

**3542QCA**

VISUAL COMMUNICATION DESIGN 3

# FOOD DEMOCRACY

s2777298 CHICA YOSHIDA

## Background of issue

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.

- 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.

1

---

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.

2

---

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.

3

---

**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.

4

---

## 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 a interactive and educational website would be compared to previous work I have done in the past.

5

---

## 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.

6

---

## 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:



NEXT



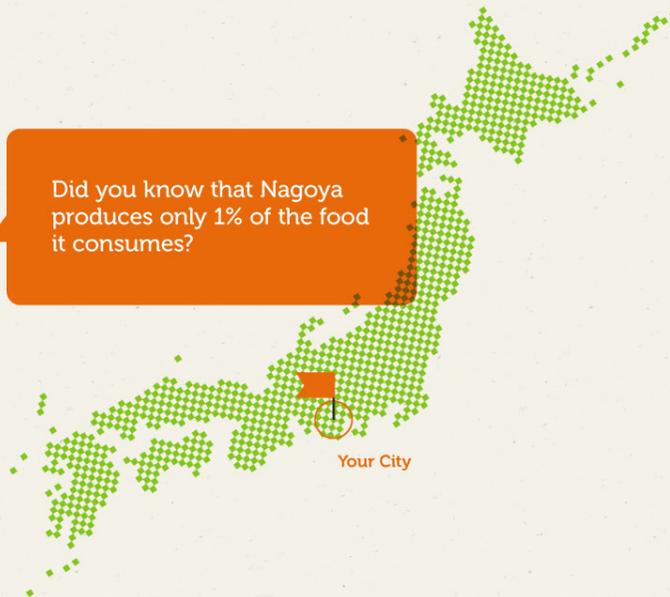


 YOUR SCORE: 0/15

498-0018

# Nagoya

Did you know that Nagoya produces only 1% of the food it consumes?



Your City



NEXT



Tempura soba is a traditional Japanese cuisine. Do you know how much of its ingredients are made in Japan?



Type your answer



40%



Your answer: 70%





Japan is not as  
self-sufficient as  
you might think.



8"   32k

NEXT



### Which categories are the most self-sufficient?

Match the percentages to the correct category.



