

3542QCA

VISUAL COMMUNICATION DESIGN 3

FOOD DEMOCRACY

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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 needs 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:

TYPE YOUR POSTCODE



NEXT





 YOUR SCORE: 0/15

498-0018

Nagoya

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



Your City



NEXT





 YOUR SCORE: 0/15

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

Type your answer



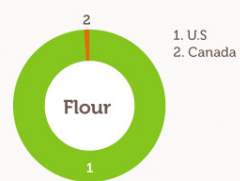
NEXT



40%

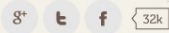


Your answer: 70%





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



NEXT





 YOUR SCORE: 0/15

Which categories are the most self-sufficient?

Match the percentages to the correct category.



Meat



Seafood



Oil



Vegetables



Rice

3%

60%

77%

16%

98%

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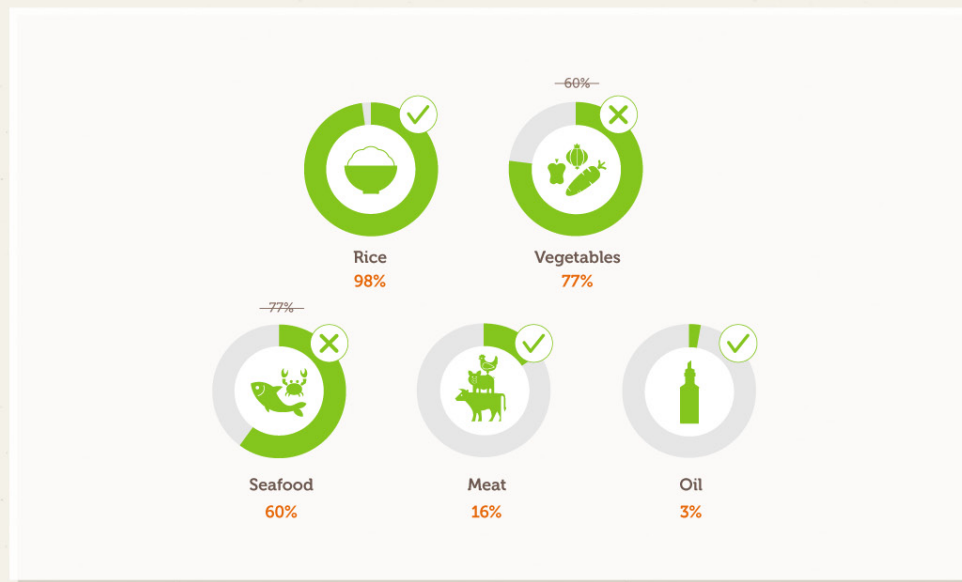
32k

NEXT





 YOUR SCORE: **3/15**



8+   32k

NEXT

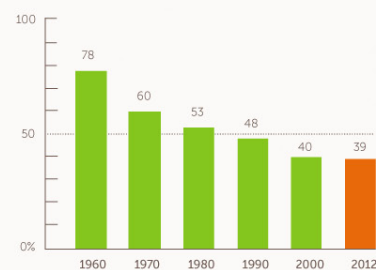
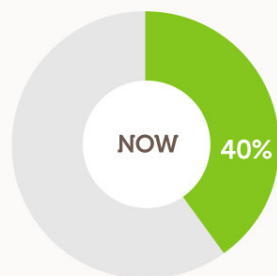




 YOUR SCORE: **3/15**

Japan's food self-sufficiency

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



8+   32k

NEXT

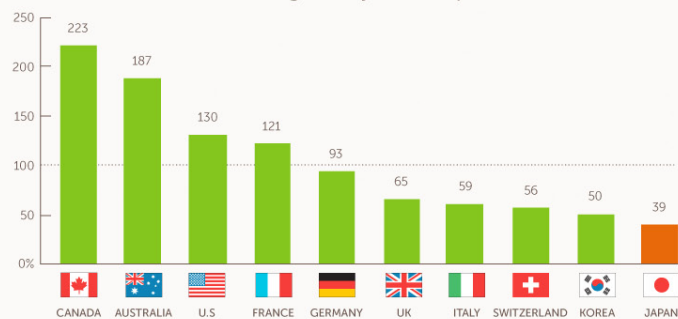




 YOUR SCORE: **3/15**

Food self-sufficiency by country

The lowest among all major developed nations



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NEXT



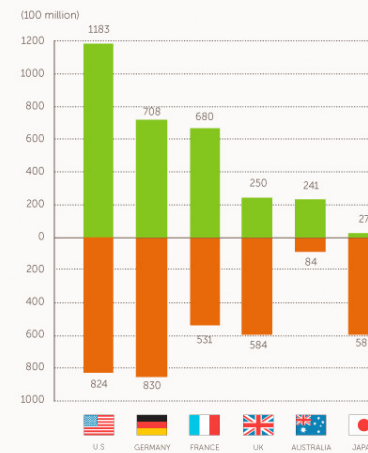


YOUR SCORE: 3/15

Food imports & exports (2012)

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

EXPORTS
IMPORTS



8+ 32k

NEXT





 YOUR SCORE: **3/15**

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



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NEXT





 YOUR SCORE: **3/15**

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



NEXT





 YOUR SCORE: 3/15

We dispose of about
20 million tonnes of
food every year.

