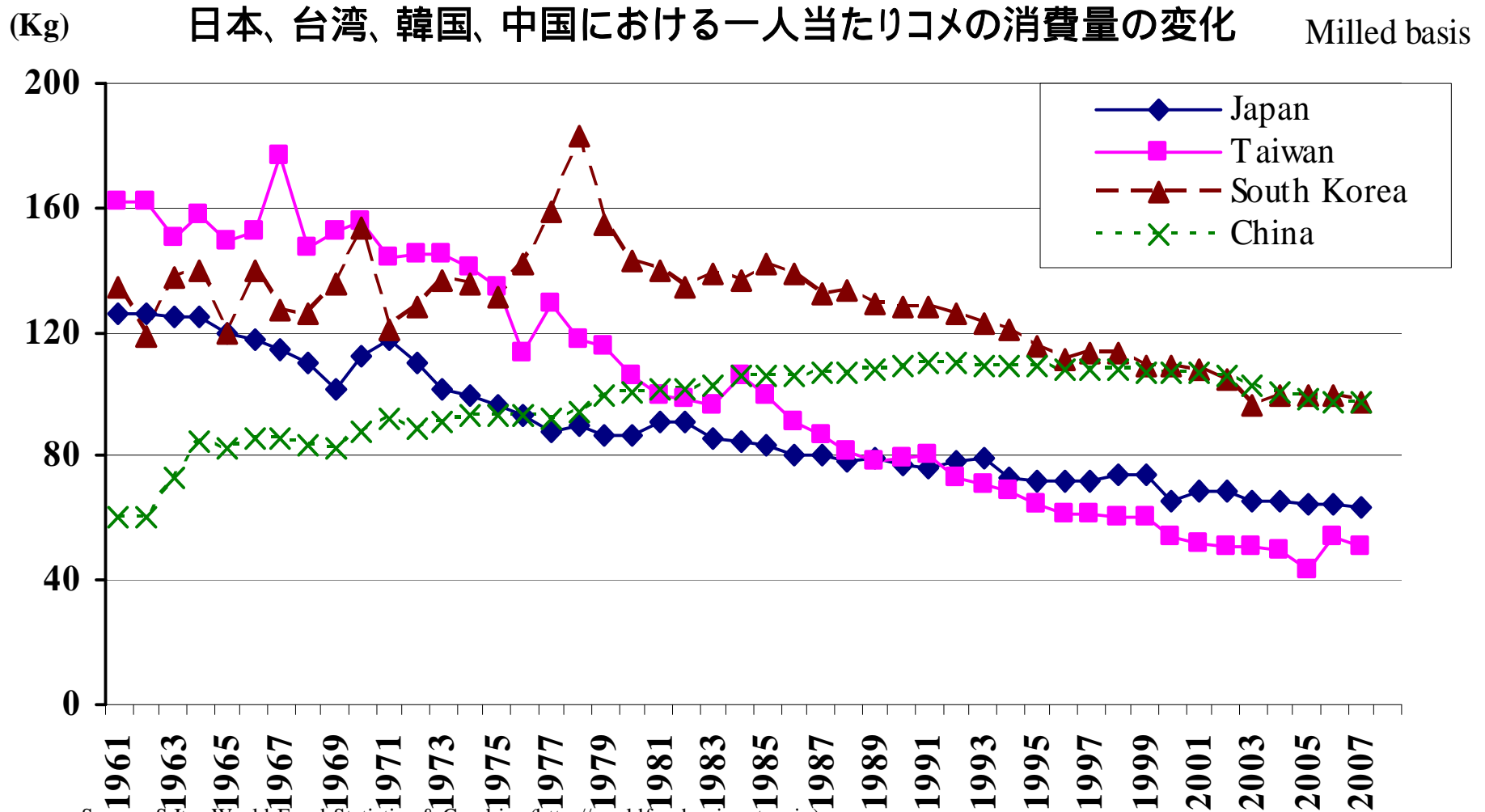
October 30, 2007

プレゼンの構成

Today's Contents

1. アジアのコメ消費減退
Weakening Demand for Rice in Asia
2. 国際作物間競争
Global/Regional crop competition
3. 日本の食育基本法と活動
Food Education Law and Activities

Fig.1. Per capita consumption of rice for Japan, Taiwan, South Korea and China during 1961 - 2007

