



# Towards reducing Food Loss and Waste in Japan

**Food Loss and Waste Reduction Promotion Office  
Consumer Education Promotion Division  
Consumer Affairs Agency, Government of JAPAN**



# Food Loss and Waste Reduction National Movement In Japan



## Japan and FLW policymaking: Key insights

- In 2000, Japan carried out a first quantification exercise of FLW. The exercise brought to light the causes of FLW, including the commercial practice of excess inventory and returns indirectly caused by consumer preferences.
- In response to the SDG Target 12.3 set up in 2015, existing policies were revised, and the Act on Promotion of Food Loss and Waste Reduction was introduced in 2019.
- Several government institutions are the custodians of the Japanese FLW strategies, predominantly MOE, MAFF, and CAA. Each agency has a distinct role, focusing on specific food value chain stage and policy instruments, and collaborating over some instruments.
- Japan is one of the few countries that carries out impact assessment of FLW policies.
  - FLW is quantified annually to manage business and household FLW reduction goals.

The basic policy sets the goal of **reducing business FLW by 60%** and **reducing household FLW by 50% by FY 2030**, compared to FY 2000 levels.

- A household survey is conducted on an annual basis to evaluate social impacts including consumer awareness and behavioral change on FLW.

The percentage of nations who are aware of the FLW problem and are working to reduce FLW is 74.9%(FY2024), with the **goal of 80%**.



# Act on Promotion of Food Loss and Waste Reduction

Promulgation: 31/May/2019 as Act No.19 of 2019  
Enforcement: 1/Oct/2019

## <Issues of food loss and waste (FLW)>

- A large amount of edible food is discarded in Japan.
- Food loss and waste is mentioned in the 2030 Agenda for Sustainable Development (adopted by the U.N. General Assembly in September 2015).

Issues include waste of resources (i.e. increase of business costs and household burdens) and increase of environmental burden.

## Preamble

- While there are many people plagued with malnutrition in the world, it is imperative for Japan to engage in reducing FLW seriously, as a nation that depends on a large amount of imported food.
  - There are two basic viewpoints for reducing FLW; 1) All entities need to change their attitudes and foster awareness of not wasting food, 2) prevent discarding edible food, in short, consume food as food.
- ➔ Declares that the objective of the Act is to promote FLW reduction as a national movement through collaboration of various entities.

## Definition of reducing food loss and waste (Article 2)

Defines reducing FLW as “efforts made to prevent discarding food that is safe and nutritious for human consumption”.

## Responsibilities (Article 3-7)

Prescribe the responsibilities of the central government/local governments and businesses, the role of consumers, and the necessity of collaboration between relevant entities.

## Relationship between the Act on Promotion of Food Loss and Waste Reduction and the Food Waste Recycling Law (Article 8)

The central government/local governments must implement measures on the Food Waste Recycling Law based on the philosophy and the contents of the Act on Promotion of FLW Reduction.

## Promotion month for reducing food loss and waste (Article 9)

Prescribes October as a promotion month for reducing FLW in order to enhance understanding and interests among the people.

## Basic policy (Article 11-13) Approved by the Cabinet: 31/March/2020

- The central government must decide a basic policy (by the cabinet decision) on reducing FLW.
- Local governments (prefectures and municipalities) shall endeavor to establish their basic plans on reducing FLW, based on the basic policy.

## Basic measures by the central government/local governments (Article 14-19)

- Promote awareness and advocacy on FLW on consumers and businesses.
- Support efforts made by food-related business operators.
- Commend entities for making significant achievements on reducing FLW.
- Conduct surveys on FLW, implement researches on measure to reduce FLW effectively.
- Collect and disseminate best practices on reducing FLW.
- Support food banks, conduct researches on indemnities for food donations/supplies by food banks.

## Council for Promotion of Food Loss and Waste Reduction (Article 20-25)

- The Council will be installed in the Cabinet Office.
  - The Council consists of relevant Ministers and experts of FLW and entitled to draft the basic policy.
- (Chairperson : Minister of State for Consumer Affairs and Food Safety)



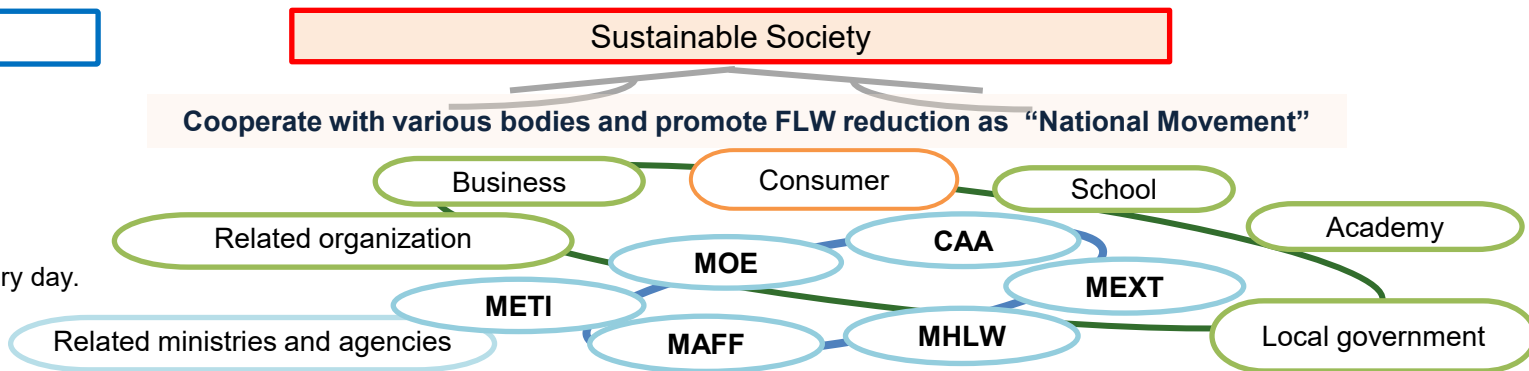
# Basic Policy on Promotion of Food Loss and Waste Reduction