Meat



Seafood



Oil



Vegetables



Rice

3%

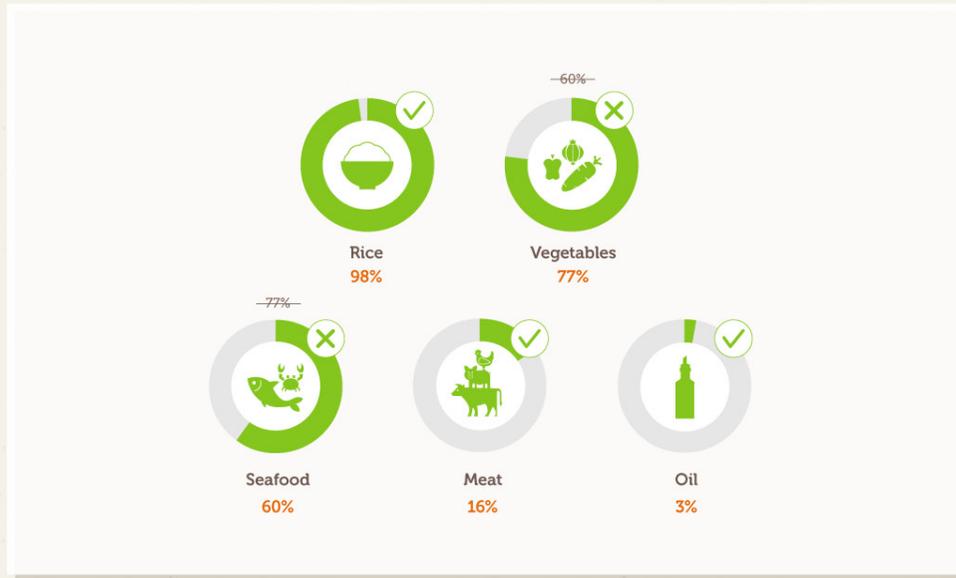
60%

77%

16%

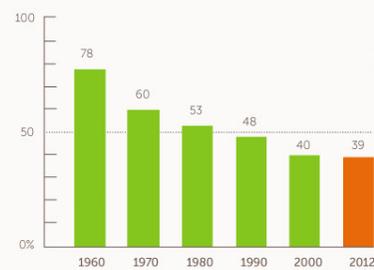
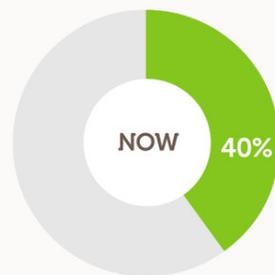
98%





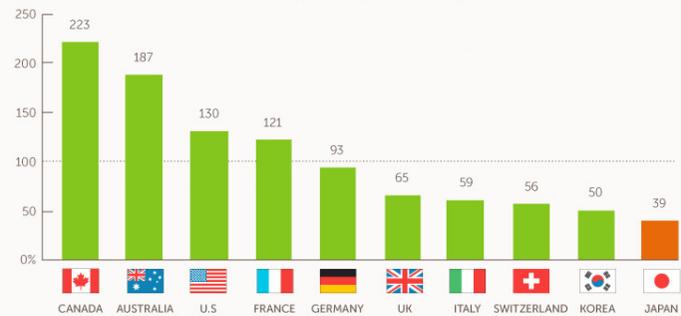
## Japan's food self-sufficiency

Currently, Japan only produces about 40% of the food it consumes.



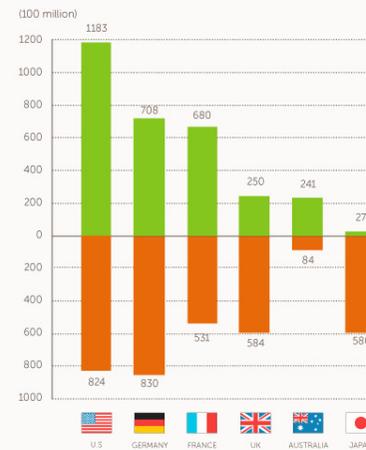
## Food self-sufficiency by country

The lowest among all major developed nations



## Food imports & exports (2012)

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





 YOUR SCORE: 3/15

Part of balancing Japan's diet is reducing how much we waste.



NEXT



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).

..... [ WHICH IS WORTH ] .....



**\$ 120 BILLION**  
of food

..... [ WHICH CAN FEED ] .....



**5,000 PEOPLE**  
In developing countries  
every year

..... [ WHICH COSTS ] .....



**\$ 21 BILLION**  
To process that waste

..... [ WHICH IS ] .....



**X 3 MORE**  
Than the entire  
world provides in aid



## So many leftovers

Restaurant food waste statistics by person and food 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 life.

### 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 & sardines offer the most benefit.

 YOUR SCORE: 3/15

## ed diet

balanced, adequate  
it is an important step  
and healthy lifes tyle.



TO BASICS.

nd diet can help you live  
nier. The increase in the  
estic agricultural produce  
tural development and  
ral communities.



CLICK!

Benefits of  
Japanese diet

NEXT



### 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.



% 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.



DOWNLOAD THE RECIPE

### Healthy balanced alternatives

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.

sufficiency rate

NEXT



## 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



SPRING



—WINTER—

FALL



SUMMER



WINTER



—SPRING—



## 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.

NUTRITION FACTS

### Minted Pea Soup



DOWNLOAD A RECIPE

 YOUR SCORE: 7/15

## 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



Peas



Strawberry



Shiitake Mushroom



Cabbage

NEXT



## 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:

- |  |   |
|--|---|
| <b>1</b> <b>NATURAL GROCERS</b><br>461-0002<br>Aichi-ken, Nagoya-shi,<br>Higashi-ku, Daikanchō 33-27<br>052-302-1101 | <b>3</b> <b>PATHMARK</b><br>453-0041<br>Aichi-ken, Nagoya-shi<br>Nakamura-ku, Honjin 5-154<br>052-302-1103          |
| <b>2</b> <b>WHOLE FOODS</b><br>465-0025<br>Aichi-ken, Nagoya-shi,<br>Meitō-ku, Kamiyashiro 3-608<br>052-302-1102     | <b>4</b> <b>ORGANIC FOODS</b><br>453-0241<br>Aichi-ken, Nagoya-shi,<br>Minami-ku, Taitoritōri 2-124<br>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!