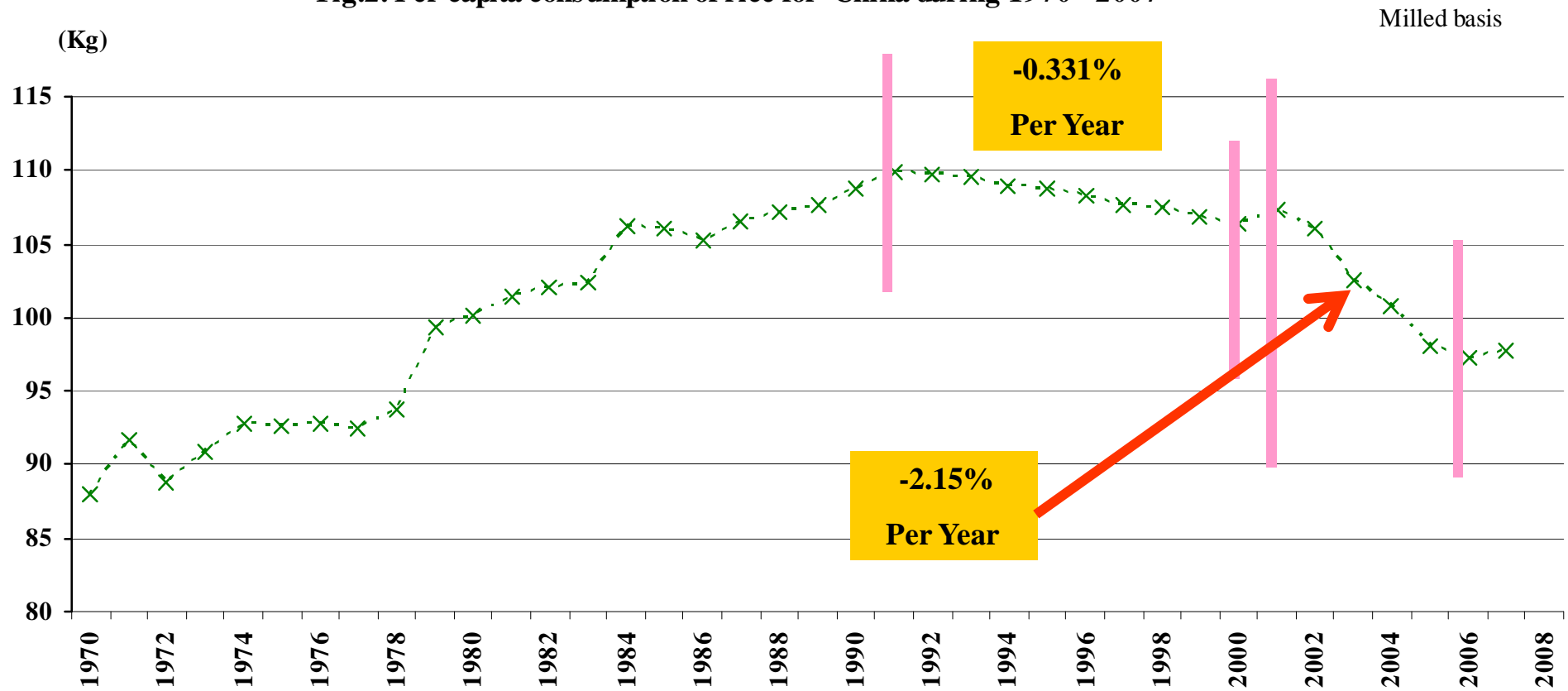


Source: S.Ito, World Food Statistics & Graphics (<http://worldfood.apionet.or.jp>)

Original data sources: USDA: PSD Online , August 2007; USBC: International Data Base, August 2006.

中国における一人当たりコメの消費量の変化

Fig.2. Per capita consumption of rice for China during 1970 - 2007



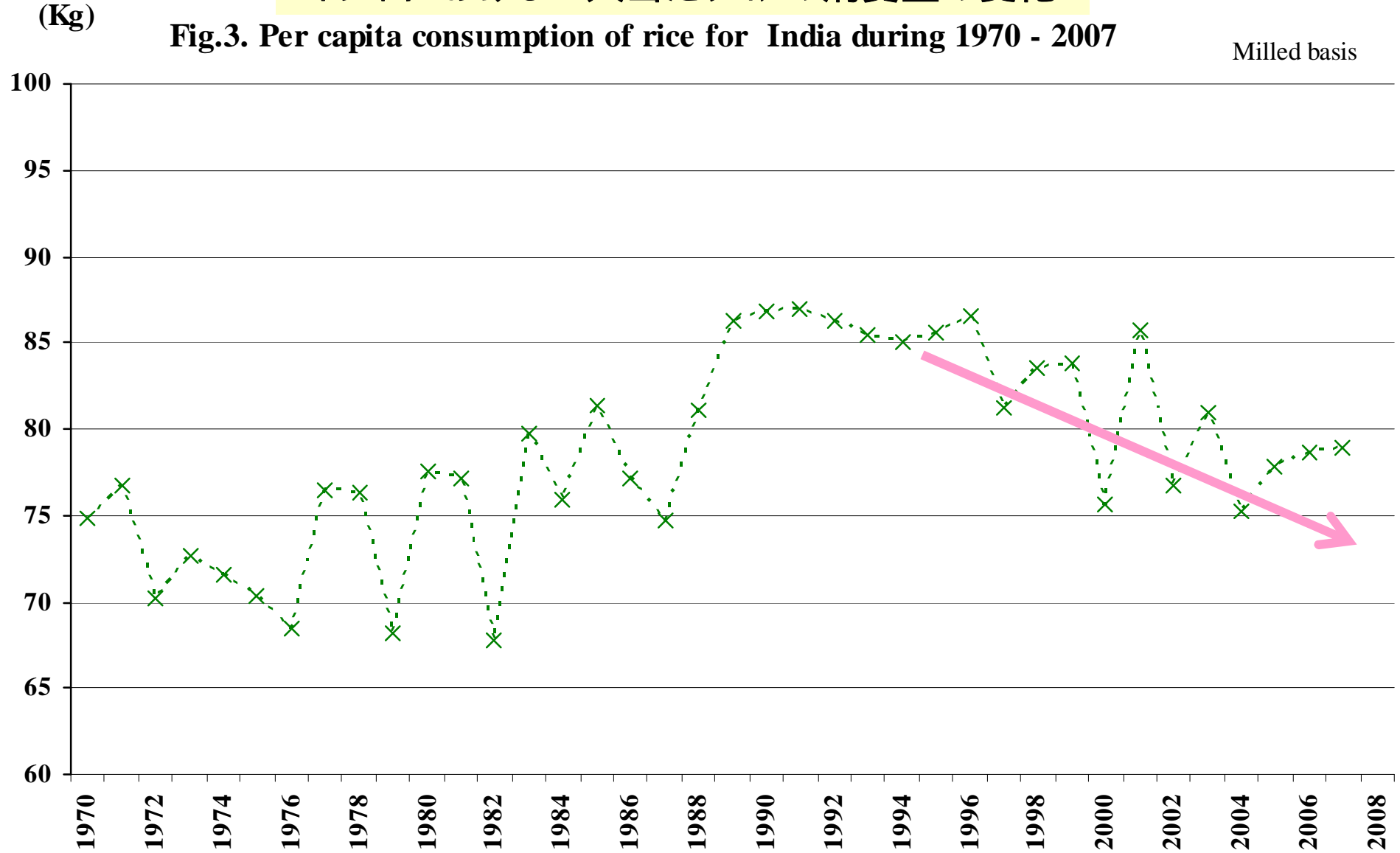
Source: S.Ito, World Food Statistics & Graphics (<http://worldfood.apionet.or.jp>)

Original data sources: USDA: PSD Online , August 2007; USBC: International Data Base, August 2006.

