

# The Japanese perspective on sustainability and health

MIYAGAWA Manabu

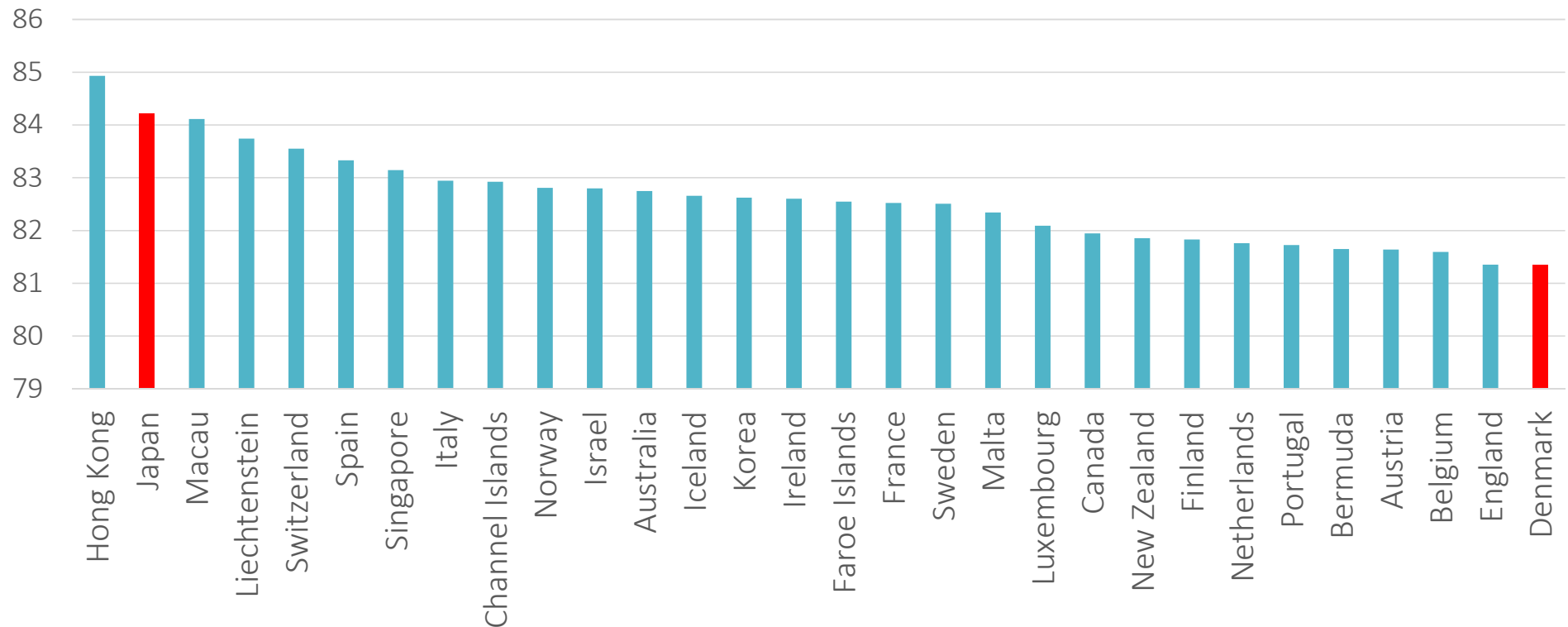
Japanese Ambassador to the Kingdom of Denmark

1. Japanese market demand for sustainable and healthy food
2. How Japan works with the SDGs related to food sector

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# Life Expectancy (World Bank : 2018)



Why do the Japanese live so long?