- Wall
- Info
- Photos
- Events
- Hike FREE Tab Builder

9,105 like this

Likes See All



Healthy Life



Organic Food



Healthy Eating

- Create a Page
- Add to My Page's Favorites
- Subscribe via RSS
- Unlike

### A Balanced Diet

Software · Japan



Wall Hike - Social Apps · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



#### A Balanced Diet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

14 hours ago · Like · Comment · Share

656 people like this.

View all 122 comments

Write a comment...



#### A Balanced Diet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. Lorem ipsum dolor sit amet: <http://hikeapps.com/tabbuilder>

Install Hike FREE Tab Builder Now - Hike - Social Apps bit.ly

Yesterday at 12:06am · Like · Comment · Share

258 people like this.

#### You and Hike - Social Apps

5 friends like this.

#### People You May Know

See All

User Name Add Friend

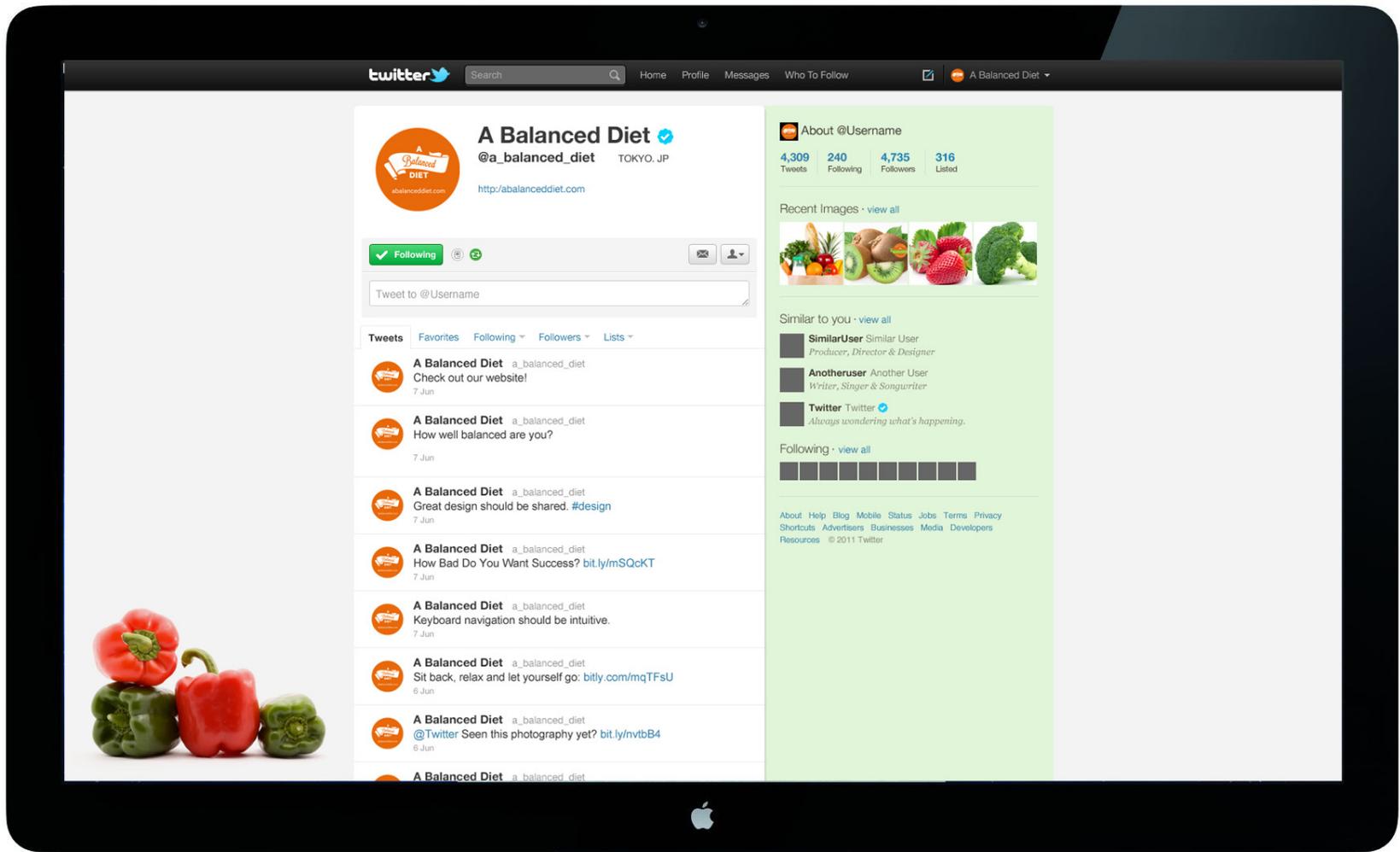
User Name 2 mutual friends Add Friend

User Name Add Friend

User Name 2 mutual friends Add Friend

User Name Add Friend





### A Balanced Diet

@a\_balanced\_diet TOKYO, JP

<http://abalanceddiet.com>

Following

Tweet to @Username

Tweets Favorites Following Followers Lists

- A Balanced Diet** @a\_balanced\_diet  
Check out our website!  
7 Jun
- A Balanced Diet** @a\_balanced\_diet  
How well balanced are you?  
7 Jun
- A Balanced Diet** @a\_balanced\_diet  
Great design should be shared. #design  
7 Jun
- A Balanced Diet** @a\_balanced\_diet  
How Bad Do You Want Success? [bit.ly/mSQcKT](http://bit.ly/mSQcKT)  
7 Jun
- A Balanced Diet** @a\_balanced\_diet  
Keyboard navigation should be intuitive.  
7 Jun
- A Balanced Diet** @a\_balanced\_diet  
Sit back, relax and let yourself go: [bitly.com/mqTFsU](http://bitly.com/mqTFsU)  