インドにおける一人当たりコメの消費量の変化

Fig.3. Per capita consumption of rice for India during 1970 - 2007

Milled basis



Source: S.Ito, World Food Statistics & Graphics (<http://worldfood.apionet.or.jp>)

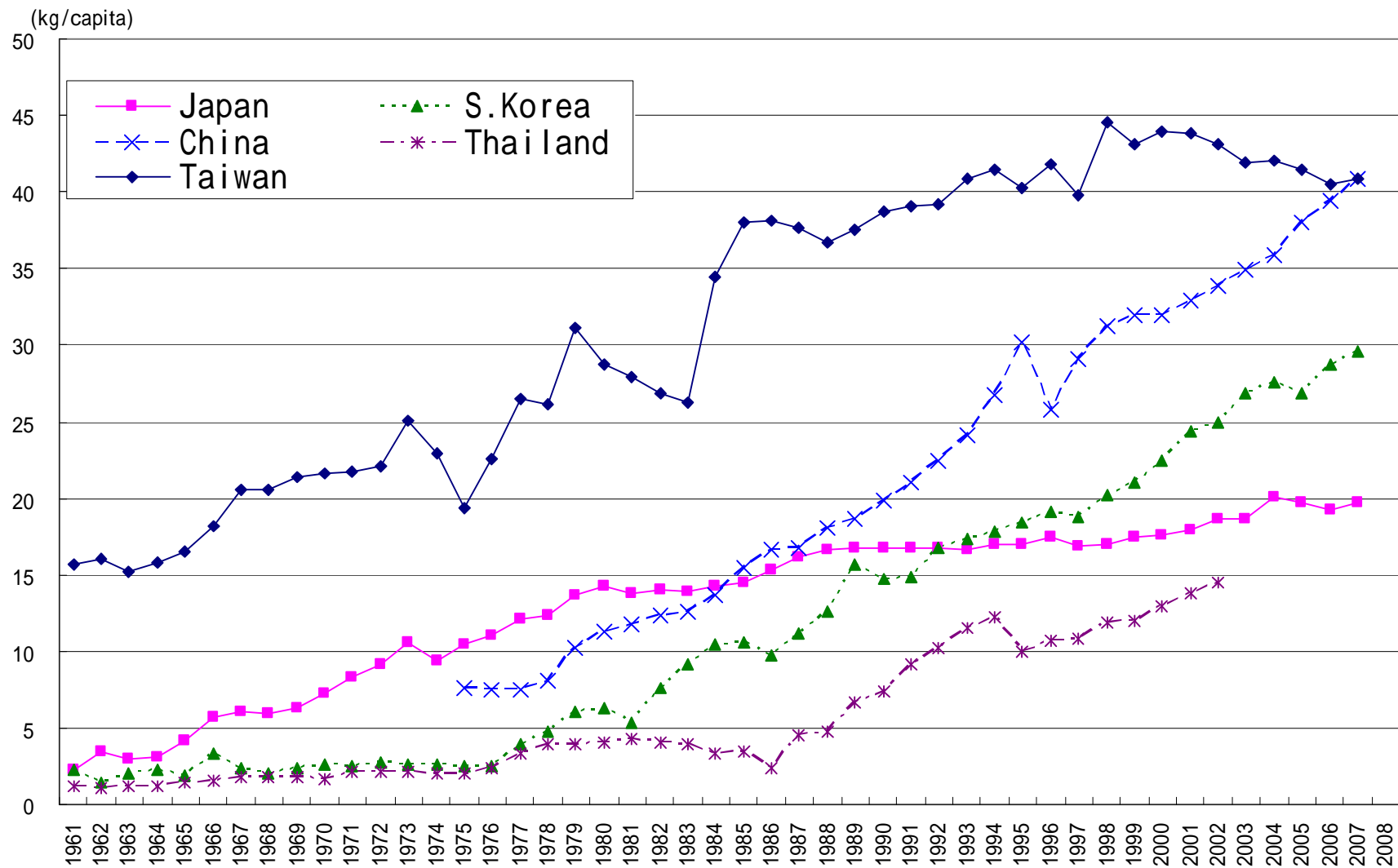
Original data sources: USDA: PSD Online , August 2007; USBC: International Data Base, August 2006.

コメ消費減退の原因は・・・

Why rice consumption decreasing?

Fig.4 Per capita pork consumption in Japan, S. Korea, China, and Thailand (1961 - 2007)

日本、台湾、韓国、中国、タイにおける豚肉の一人当たり消費量の変化



Source : USDA: PSD Online, August 2007.