Based on the Act on Promotion of Food Loss and Waste Reduction, the Basic Policy on Promotion of Food Loss and Waste Reduction was decided by the Cabinet on 31<sup>st</sup> March 2020 as a guidance for the central government/local governments, businesses and consumers.

## Significance of promotion of FLW reduction

《Current Status of FLW in Japan》

- Amount of FLW (FY 2022): **4.72 M tons** (estimated)  
2.36 M tons from business, 2.36 M tons from household
- Annual FLW per person: **38kg**  
→ ≙ the throwing away one rice ball (103 g) of food every day.



## Role and action for promotion of FLW reduction in various bodies(e.g. consumers, businesses related to food)

Encourage each body to take the FLW issues as "my own affairs" rather than "others affairs" and take action respectively.

### Consumer

Consider and take possible action during daily lives.

- ✓ Check ingredients at home before shopping
- ✓ Manage inventory in the refrigerator
- ✓ Arrange the amount of meal that can be eaten
- ✓ When eating out, order an appropriate amount
- ✓ Try so-called "3010 campaign" at banquets
- ✓ If left behind, take it back with your own responsibility

**3010運動**

注文の際、**分量を注文**しましょう。

乾杯後**30分**は、席を立たず、**料理を楽しま**ましょう。

お開き前**10分**は、自分の席に戻って、再度、**料理を楽しま**しましょう。

ENJOY LEFTOVERS sticker for "Take it back"

← Introducing "3010 campaign"

- First 30 minutes, enjoy meal
- Then enjoy talking
- Last 10 minutes, eating up!

### Primary industry Food-related business operator

Understand FLW by business activities and review it including business customs

- ✓ Use of imperfect and unused agricultural, forestry and marine products
- ✓ Consolidation of expiration date labeling, extension of expiration date
- ✓ Relaxation of delivery deadline
- ✓ Reservation sales of seasonal products
- ✓ Selling out by discounts and grant additional points
- ✓ Introducing a small portion menu

Logo for seasonal products (Ehomaki roll)

### Central/Local government(s)

Facilitate awareness raising for consumers, support for efforts by food-related businesses operators, information sharing, Support for activities to provide unused food

- ✓ Promote measures to reduce FLW
- ✓ Effective use of food stockpiles for disasters
- ✓ Reduction of FLW at sponsored events

Local governments have decided a "FLW reduction promotion plan" to promote action considering the characteristics of the region. Central government supports their planning.

Distribution the food stockpiles (CAA)

National Convention→

**CAA:** Consumer Affairs Agency, Government of Japan

**MAFF:** Ministry of Agriculture, Forestry and Fisheries

**MOE:** Ministry of the Environment

**MEXT:** Ministry of Education, Culture, Sports, Science and Technology

**MHLW:** Ministry of Health, Labour and Welfare

**METI:** Ministry of Economy, Trade and Industry



# The 2<sup>nd</sup> Basic Policy on the Promotion of the Reduction of Food Loss and Waste

(Decided by the Cabinet on March 25, 2025)

In the first basic policy for FY2020, the target for reducing Food Loss and Waste (FLW) was set at halving the amount of food loss by FY2030 compared to the FY2000 level. The amount of FLW in the most recent, FY2022, was 4.72 million tons, and a further reduction of 200,000 tons is needed for household-related FLW. As the target for business-related FLW was achieved eight years ahead of schedule in FY2030, a new target of 60% reduction has been set.

## 《Target for reducing Food Loss and Waste》

By 2030, compared to 2000

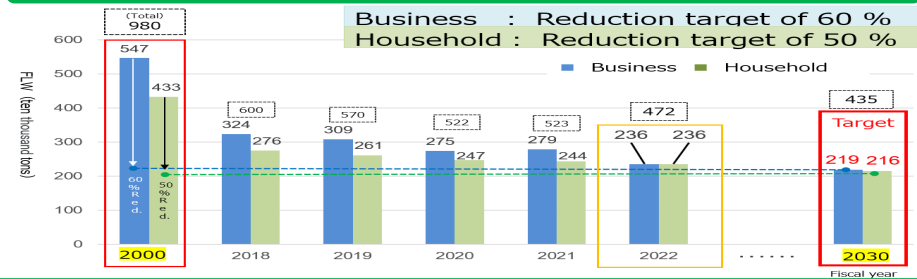
① FLW in Household reduce 50% [Continue]

← Another 200,000 tons to be reduced

FLW in business sectors reduce 60% [New]

② 80% of consumers are aware of the issue FLW and are working to reduce it. [Continue] ※74.9% in 2024