Your answer: 10 million tons



20 million tons



NEXT



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

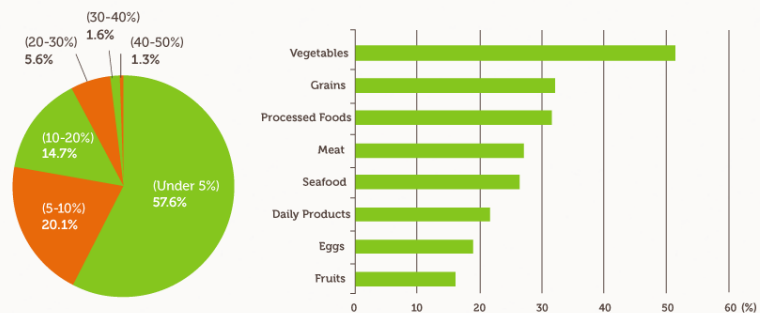
..... [WHICH IS]



X 3 MORE
Than the entire
world provides in aid

So many leftovers

Restaurant food waste statistics by person and food category





 YOUR SCORE: **3/15**

How can you help balance the national diet?



Enjoy a
balanced diet



Eat food in
season



Balance diet with
local produce



Reduce
food waste

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 YOUR SCORE: **3/15**

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.



NEXT



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
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TO BASICS.

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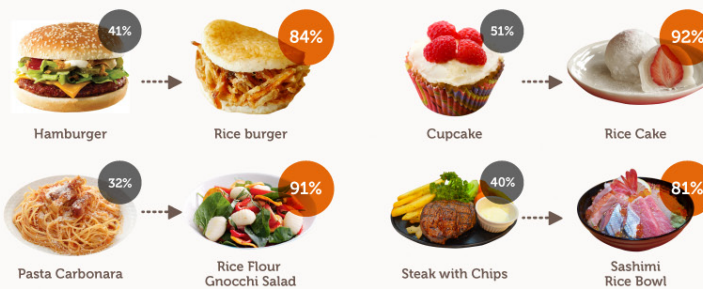
CLICK!
Benefits of
Japanese diet

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

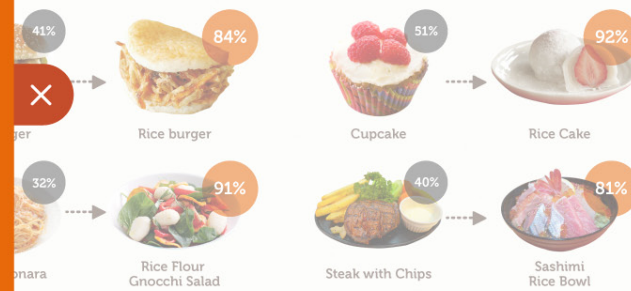
Gnocchi are lovely little potato dumplings. A simple mix of white rice flour and sweet rice flour does the trick for this recipe.



DOWNLOAD THE RECIPE

Healthy balanced alternatives

When you swap out these foods for others that are not just healthy for you, you can also make them in Japan! Click the alternatives to get a great recipe.



sufficiency rate

YOUR SCORE: 3/15

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





 YOUR SCORE: 7/15

SPRING



—WINTER—

FALL



SUMMER



WINTER



—SPRING—

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 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



Green Peas



Strawberry



Shiitake Mushroom



Cabbage



NEXT



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



as



Strawberry



Shiitake Mushroom




Cabbage

NEXT





 YOUR SCORE: 7/15

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!



NEXT





 YOUR SCORE: 7/15

Local stores where you can purchase balanced diet products:

- | | |
|---|--|
| 1 NATURAL GROCERS
461-0002
Aichi-ken, Nagoya-shi,
Higashi-ku, Daikanchō 33-27
052-302-1101 | 3 PATHMARK
453-0041
Aichi-ken, Nagoya-shi
Nakamura-ku, Honjin 5-154
052-302-1103 |
| 2 WHOLE FOODS
465-0025
Aichi-ken, Nagoya-shi,
Meitō-ku, Kamiyashiro 3-608
052-302-1102 | 4 ORGANIC FOODS
453-0241
Aichi-ken, Nagoya-shi,
Minami-ku, Taitoritōri 2-124
052-302-1104 |



NEXT



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



NEXT



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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

8°

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32k

Try again!





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 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 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

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are you?

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Calculators

How well balanced are
your groceries today?



Find more on
www.abalanceddiet.com



How well balanced are
your groceries today?



Find more on
www.abalanceddiet.com



WHOLE
FOODS
MARKET

OPEN MON-SUN 10AM-7PM

EGG CAKE
Goose Couds
\$9.99/ea

EGG CAKE
Goose Couds
\$9.99/ea

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



Thank You :-)