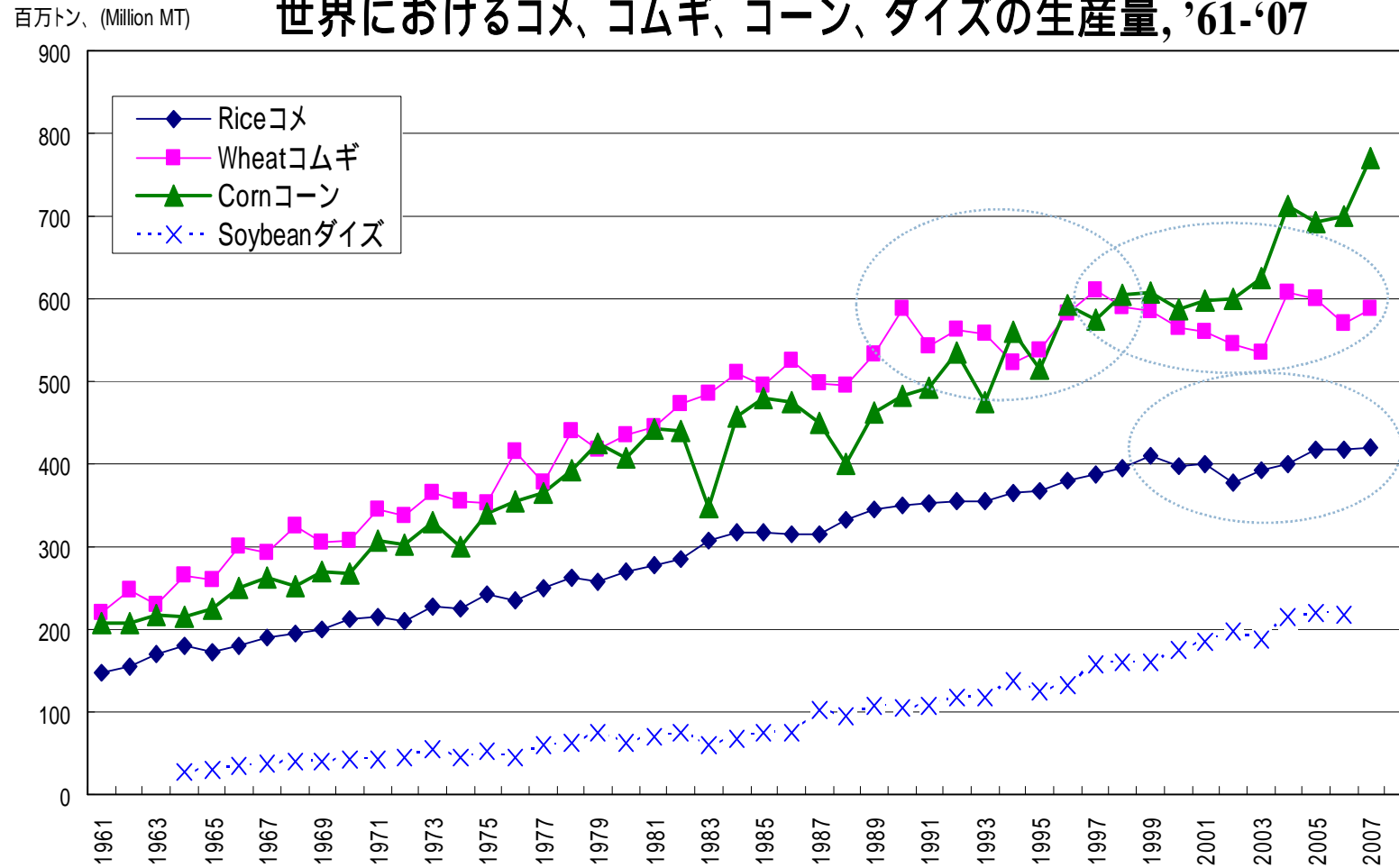
伊東研究室ホームページ (九州大学) : 世界の食料統計 (<http://worldfood.apionet.or.jp/graph/index.html>), 2007年9月.

Reasons for Declining Demand for Rice !!

コメ需要減退の原因

1. 経済発展と食生活の多様化
Diversified Diet with Economic Growth
2. 少ないコメの加工食利用
Little usage for processed food!!
3. 少ないコメのエサ利用
Little usage for feeding!!
4. 少ないコメのエタノール・燃料利用
Little usage for bio-fuel!!

Fig. 16. Evolution of world total production for rice, wheat, corn and soybeans,
世界におけるコム、コムギ、コーン、ダイズの生産量, '61-'07