## Tend Graph and Reduction Targets regarding FLW in Japan



## Basic Policy on the Promotion of Food Loss and Waste Reduction

※ 3. Award system and 5. Collection and provision of information (ongoing)

### 1. Promotion, dissemination, and enlightenment of education and learning

#### Additional measures;

- ✓ The three measures of reducing FLW, promoting food donations, and ensuring food access are being communicated as a comprehensive project called the "Food Circle Project ("SHOKUNOWA" in Japanese)".
- ✓ Based on the "Guidelines for Promoting the Take-Out of Leftover Food", the take-out system is made known to consumers on the premise that they are responsible for their own actions.
- ✓ Raising the level of local initiatives and promoting their horizontal development through measures such as the publication of information on the status of initiatives to reduce FLW by local public bodies.
- ✓ Development FLW reduction promotion supporters who will be responsible for enlightening and working on FLW reduction in the regions.

etc.



[Food Circle Project Logo]



[Guidebook for supporter]



[Collaboration with international org.]

### 2. Support for the efforts of food-related businesses

#### Additional measures ;

- ✓ Promote the review of business practices by ensuring that people are aware of the review of delivery deadlines, the review of safety factors for best-before dates, and the review of broad-based labeling.
- ✓ Guidelines for promoting the take-home of leftover food have been established.
- ✓ Dissemination of information on the revised Guidelines for the Setting of Best-Before Dates and Promotion of Initiatives.

#### Expansion measures ;

- ✓ Promoting initiatives to reduce food loss and promote food donations through the use of new technologies such as ICT, DX, and AI.



[Utilization of technology such as Sharing Apps for FLW reduction promotion and food donations]

### 4. Conducting surveys and promoting research

#### Additional measures ;

- ✓ Survey of the actual amount of FLW from disaster preparedness stockpiles held by businesses and considering effective use

#### Expansion measures ;

- ✓ Implementation of estimates of the amount of FLW generated and its economic loss and environmental impact (greenhouse gas emissions).
- ✓ Organizing effective reduction measures according to the causes of FLW in household, and formulating a guide for relevant parties in the community.

### 6. Support for activities to provide unused food (food donations)

#### Additional measures ;

- ✓ To improve public trust in food donation activities and ensure their sustainability, we are promoting the "Guidelines for Food Donations".
- ✓ A system has been established to identify food bank activity groups and other organizations that can fulfill certain management responsibilities.

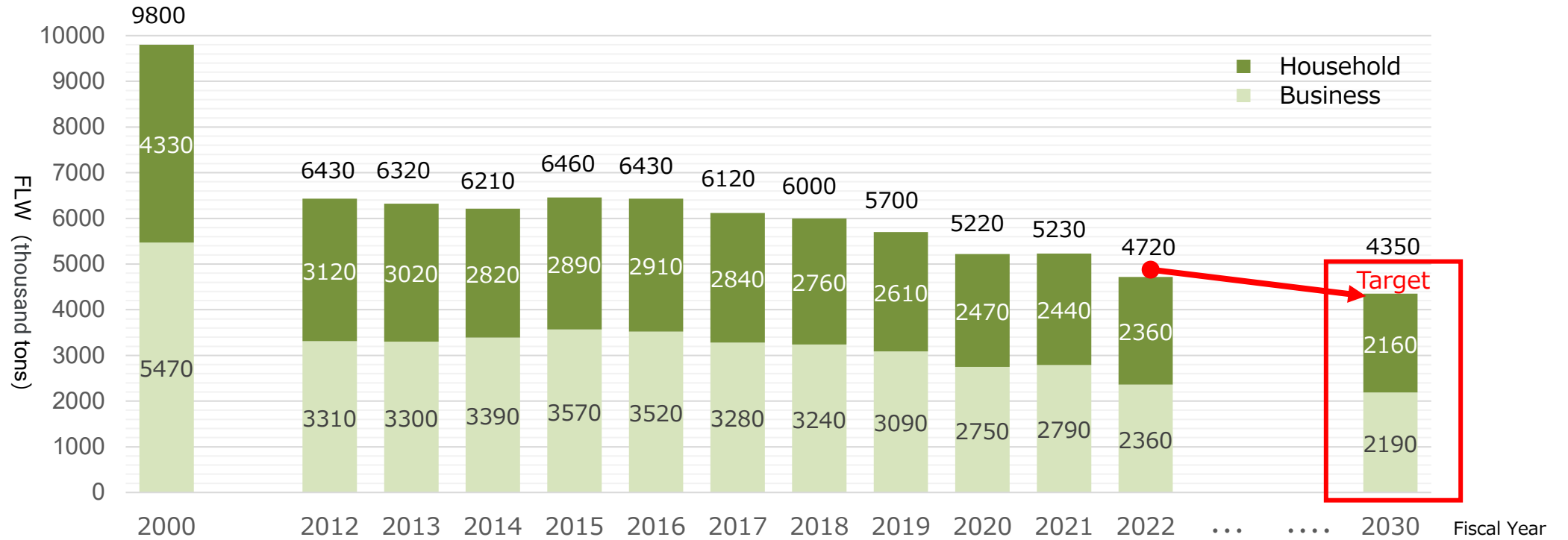


[Promoting food donations by creating guidelines]



# Trend Graph and Reduction Targets regarding Food Loss and Waste in Japan

We are promoting efforts to halve the amount of FLW generated from households and businesses by FY2030 compared to FY2000. Although the target was achieved in the FY2022 estimate, this estimate was affected by COVID-19, and future progress must be closely monitored. In addition, from the perspective of environmental and social issues, we must continue to work on reducing FLW.



