



## 1. Direction of Proposal

This subcommittee will consider Japanese food not only as the traditional style WASHOKU but also as Japanized modern food culture and habit which was integrated during industrial modernization. Basic approaches will be proposed.

## 2. Points of Activities

- ① Clarifying fundamental characteristics (positive/negative points) of Japanese food
- ② Organize the health value of food based on characteristics of Japanese food  
(Particularly the food balance and dietary diversity)
- ③ Possible contribution of traditional local foods to immunity (COVID-19)
- ④ Verifying methods and indicators of effectiveness

## 3. Main opinions in the 1st session

- It is difficult to eat a variety of foods, but it may be more effective if you keep a meal record and visualize what you are eating. (e.g. Using Smartphone App)
- Why is food diversity not acceptable while food is conservative in the first place? How about entering from each country's problem extraction?
- Is it possible to send academically? There seems few academic evidence about Japanese food.

### Member companies of the subcommittee

AJINOMOTO CO.,INC. 、 KAGOME CO.,LTD. 、 House Foods Group Inc.、  
Ridgelinez (IT company)、 Deloitte Touche Tohmatsu LLC (Business consulting agency)

# Subcommittee 2 : Approach to Salt reduction



## 1. Direction of Proposal

It is extremely important as an approach to the global issue of "double burden of malnutrition".

While various regulatory frameworks are being considered globally, the greatest challenge is to balance salt reduction and deliciousness in order to actively promote salt reduction in processed foods. This subcommittee will propose specific ideas and techniques.

## 2. Points of the activities

- ① Understanding the actual situation of overnutrition in the world
- ② Organization of approach to salt reduction in each country
  - a. Standard value, labeling system
  - b. Regulatory system (Salt Tax)
  - c. Overview of process design for organizational efforts (e.g. UK's programme "CASH")
- ③ Arrangement of salt reduction technology owned by each company



### 3. Main opinions in the 1<sup>st</sup> session

- ① Consumers cannot continue to reduce salt unless it is delicious. Japanese food companies have many technologies and materials to achieve “delicious salt reduction”. (e.g. Umami, Vegetables, Spice etc.)
- ② In order to practice salt reduction, not only product improvement and labeling that companies can do, but also the collaboration of various stakeholders such as grasping the current situation (monitoring), education, and environmental improvement is necessary.
- ③ In salt reduction efforts, it is necessary to consider not only the salt content in each product category but also the difference in eating frequency.
- ④ The difference in ratio between processed food and handmade food is also important, and it is necessary to consider the local food culture and eating habits.

## 分科会 2 (Subcommittee 2) : 減塩の取組 (Approach to Salt reduction)

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### **Member companies of the subcommittee**

Ajinomoto Co., Inc. , Nissin Food Products Co.,Ltd, NH Foods Ltd., HOUSE FOODS GROUP INC., Kagome Co., Ltd., Royal DSM, Toyo Foods Co., Ltd.



### 1. Direction of Proposal

Important nutrient that should be fortified not only in developing countries but also in developed countries.

From the viewpoint of sustainability, we propose a practical solution in the discussion of various options from animal protein to plant protein, insect diet, and cultured meat.

### 2. Points of Activities

- ① Evaluation of efficacy of "protein"
- ② Evaluation and analysis of the importance and strengthening efforts of "protein"
- ③ Evaluation and analysis of various supply and intake methods
- ④ Proposal and development of anti-frail measures for the elderly as a new theme



### 3. Main opinions in the 1<sup>st</sup> session

- ① **Need data analysis of how protein is consumed worldwide**
- ② **Problems and amelioration of protein intake deficiency**
- ③ **Cooperation and timing with academia and NGO**
- ④ **With the development of Food Tech, new proteins are increasing**

#### **Member companies of the subcommittee**

Ajinomoto Co., Inc., Otsuka Pharmaceutical Co., Ltd., NH Foods Ltd., Royal DSM, entomo protein Inc., HAYASHIBARA CO., LTD. , Deloitte Touche Tohmatsu LLC (Business consulting agency)

## Subcommittee 4:

### Nutrition evaluation system, nutrition labeling, nutrition profiling



# 1. Direction of Study

In order to improve access to healthy foods, nutrition labeling (\*) on the front of package based on the nutrition profiling system (NPS) is spreading mainly in Europe and the United States. However, recognition of NPS and nutrition labeling in Japan is not sufficient.

Moreover, these evaluation targets are processed foods, and do not cover foods made with fresh food stuffs or nutritional balance of the whole meals that combine them.