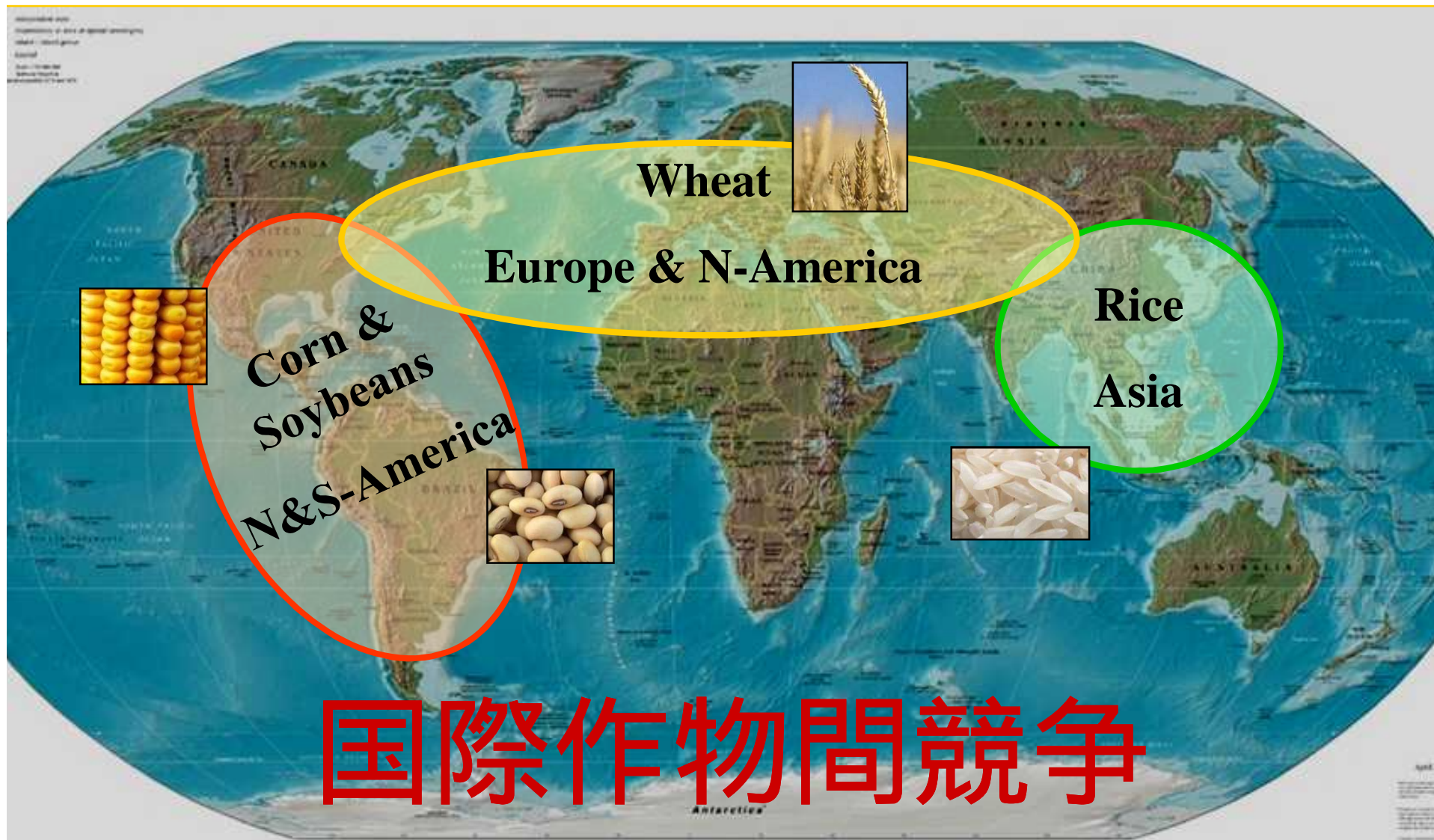


Source: S. Ito; World Food Statistics and Graphics (<http://worldfood.apionet.or.jp>), Kyushu University, Japan September, 2007.
 (Original sources are from ERS/USDA; PSD Online , August 2007). Note: Rice is milled basis.

Rice Crisis coming from
Weakening Demand
消費減退から来る危機.....



Losing the competition
among the crops....
競争に負けていく!!!



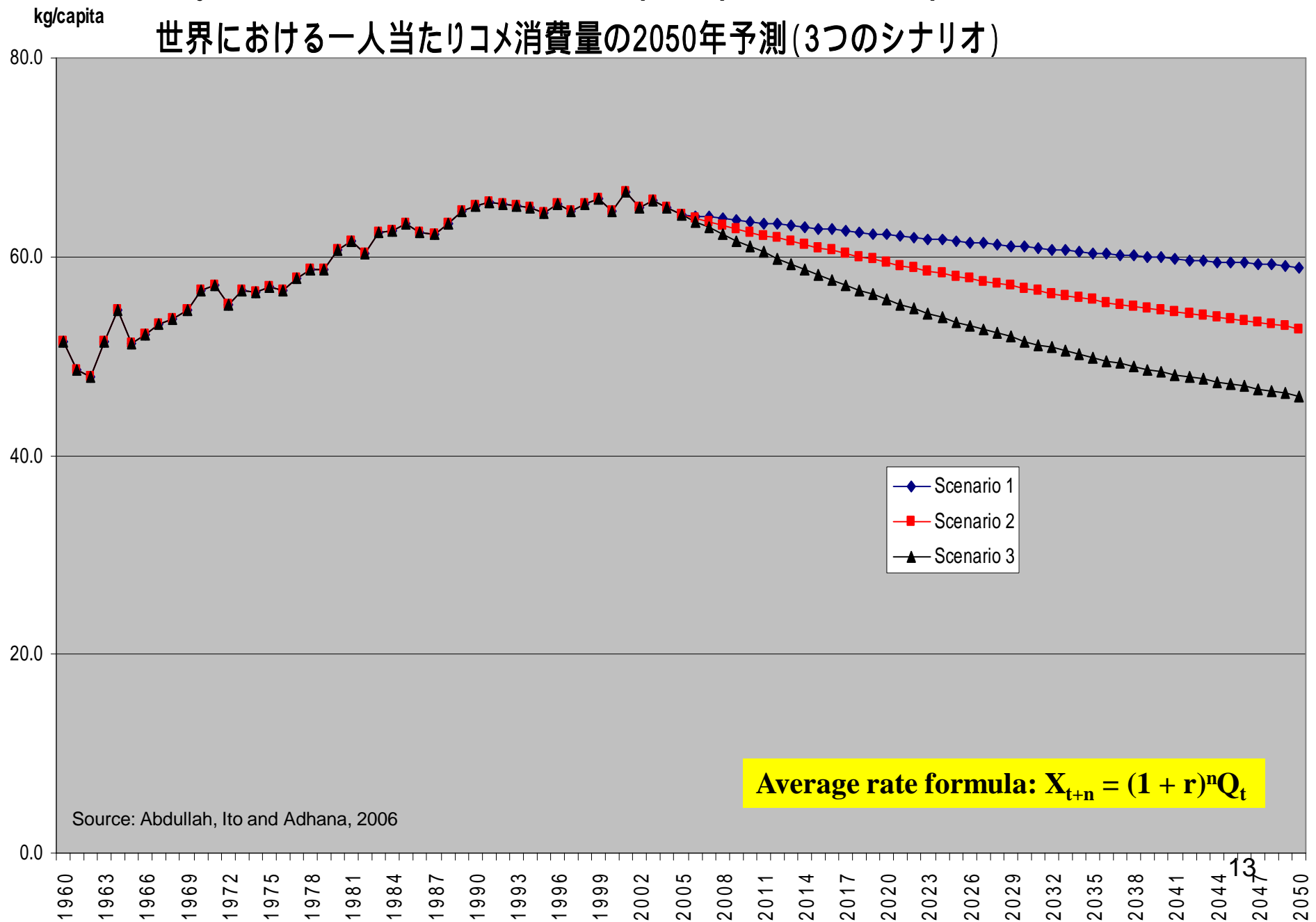
国際作物間競争

Global Crop Competition!