Fiscal Year	2000	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2030 (/2000)
Household	4330	3120	3020	2820	2890	2910	2840	2760	2610	2470	2440	2360 (▲46%)	<b>2160 (▲50%)</b>
Business	5470	3310	3300	3390	3570	3520	3280	3240	3090	2750	2790	2360 (▲57%)	<b>2190 (▲60%)</b>
Total	9800	6430	6320	6210	6460	6430	6120	6000	5700	5220	5230	4720	<b>4350</b>

(Estimates by the Ministry of Agriculture, Forestry and Fisheries and the Ministry of the Environment)  
\*The total may not match the breakdown due to rounding.

The numbers in parentheses are the reduction rates compared to FY2000.



## Method for estimating Food Loss and Waste in Japan

### ● **FLW from business** <Estimated by the Ministry of Agriculture, Forestry and Fisheries(MAFF) >

1. Pursuant to the Food Waste Recycling Law, MAFF estimates the annual amount of wasted food generated by the entire food industry based on the results of regular wasted food reports (from businesses that generate 100 tonnes or more per year) and statistical surveys.
2. The amount of edible food (FLW) is estimated by multiplying the annual amount of wasted food, etc. generated calculated in above No.1 by the percentage of edible portions of wasted food, etc. obtained from the questionnaire survey of regular reporters.

### ● **FLW From Household** <Estimated by The Ministry of the Environment (MOE)>

1. MOE keeps track of the amount of wasted food generated by households each year based on the results of Garbage composition survey conducted by approximately 200 local governments and questionnaire surveys on wasted food and FLW conducted in some cities and towns.
2. For other cities and towns that do not know the amount of FLW generated, calculations are based on the results of above NO.1.  
FLW is estimated by multiplying the amount of wasted food by the average percentage of FLW in wasted food.
3. The amount of FLW is estimated by adding above No.1 and 2 together.



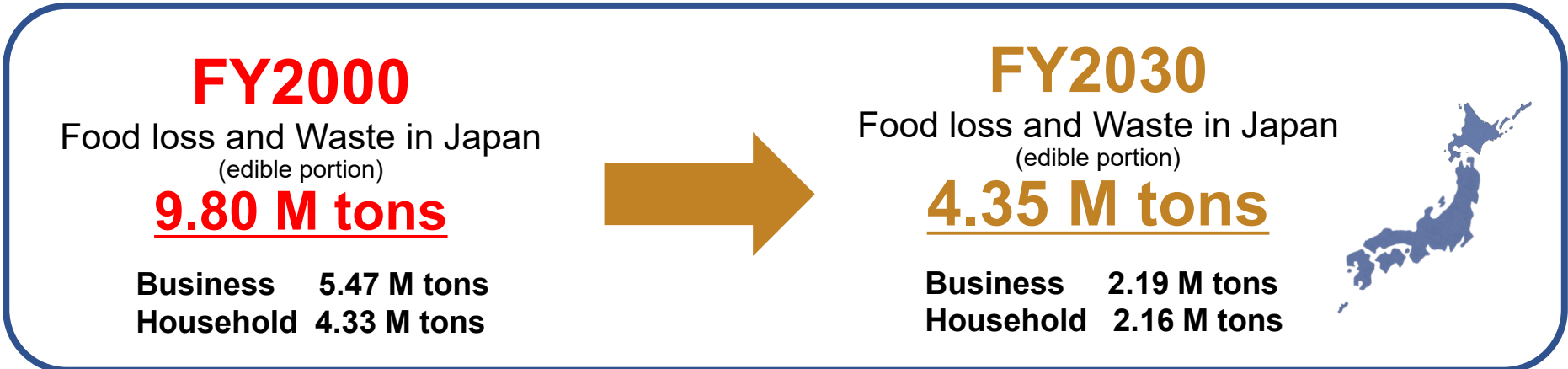
# SDGs 12 Responsible Consumption and Production



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**Goal 12: Ensure sustainable consumption and production patterns**