We will discuss how NPS and food labeling should be used in Japan, and how corporate activities should be evaluated based on them.

(※) Health Star Rating , Nutri-score



## 2. Points of Activities

- ① Understanding and analysis of NPS and nutrition labeling based on it.
- ② Understanding and analysis of the characteristics of the evaluation system (ATNI) of corporate efforts for nutrition improvement
- ③ How to raise awareness of ① and ② in Japan
- ④ Examination of the increase in participant companies in this subcommittee and the ideal way of public-private partnership.
- ⑤ Increasing number of companies participating in this subcommittee and examining the ideal way of public-private partnership

## 3. Main opinions in the 1st session

- ① The company evaluation (ATNI), NPS, nutrition labeling, etc. are not well recognized in Japan. It is necessary to let many companies and governments involved in food know.
- ② The good points of the existing evaluations and methods shown in ① are understandable, but if they are not adapted to Japanese and Asian food culture and eating habits. There is fear that they will not easily spread. It does not lead to enhancing access to food.
- ③ Collaboration with academia and governments is important as well as with companies.

### **Member companies of the subcommittee**

Ajinomoto Co., Inc. 、 Otsuka Pharmaceutical Co., Ltd.、 Toyo Foods Co., Ltd.

## 1. Direction of the Proposal

- Nutritional improvement on work-site is a systematic and effective approach. Therefore, it has been attracting attention internationally.
- “Health and Productivity Management” in Japan covers not only improvement in productivity but also vitality of employees. We are going to make the policy reflect to international framework of corporate evaluation from the view point of food education.

## 2. Point of the Subcommittee #5

- ① Relative evaluation of “Health and Productivity Management” in Japan and the Workforce Nutrition which GAIN move forward with.
- ② Validation of KPI (Key Performance Indicator) of nutritional improvement in “Health and Productivity Management”
- ③ Proposal from Japanese companies about nutritional improvement on work-site.

### 3. Summary of the discussion

- Nutritional deficiency in industrializing countries was one of the main theme of N4G at London. In Tokyo N4G, “double burden of malnutrition” will be discussed.
- Nutritional improvement on work-site is one of the important methods to resolve hyperalimentation. Policy of Japanese “Health and Productivity Management” include that of “Workforce Nutrition” and widely cover employees’ health.

The point of view should be reflected in the commitment submitted by Japanese companies at N4G.

## Subcommittee 5 :

# Health and Productivity Management /Workforce Nutrition

- The commitment should respect the differences in culture and social system in each countries.

## Member companies of the subcommittee

- Ajinomoto Co., Inc.
- Kao Corporation
- KAGOME CO., LTD.
- Cookpad Inc.
- DSM Japan K. K.
- Toyo Foods Co., Ltd.
- Deloitte Touche Tohmatsu LLC
- Ridgelinez Limited



<Unexamined because the situation is in fluid.>

### 1. Direction of recommendations (reference)

In international debate, food security risks from fragmentation of the “food system” and their direct impact on vulnerable people, especially those who need improved nutrition and those affected by double burden of malnutrition are pointed out.

Based on these points, from the perspective of food security, this subcommittee will propose a business strategy by constructing a sustainable food system led by regions and by partnership with the region.



### 1. Direction of recommendations

Measures against over-nutrition ultimately depend on the proactive behavior of the consumers themselves. In order for consumers to change their behaviors, it is essential that they have the correct “knowledge” about their nutrition and “enlightenment at the time of purchase” at the retail site. We would like to propose the values and the possibilities of new personal nutrition services based on IT innovation.

### 2. Points of Activities

- ① Analysis on current approaches by retailers.
- ② Study on schemes of collaboration between retailers and manufacturers.
- ③ Study on how to verify the effect.
- ④ Proposals for future business models.





### 3. Summary of discussion so far

- It would be beneficial to develop approaches by which the consumers would be able to learn to make their own choice of foods for better nutrition.
- To contribute to the outcome above, the retailers and the manufactures should consider what they could. That may lead to their own commitments.
- The project by Hirosaki Univ., CO-OP and SIRUTASU in Japan might be a good feasibility study. They are going to give service combining nutrition information using purchasing data and health checks in store.

#### **Companies in the subcommittee**

Aomori Consumers' Co-operative Union,  
Japanese Consumers' Co-operative Union,  
Japan CO-OP Insurance Consumers' Co-operative Federation,  
SIRUTASU Inc., AJINOMOTO CO.,INC., KAGOME CO.,LTD.,  
Kao Corporation