Simulation for Global rice consumption 世界のコメ消費予測

Projections with 3 scenarios for World per capita rice consumption, 1960-2050

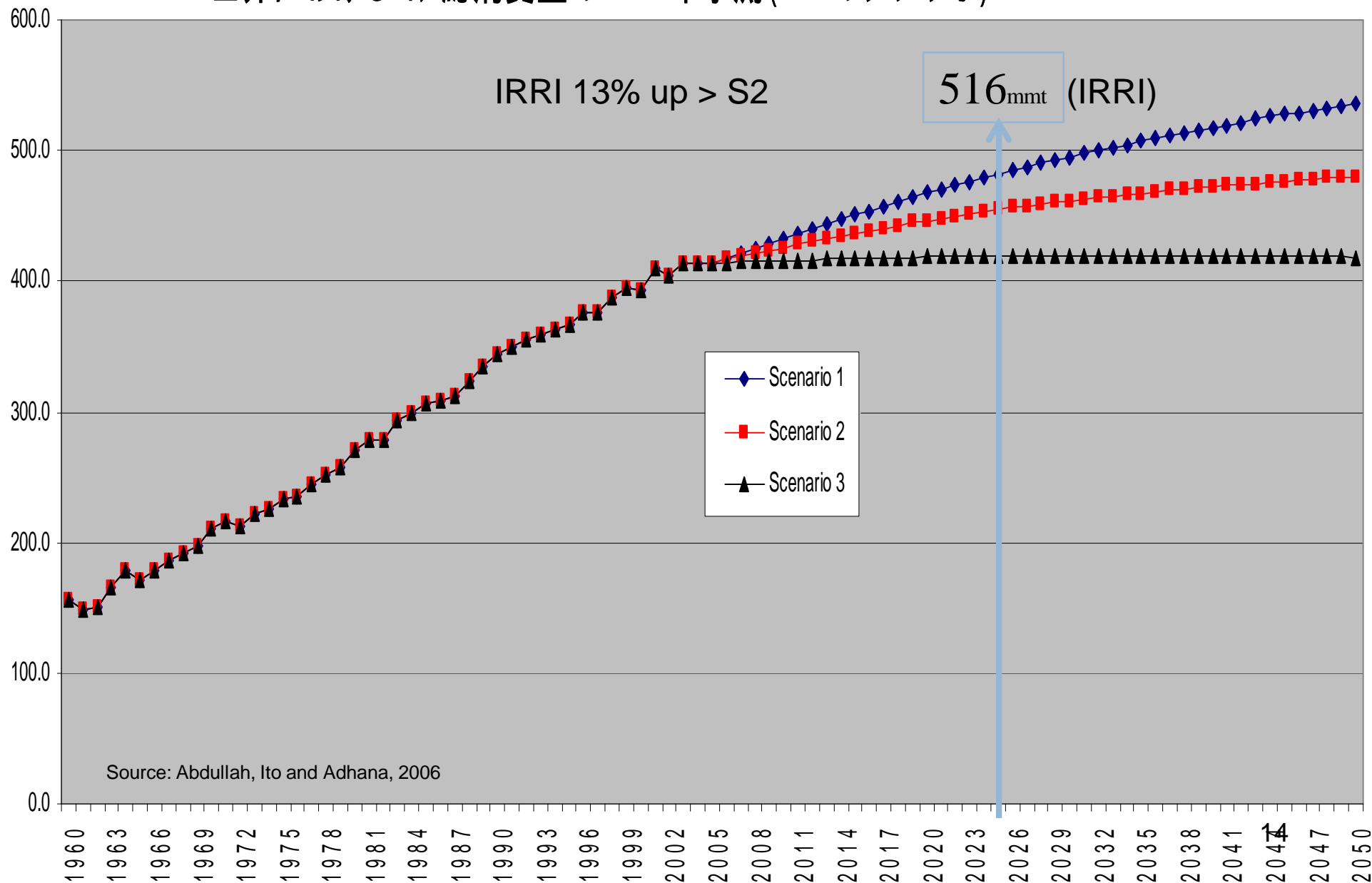
世界における一人当たりコメ消費量の2050年予測(3つのシナリオ)



