3542QCA
VISUAL COMMUNICATION DESIGN 3

FOOD DEMOCRACY

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Japan’s food self-sufficiency is now at a critical level. Japan only produces 39% of the food it consumes. This is the lowest among all major developed nations.

**Background of issue**

- Significant change in the Japanese people’s diet.
- The decrease in demand for domestic agriculture produce leads directly to the decline in agricultural productivity.
- Japan disposes more edible food than the entire world provides in aid.
- Japan’s agricultural ministry estimates that 23 million tons of food are discarded every year, about $120 billion worth which is the monetary equivalent of Japan’s annual agricultural output. Moreover, it cost $21 billion to process that waste.
- Currently, Japan is tackling issues such as aging farming population and increase in abandoned farmland.
- Japan depends on a very small number of countries for the majority of the food it imports, therefore its food supply base is quite vulnerable.
Describe your idea and concept of your work in relation to the outlines

“A BALANCED DIET”

Japan is a hungry country, where more food is consumed than can be produced. The consuming public need to be aware of this imbalance.
What kind of communication approach do you use?

By confronting them with facts and statistics in unexpected ways, I am educating them as to why this is an important issue.
What are in your opinion concrete benefits to the society because of your communication?

I’m educating and empowering the general public about where their food comes from and how they can make choices to reduce the impact of imbalanced consumption.
What did you personally learn from creating your work?

Japan is a hungry country, where more food is consumed than can be produced. I never knew this fact! I also learned about how much waste exists in Japan. I didn’t realise how different designing an interactive and educational website would be compared to previous work I have done in the past.
Why is your work, GOOD communication WORK?

I believe this website is effective because it delivers a message that I want to express in an interactive way that would be interesting to users. The user is involved in instead of just reading a brochure. It offers a positive and educational user experience with a friendly tone of voice.
Where and how do you intend to implement your work?

- As I have done a website, it will live online.
- There would be printed materials to help promote the message and to drive traffic to the website.
- Creating an accreditation system for brands to partake in with an official seal to label products so that consumers can make informed decisions.
- Social media presence on facebook & twitter.
A Balanced Diet

Do you know where your food comes from? Chances are you probably don’t. Learn about the balance of the nation’s diet, and how you can balance your own.

Ok, let’s get started
So, how well balanced are you?
First of all, tell us where you live:

TYPE YOUR POSTCODE
Did you know that Nagoya produces only 1% of the food it consumes?
Tempura soba is a traditional Japanese cuisine. Do you know how much of its ingredients are made in Japan?

Type your answer
Your answer: 70%
Japan is not as self-sufficient as you might think.
Which categories are the most self-sufficient?

Match the percentages to the correct category.

Meat  5%
Seafood  60%
Oil  77%
Vegetables  16%
Rice  98%
A Balanced Diet

- Rice: 90%
- Vegetables: 77%
- Seafood: 60%
- Meat: 16%
- Oil: 3%

Your Score: 3/15
Japan's food self-sufficiency

Currently, Japan only produces about 40% of the food it consumes.
Food self-sufficiency by country
The lowest among all major developed nations
Food imports & exports (2012)

Japan is the one of the world's largest net food/seafood importers.

EXPORTS
IMPORTS

<table>
<thead>
<tr>
<th>Country</th>
<th>Exports</th>
<th>Imports</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>1,871</td>
<td>870</td>
</tr>
<tr>
<td>Germany</td>
<td>706</td>
<td>597</td>
</tr>
<tr>
<td>Australia</td>
<td>250</td>
<td>241</td>
</tr>
<tr>
<td>Japan</td>
<td>12</td>
<td>27</td>
</tr>
</tbody>
</table>
Part of balancing Japan's diet is reducing how much we waste.
Do you know how much of food does Japan dispose every year? Select a correct answer.

- 5 million tons
- 10 million tons
- 15 million tons
- 20 million tons
We dispose of about 20 million tonnes of food every year.

Your answer: 10 million tons

20 million tons
Food waste

Although Japan imports a lot of food, Japan also disposes 1/3 of food every year (20 million tonnes).

<table>
<thead>
<tr>
<th>WHICH IS WORTH</th>
<th>WHICH CAN FEED</th>
<th>WHICH COSTS</th>
<th>WHICH IS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$120 BILLION of food</td>
<td>5,000 PEOPLE in developing countries every year</td>
<td>$21 BILLION to process that waste</td>
<td>X 3 MORE than the entire world provides in aid</td>
</tr>
</tbody>
</table>
So many leftovers
Restaurant food waste statistics by person and food category

- Vegetables
- Grains
- Processed Foods
- Meat
- Seafood
- Dairy Products
- Eggs
- Fruits

Bar chart showing distribution of food waste by category.
How can you help balance the national diet?

- Enjoy a balanced diet
- Eat food in season
- Balance diet with local produce
- Reduce food waste
Enjoy a balanced diet

Opting for a balanced, adequate and varied diet is an important step towards a happy and healthy lifestyle.

LET'S GO BACK TO BASICS.
Japanese food and diet can help you live longer and healthier. The increase in the demand for domestic agricultural produce will drive agricultural development and enliven agricultural communities.
HEALTH BENEFITS OF JAPANESE DIET

The Japanese diet is often regarded as one of the healthiest diets in the world.

1. LIFE SPAN
Japanese people have one of the longest life expectancies in the world. They are at a lower risk of age-related health conditions, such as dementia, heart disease, cancer and stroke, reports the Okinawa Centenarian Study. While genes may contribute to some of these effects, the healthy lifestyle of the Japanese plays a large role as well. Their meals focus on healthy foods that contain plenty of nutrients, but are low in saturated fat and calories. Fish, tofu, fruits, vegetables and rice are common Japanese foods and they contain nutrients that support overall health, which allows a longer life expectancy.