High Medical  
Standards

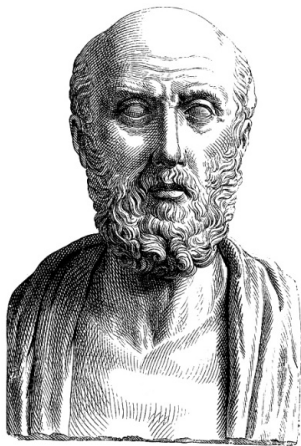
Public awareness  
of hygiene

Healthy Diet

# 医食同源

I S H O K U - D O U G E N

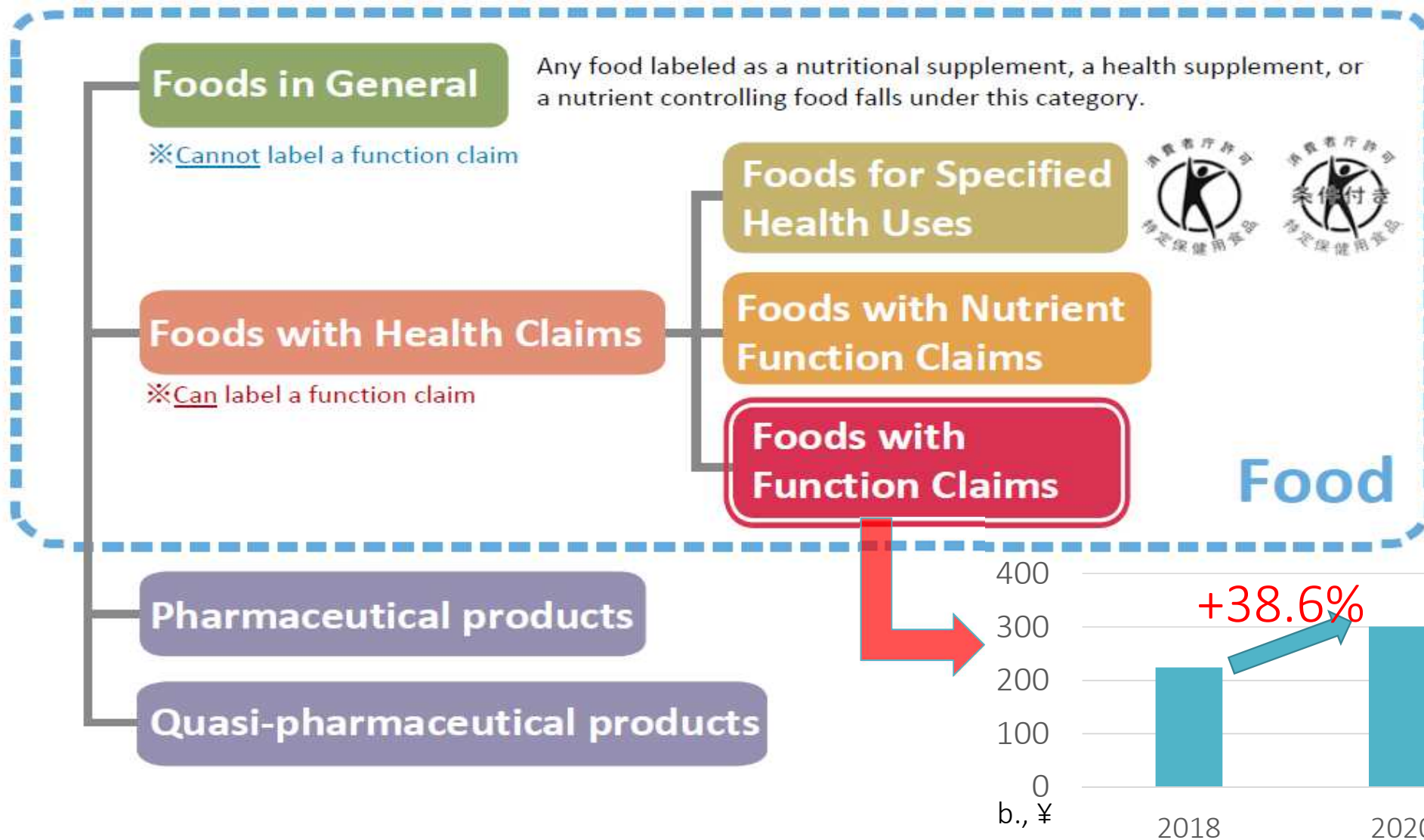
## Eating healthy prevents and cures disease



Food is medicine

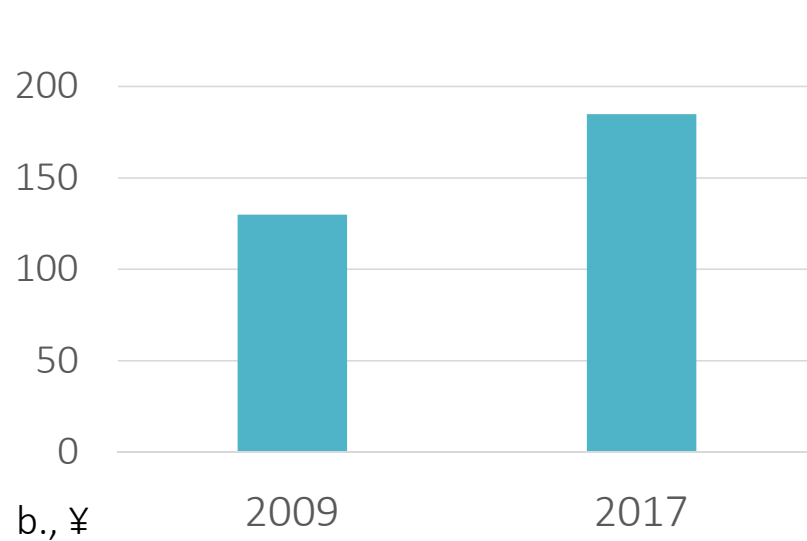
Hippocrates (B.C. 460 – 370)