3 scenarios for World total rice consumption, 1960-2050

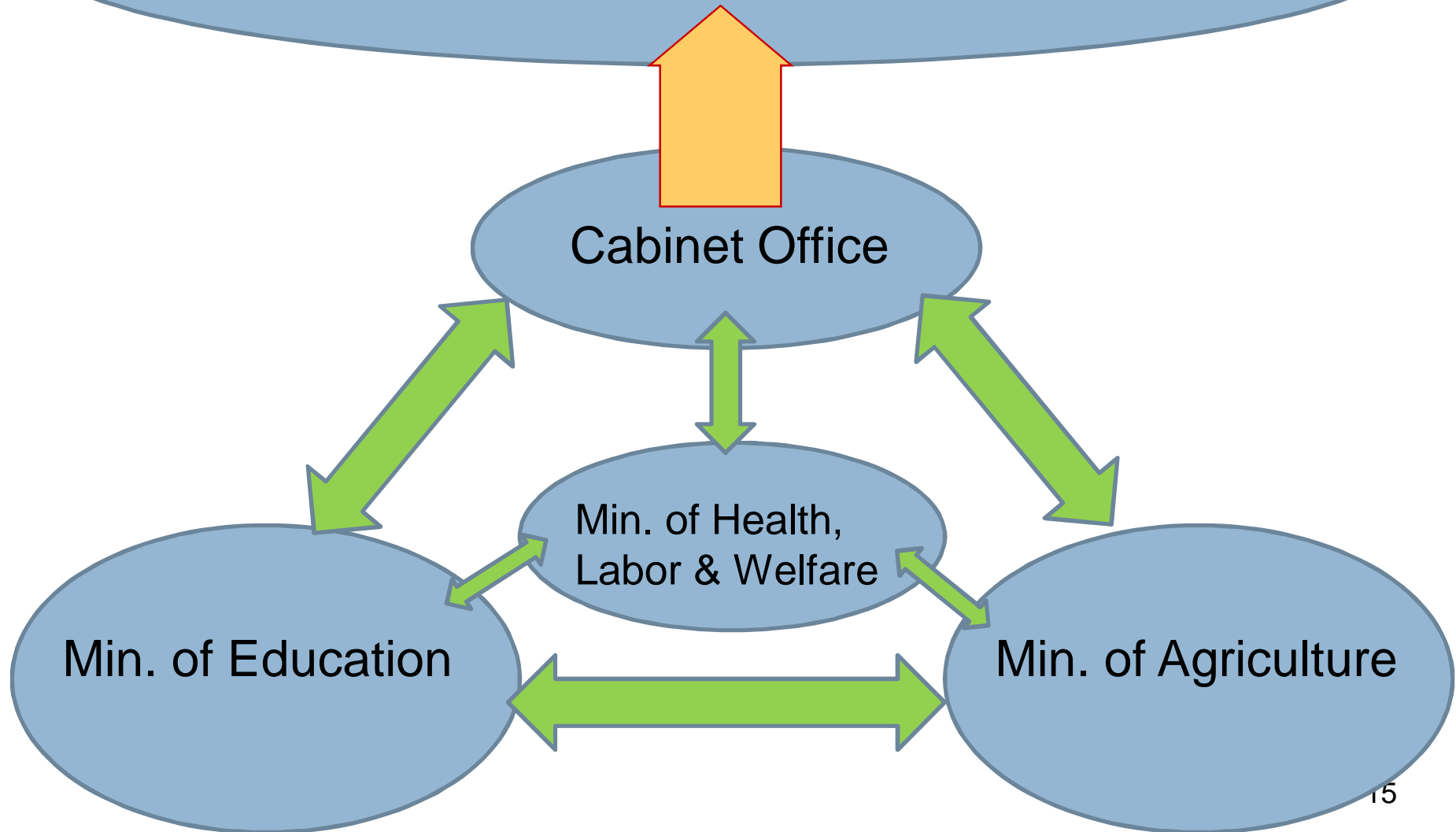
世界におけるコメ総消費量の2050年予測(3つのシナリオ)

百万トン, Million mt



Food Education Law

Food Education Programs



Food Education Law of 2005

(Shokuiku Basic Law)

- 1. Health in body and mind
- 2. Understanding of diets, nature, people related to food
- 3. Nationwide voluntary actions developed
- 4. Adults for children in food education
- 5. Learning diets at schools, communities by conducting events and activities
- 6. Awareness of traditional Japanese food culture, supply/demand, rural farming
- 7. Food safety and proper diets

Table 1. Government budget for Food Education programs at each ministry. Million
yen

Ministries	2005	2006	2007	
Cabinet Office, Government of	Office for Promotion of Food Ed.	0	176	183
	Food Safety Commission	122	135	119
Ministry of Education, Culture Sports and Technology	788	1,258	1,576	
Ministry of Health, Labor and Welfare	497	697	722	
Ministry of Agriculture, Forestry and fisheries	3,886	6,600	8,761	
Total	5,293	8,866	11,361	