**12.3 By 2030, halve per capita global food waste** at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

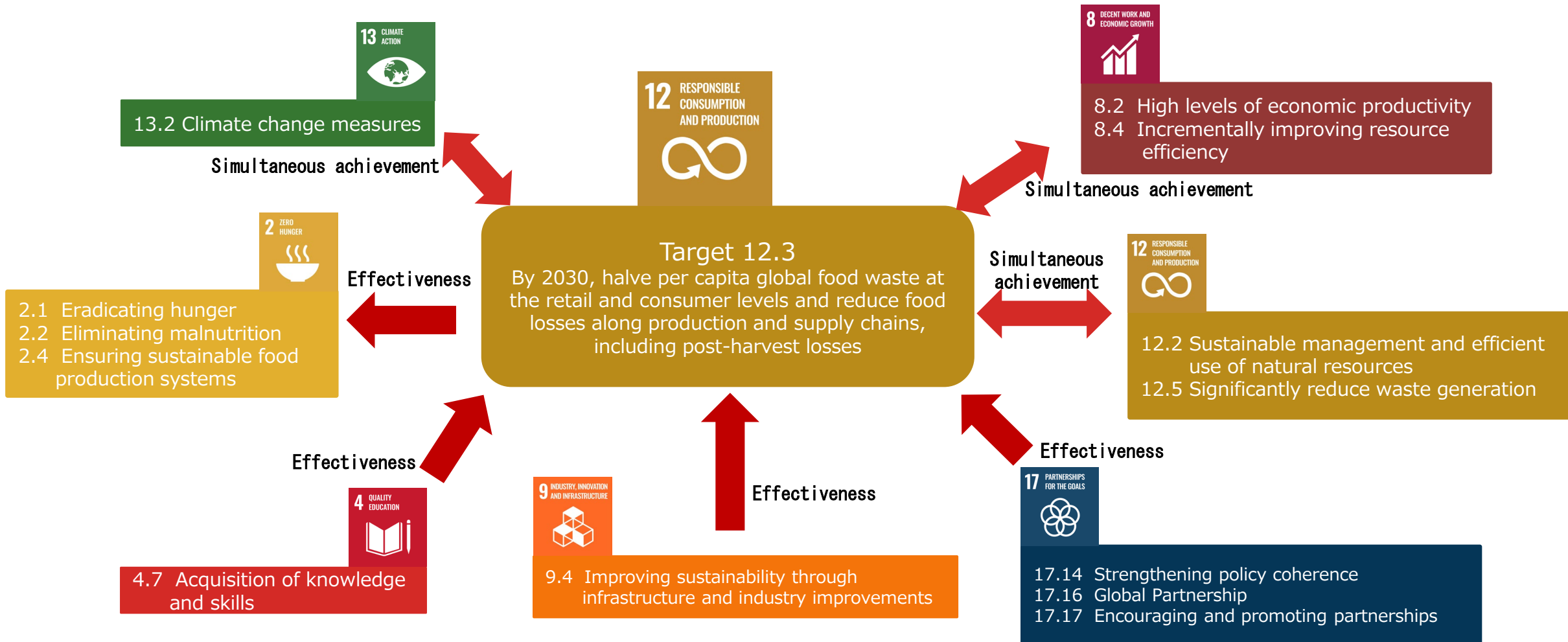






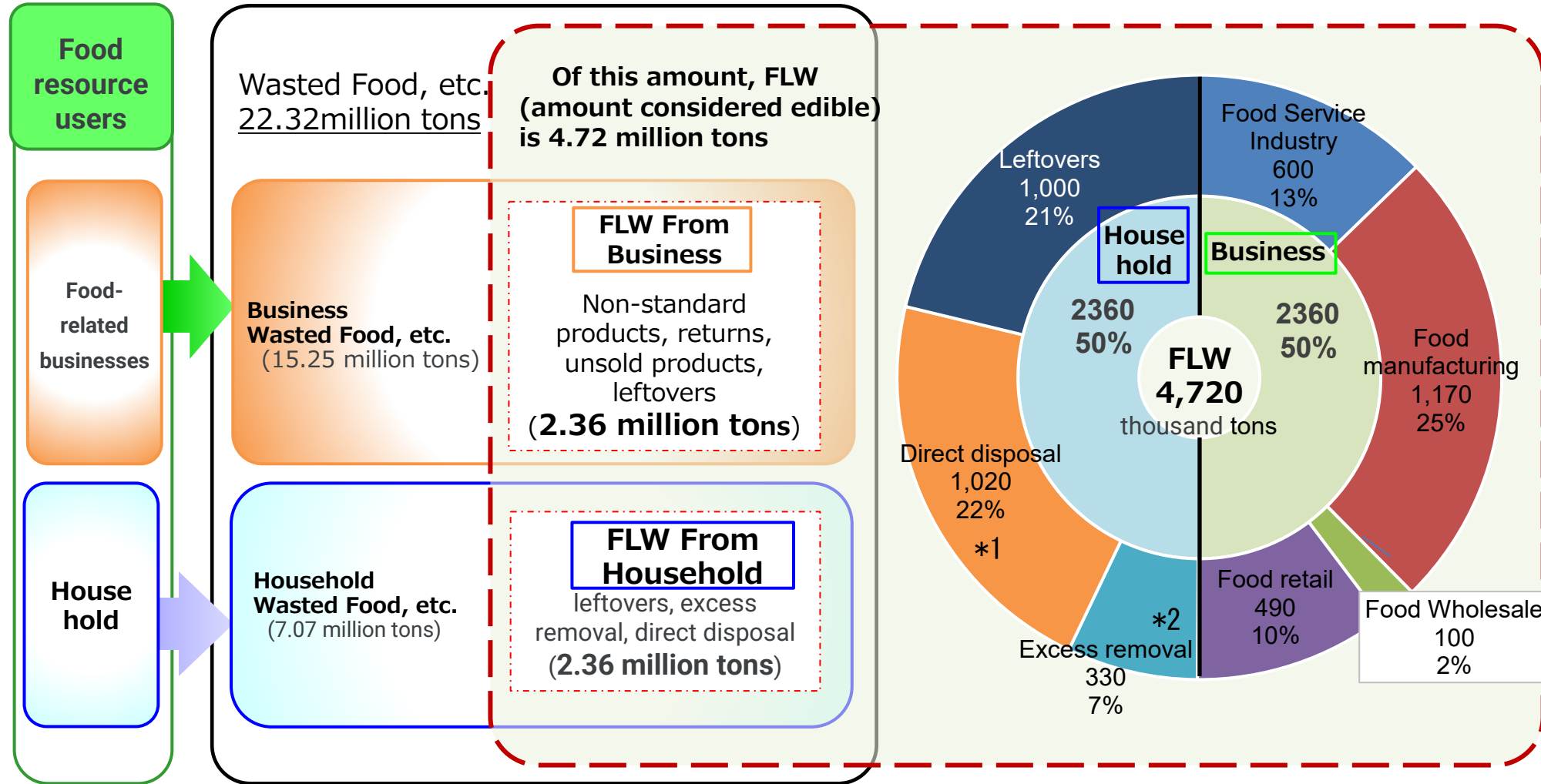
# Relationship between FLW reduction and SDGs