6 Jun
- A Balanced Diet** @a\_balanced\_diet  
@Twitter Seen this photography yet? [bit.ly/mvtbB4](http://bit.ly/mvtbB4)  
6 Jun
- A Balanced Diet** @a\_balanced\_diet



#### About @Username

4,309 Tweets 240 Following 4,735 Followers 316 Listed

#### Recent Images · view all



#### Similar to you · view all

- SimilarUser** Similar User  
Producer, Director & Designer
- Anotheruser** Another User  
Writer, Singer & Songwriter
- Twitter** Twitter  
Always wondering what's happening.

#### Following · view all



The good news, according to nutritionists, is that it's possible to develop a taste for healthy 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 tastes 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 drizzled with a little salt, pepper and garlic. Go for a known favourite; if you like Asian 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.

## Get the Look: Smokey Eyes

LifeStyle YOU

### Related Videos

- ▶ Get the Look: Voluminous Hair
- ▶ Winter Skincare

Search 500+ Videos



How well balanced are you?

Visit our website



### Newsletters

Get the latest on Property, DIY & Gardening, Food, Style and more.

Sign up now

## Calculators

How well balanced are  
your groceries today?



Find more on  
[www.abalanceddiet.com](http://www.abalanceddiet.com)



How well balanced are your groceries today?



Find more on [www.abalanceddiet.com](http://www.abalanceddiet.com)



health

WHOLE FOODS MARKET  
OPEN MON-SUN 10AM-7PM

GOOSE GOUBERS  
\$9.99/cu

GOOSE GOUBERS  
\$9.99/cu

---

## 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.

How well balanced are  
your groceries today?



Find more on  
[www.abalanceddiet.com](http://www.abalanceddiet.com)



**Thank You :-)**