# Health Food Market : 1,450 B.,¥ = 12 B.,€

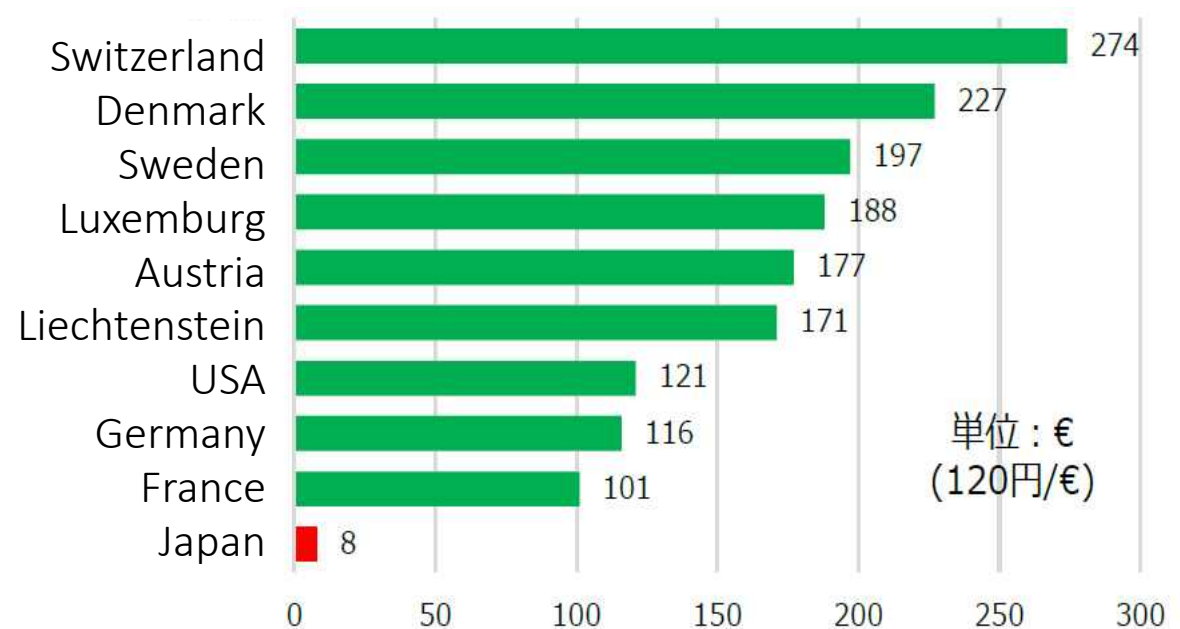


# Organic Food Market in Japan

Organic Food Market Volume in Japan



Organic Food Consumption per capita



MAFF, Japan (2019)



- Total food consumption will decline as the population decreases and ages.
- Even under such circumstances, consumption of food products that have consumer appeal is expected to grow.
- Healthy Food : Already a large market. Demand from consumers who want to live healthy will be even higher.
- Sustainable Food: A market with big potential.

1. Japanese market demand for sustainable and healthy food

2. How Japan works with the SDGs related to food sector



# **Why Food Industry is committed in SDGs**

- Business Development
- Risk avoidance
- Social Value



Yakult

## “ Health, Community and Environment”

- ✓ Seminar on Health through Food
- ✓ Yakult Lady
- ✓ Recycling of Plastic Resources and Reduction of Plastic Consumption
- ✓ Decarbonisation



## Japan Food Ecology Center, Inc.

### “Generating Value from Food Waste”

- ✓ Liquid fermented feed (named “Liquid eco-feed”) made from food waste.
- ✓ Reduce dependence on imported feed by using domestic resources.
- ✓ Contributing to sustainable pork production. Branding with added value.



## TABLE FOR TWO International (NPO)

### “Onigiri (Rice Ball) Action”

- ✓ By posting a photo of an Onigiri on SNSs, five school lunches are provided to children in developing countries.
- ✓ 4.5 million meals have been delivered.
- ✓ 50 companies and municipalities support the project.
- ✓ Awareness of the poverty and hunger issues through a familiar meal (onigiri)



Thank you !!