It is important to simultaneously resolve various economic and social issues by reducing food loss and waste, promoting food recycling, and achieving goals that are closely related to the environment.





# Food Loss and Waste generation status and ratio <Conceptual diagram>



Source: MAFF and MOE "FY2022 Estimates"

\*The percentages listed have been rounded off to remove any decimal points, so the totals may not match.

\*1 Direct disposal refers to food that has expired and is thrown away unused.

\*2 Excess removal refers to edible parts that are discarded, such as vegetable skin that has been peeled in excess.



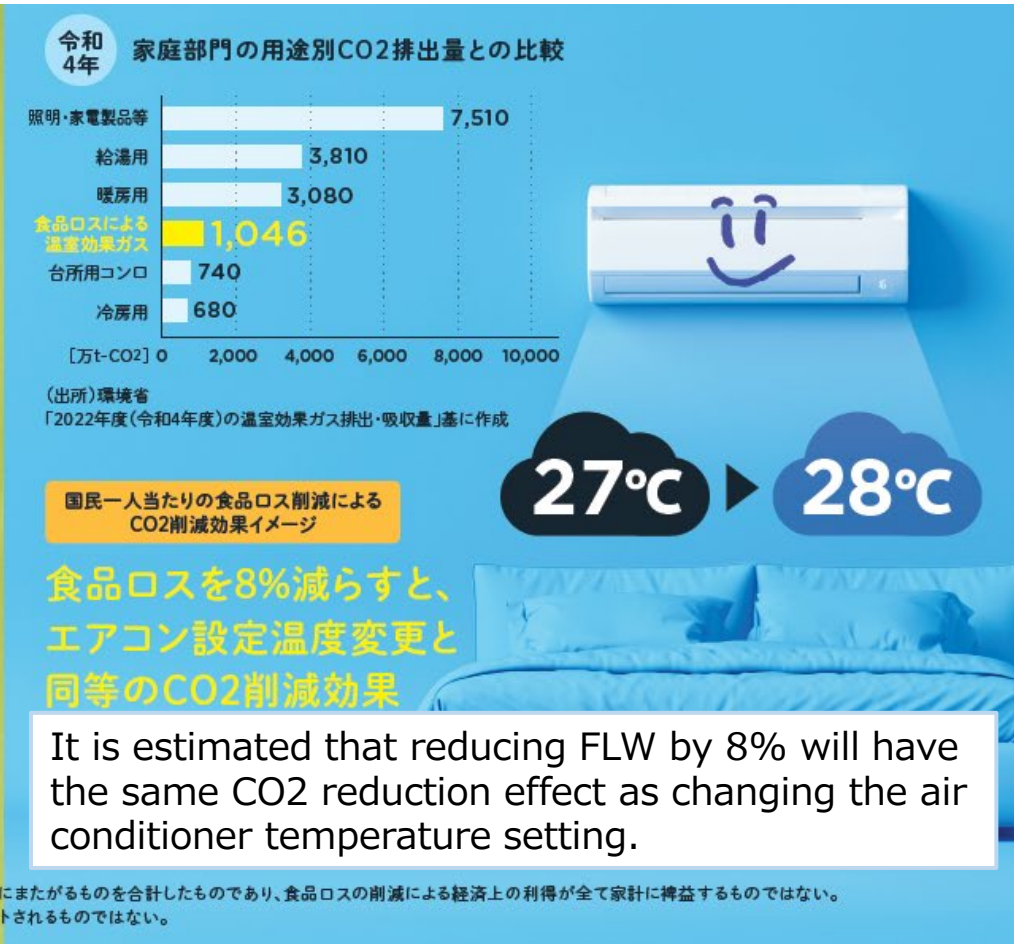
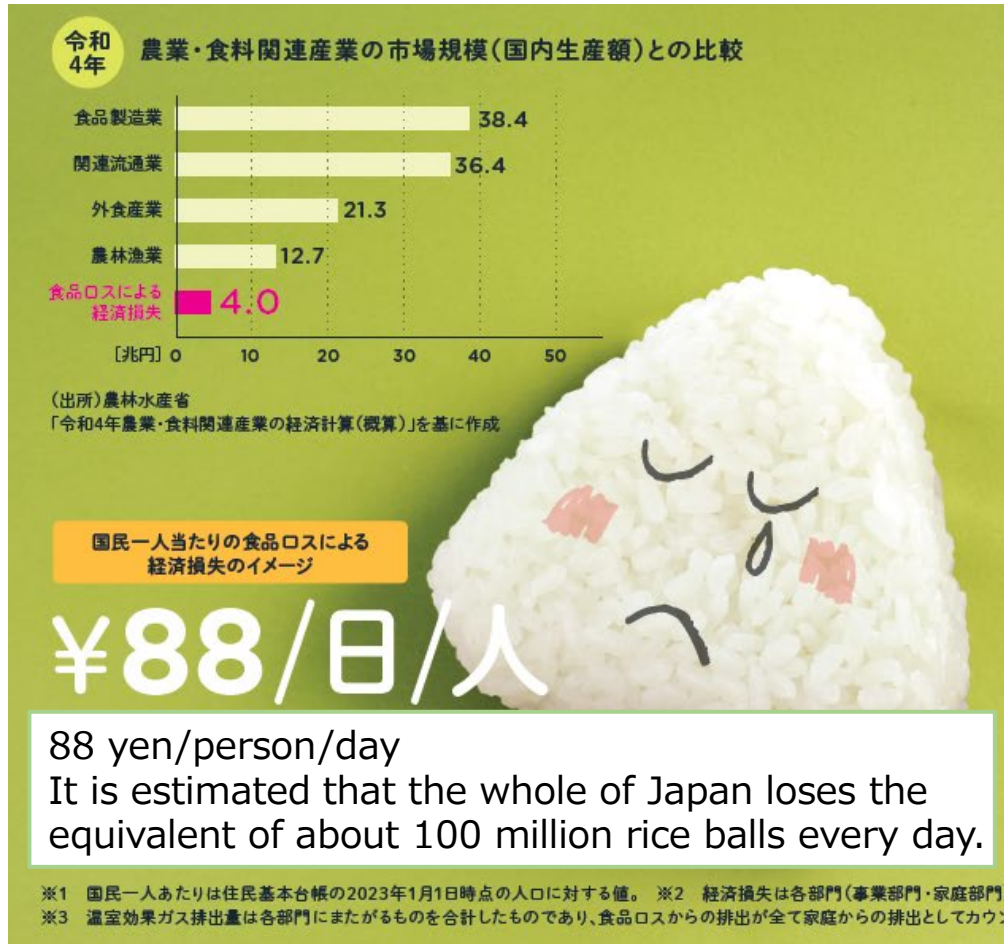
# Economic losses and greenhouse gas emissions due to Food Loss and Waste