2. HEART DISEASE
A diet rich in seafood means getting more omega-3 fatty acids, which offer protection against heart disease. Much of the meat consumed in a typical Japanese diet is seafood and fatty fish such as salmon, tuna and sardines offer the most benefit.

CLICK! Benefits of Japanese diet
Healthy balanced alternatives

You can swap out these foods for others that are not just healthy for you but also made in Japan! Click the alternatives to get a great recipe.

- Hamburger: 43%
- Rice burger: 64%
- Cupcake: 91%
- Rice Cake: 92%
- Pasta Carbonara: 32%
- Rice Flour Gnocchi Salad: 91%
- Steak with Chips: 40%
- Sashimi Rice Bowl: 91%

% Food self-sufficiency rate
Rice Flour Gnocchi Salad

Gnocchi are lovely little potato dumplings. A simple mix of white rice flour and sweet rice flour does the trick for this recipe.

Healthy balanced alternatives

I swap out these foods for others that are not just healthy for you but also made in Japan! Click the alternatives to get a great recipe.

- Rice burger: 64%
- Cupcake: 41%
- Rice Cake: 92%
- Spaghetti: 41%
- Rice Flour Gnocchi Salad: 91%
- Steak with Chips: 40%
- Sashimi Rice Bowl: 91%
Eat food in season
Eating foods in season is the best way to get the most nutrients, according to experts. Place these vegetables & fruits into correct season.

- Spring
- Fall
- Summer
- Winter
Seasonal food in April
Cooking with the seasons means choosing fruits & vegetables that are at the peak of freshness and flavour.

CLICK ICON TO FIND MORE & RECIPES

- Green Peas
- Strawberry
- Shiitake Mushroom
- Cabbage
HEALTH BENEFITS OF GREEN PEAS

Their fiber, mostly insoluble, aids intestinal motility and may help lower cholesterol. Of the myriad nutrients peas provide, iron is particularly important since it’s hard to find non-animal foods with much of this blood-building nutrient.

Seasonal food in April

Cooking with the seasons means choosing fruits & vegetables that are at the peak of freshness and flavour.

CLICK ICON TO FIND MORE & RECIPES

Minted Pea Soup

Download a Recipe
Balance your diet with local produce

When you buy local produce, you are directly supporting the local economy.

THE OFFICIAL SEAL

There are currently more than 50 products that bear the official balanced diet seal, watch out for them!
Local stores where you can purchase balanced diet products:

1. **NATURAL GROCERS**
   465-0002
   Aichi-ken, Nagoya-shi, Naka-ku, Daikanchō 33-27
   052-302-1101

2. **WHOLE FOODS**
   465-0023
   Aichi-ken, Nagoya-shi, Meitō-ku, Yamagaseicho 3-608
   052-302-1103

3. **PATHMARK**
   453-0041
   Aichi-ken, Nagoya-shi, Nakamura-ku, Honjo 5-154
   052-302-1103

4. **ORGANIC FOODS**
   453-0241
   Aichi-ken, Nagoya-shi, Higashi-ku, Takatomi 2-524
   052-302-1104
REDUCE FOOD WASTE

Small but simple actions by individual consumers can dramatically reduce food waste.

- Recycling your food waste
- Donate to the less fortunate
- Get creative with your leftovers
Quiz
Please select the correct answer

1) How much is Japan’s food self-sufficiency?
- 20%
- 40%
- 60%
- 80%

2) What kind of food in Japan is the least self-sufficient?
- Seafood
- Meat
- Rice
- Oil
Answers:

1) How much is Japan’s food self sufficiency?
   - 40%

2) What kind of food in Japan is the least self-sufficient?
   - Oil
Your balance score is 60%

That's not bad, but you can do better!

Your actions can make a difference, but we need everyone to help balance the national diet! Challenge a friend:

Send an email: SEND

Try again!
A Balanced Diet
@a_balanced_diet
TOKYO_JP
http://abalknediet.com

Tweet to @Username

Recent Images - view all

Similar to you - view all

About User
Log out
Help
Terms
Privacy
About
Front Door
Settings
Mobile
Desktop
Site Map
To get your taste buds adapted to healthier foods you've avoided for years, here's how:

Go slow. Make one small change at a time over a period of weeks. As your taste buds adapt, gradually add in more vegetables, fruit, and seafood.

Stay away from plain. Don't start off with a plate of raw broccoli. Instead, mix pureed or diced vegetables into foods you already like, such as macaroni and cheese, meatloaf, chili, seasoned noodles, sauces, soups or baked goods.

Use flavouring. Vegetables can taste much better with some herbs and spices, Cajun seasoning and healthy dips such as hummus - or simply rilled with a little salt, pepper, and garlic. Go for a known favourite. If you like sian cuisine, for example, cook with a teriyaki glaze.

Experiment with cooking time. You may remember your childhood vegetables as a mushy heap. Texture can matter as much as taste: if the same food is firmer or cut into smaller pieces, it may be much more appealing.

Consider fresh, frozen and canned. Frozen or canned vegetables can be just as healthy as fresh but taste better to you. Just watch the salt and sugar content.

Be adventurous. Every time you go to the grocery store, buy one fruit or vegetable you've never tried before. You're likely to stumble on a new favourite.
How well balanced are your groceries today?

Find more on www.abalanceddiet.com
How well balanced are your groceries today?
Posters

This advertisement isn’t just promoting a healthy balanced diet. It is also promoting balancing the national diet by purchasing local produced food instead of imported food which Japanese people primarily consume at the moment.
Thank You :-)