Fig.6 Total government budget for Food Education

Million yen

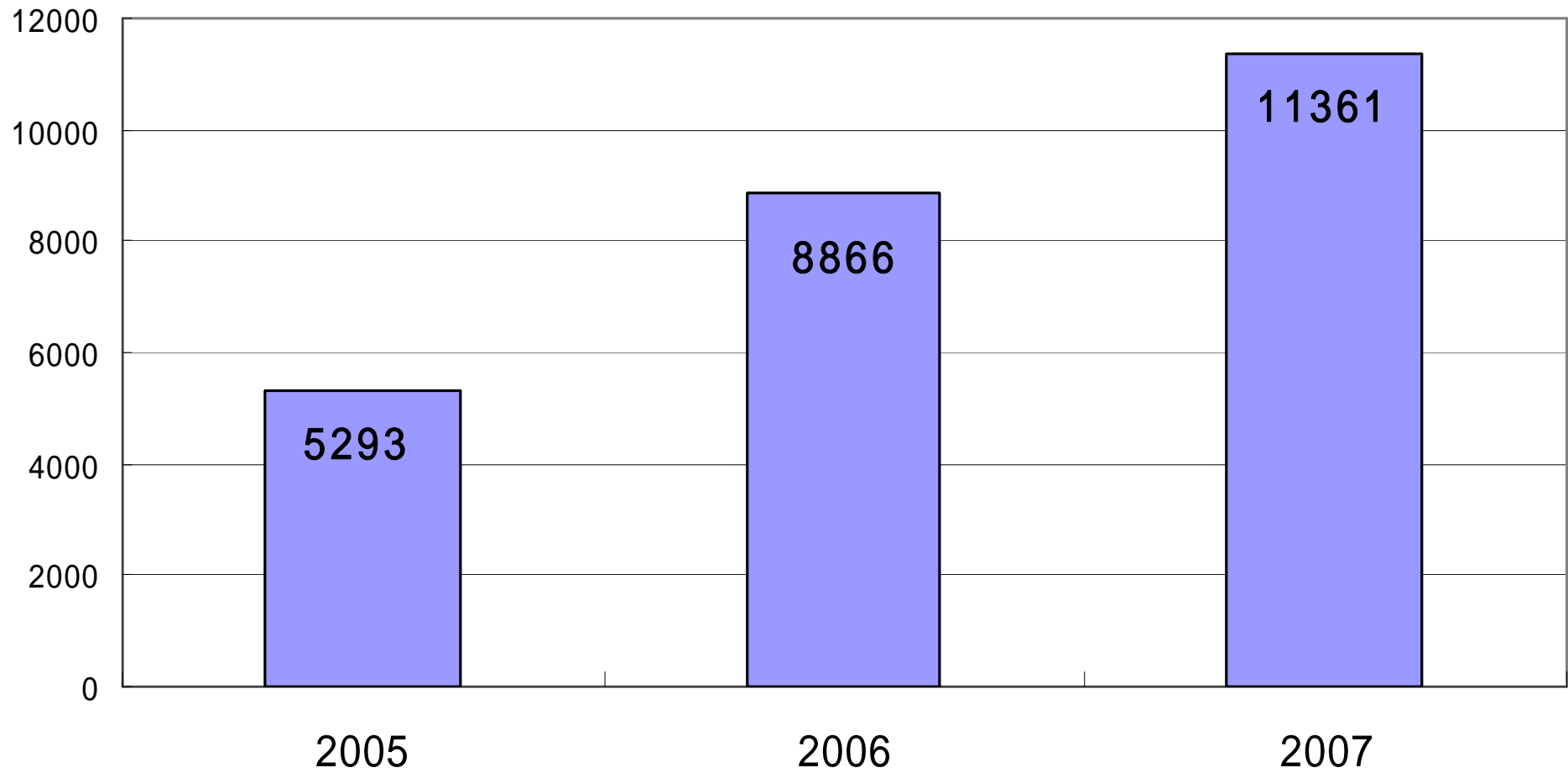


Table 3. Budget for Food Education at the Ministry of Education, Culture, Million
yen

	2005	2006	2007
1 Development of Advanced Nutrition Education programs	0	0	11
2 Nutritionists-initiated Food Education promotion programs with schools, families, and local communities	0	120	120
3 Locally produced food for school lunch	0	71	72
4 Survey on sanitary at school lunch kitchen	0	0	13
5 Symposium for Food Education	0	20	14
6 Providing information and texts for learning diets	143	128	128
7 Classes for nutritionists	0	69	69
8 Survey on contemporary life style and health of kids	0	38	24
9 Promotion of enriched life style	396	470	713
10 Improvement of kids' life style	0	130	242
11 Providing handbooks on parenting on diet	249	213	170
Total	788	1,259	1,576

Table 5. Budget for Food Education at the Ministry of Agriculture, Forestry and Fisheries Million yen

		2005	2006	2007
Promotion of rice-based traditional balanced diet at production, marketing and consumption	1 Nation-wide promotion for Food Education	588	3,945	3,815
	2 Regionally unique balance diet	0	0	0
Other programs for Food Education	1 Promotion of experiences at agriculture, forestry and fishery	210	163	980
	2 Promotion of locally produced and locally consumed	0	12	794
	3 Collection of various information on diet	921	27	167
	4 Reduction of food waist and promotion of recycling food products	2,167	2,453	3,006
Total		3,886	6,600	8,762

Food Education and Local Food Local Consumption Activities in Kagoshima, Kyushu

食育・地産地消の立場から

Kagoshima Province Office
鹿児島県 農政課

Suzumi Iwashige
岩重 鈴美

Activities on Food Education 食育・地産地消の取組

農林水産業の体験



伝統的な食文化に触れる機会の提供



旬を美味しく味わう体験



地元産の良さを実感



Children at farms

農業者等の経験と知恵を活かした体験学習の支援

- **Development of love for life, culture, and food through agriculture** 農業者等の協力により, 作物の栽培を通じた農産物の生産過程の理解や調理などの体験を通じた命の教育や食の大切さの理解促進と意識の醸成



School activities of agriculture, forestry, and fisheries in Kagoshima 2007

小中学校における農林漁業体験学習の
実施状況(H18実績)

区分	Total # 学校数	Experience 体験学習 実施校数	Rate of exp. 体験学習 実施率(%)	National average 全国平均実施率 (%)
Elem. 小学校	592	584	98.6	78.5
Midd. 中学校	265	227	85.7	32.9
Total計	857	811	94.6	-

資料:鹿児島県 農政課・林業振興課・水産振興課, 教育庁義務教育課 調べ
全国平均実施率:全国農村青少年教育振興会調べ

Class by nutritionist

栄養教諭による食に関する指導



- 地域の食材の理解や郷土の味を伝える工夫に努めている
- 栄養教諭(144名)を配置し、食育の充実を図っている

Rate of local food supplied at school lunch, 2006,%

学校給食における地域の食材使用

県産農林水産物の使用状況(H18年実績)

	Meat 肉類	Fish 魚介類	Eggs 卵類	Pot. Vegeい も・野菜	Fruits 果実類	Other その他	Total 計
使用割合(%) (重量ベース)	85.4	71.2	80.7	59.6	63.6	61.9	65.5

注:その他とは,豆類,豆製品,藻類,キノコ類等をさす。
米,牛乳・・・100%

Number of organizations to supply food to schools 食材を供給する生産組織等の推移

	2002 13年度	2003 14年度	2003 15年度	2004 16年度	2005 17年度	2006 18年度
# of Org. 組織等数	20	33	37	48	49	56

School lunch with farmers

学校給食を通じた食育の推進

- **Direct real communication, real education** 「鹿児島をまるごと味わう学校給食」や生産者と子どもが交流する「ふれあい給食」など、給食は生きた「食育」の教材となっている

生産者との
ふれあい給食



Children's ag. Experiences

農業体験等を通じた農村の多目的機能の発揮



Green-tourism and Rural Food Cooking

農家民宿での農業・郷土料理等の体験受入



グリーンツーリズム関連団体と農家との連携による修学旅行生受入も多数

Farm restaurants with local food

地域の食材を活用している農村レストラン



海外援助における日本及び韓国ODAの役割

Roles of Korea, Japan's ODA programs

アジア版 for Asia

1. Development of Tech & Demand
あらゆるコメ技術と需要の開発
2. Promotion of Asian Rice/Food Culture!!
コメ文化サポートのための援助
3. Conversion from Rice to other crops!!
稲作転換のための技術援助
4. Food Security with Rice within Asia!!
コメ・アジア農業の国際競争力強化

Thanks!