In order to make the FLW issue more familiar to every citizen, the Consumer Affairs Agency has estimated and published economic losses and greenhouse gas emissions based on the estimated amount of FLW FY2022.

Based on the amount of FLW in FY2022 (4.72 million tons), the total economic loss due to FLW is estimated to be **4.0 trillion yen**.

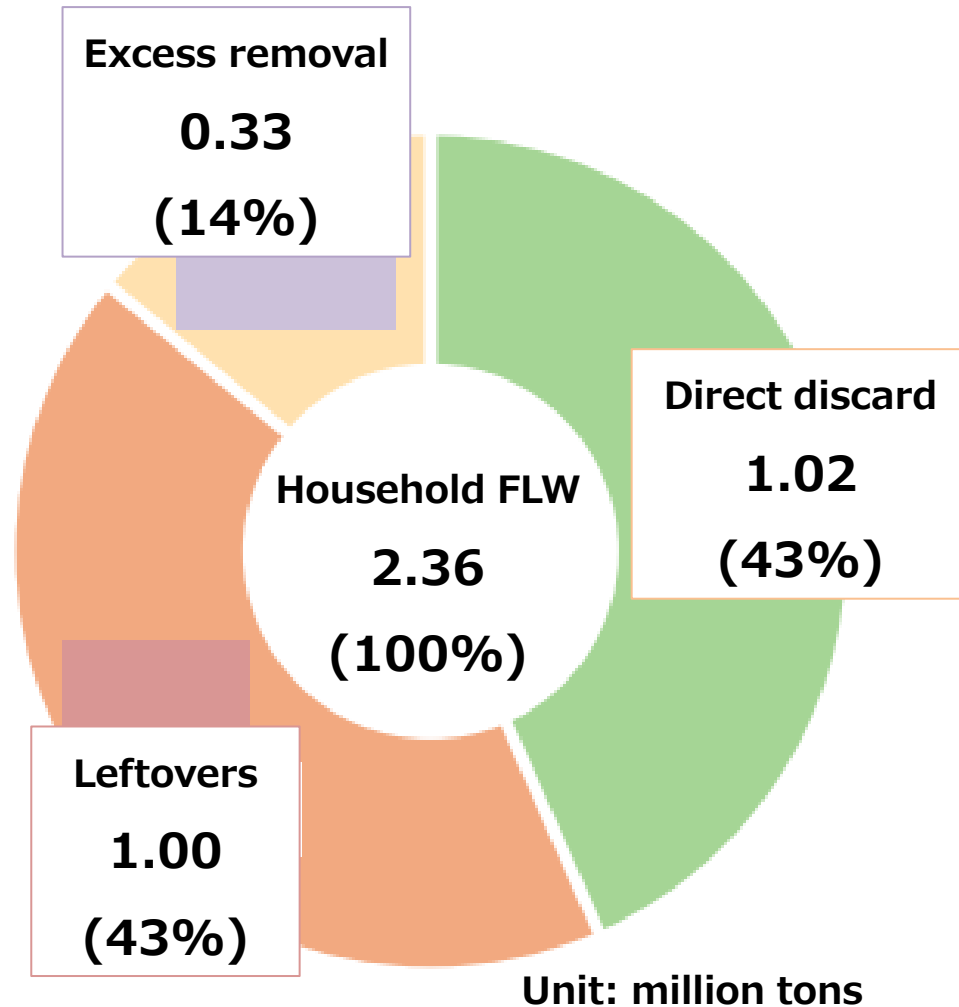
The total greenhouse gas emissions due to FLW is **10.46 million t-CO2**.

When these estimated values are converted into per capita figures, the economic loss is 32,125 yen/person/year and greenhouse gas emissions are 83 kg-CO2/person/year.





## • Initiatives to encourage consumer behavior change



On the "Basic Policy for Promoting Food Loss and Waste Reduction", the national government and Local governments are working together to raise awareness of consumers using following example so that each consumer thinks and takes actions for reducing FLW by events, website, SNS, leaflets so on.

- ✓ Check food at home before going shopping
- ✓ Regularly managing the stock in the refrigerator
- ✓ Using up ingredients (ex.using them as soup ingredients)
- ✓ cooking only what you can eat
- ✓ Practicing the rolling stock method for disaster food storage
- ✓ Donating surplus food through food drives



# Initiatives to encourage consumer behavior change



<A Poster for promotion month of reducing FLW>



<The guidebook including situation of FLW issue and TIP for reducing on business and home>

## 3 Tips for FLW reduction at home

### 1 Don't buy too much

- Check food at home before going shopping.
- buying only food what you need.



### 2 Don't make too much

- Making volume of meal considering to family member's schedule and physical condition.



### 3 No leftover food

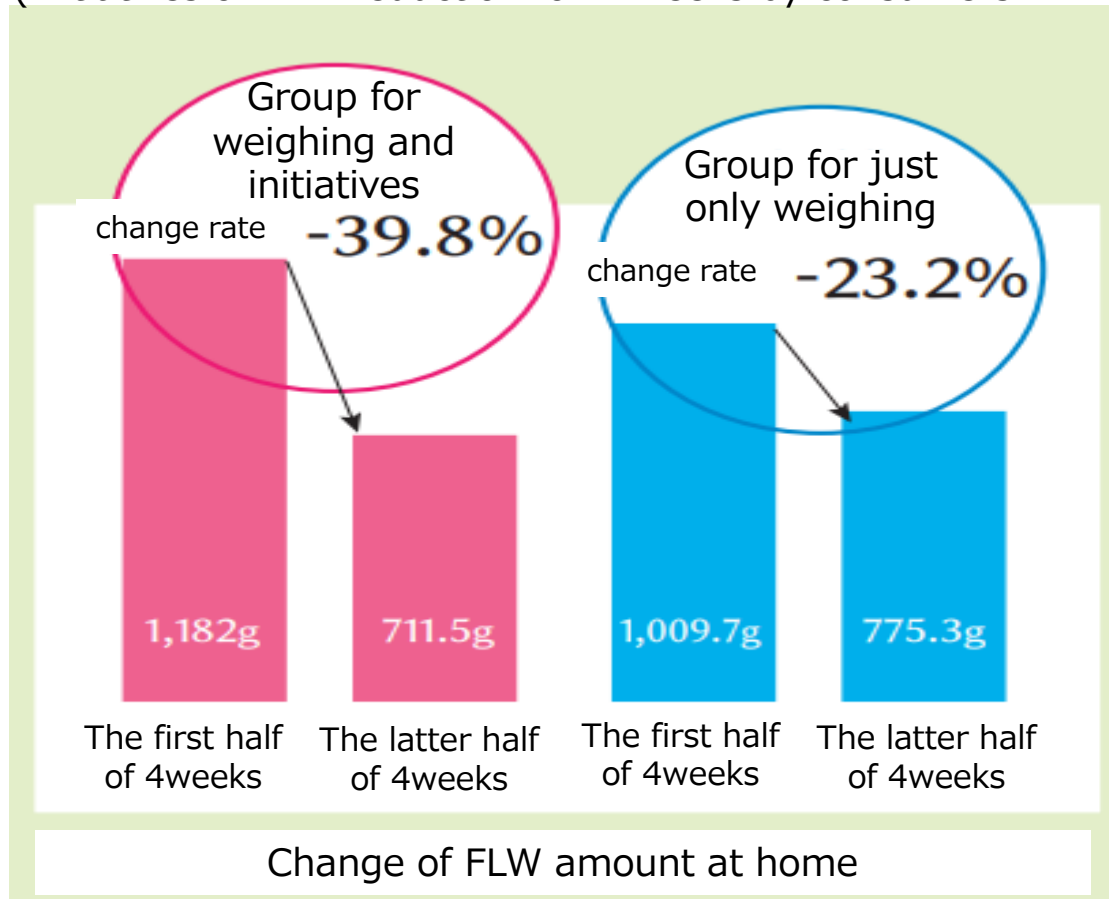
- Eating up as soon as possible after cooking.





# Initiatives to encourage consumer behavior change

<The result of demonstration experiment on weighing FLW at home (initiatives of FLW reduction for 4 weeks by consumers)>



For the first half(The first half of 4 weeks): Each group member just weighed FLW at home. [Graph Blue & Pink]

On the last half(rest of 2 weeks): the group members for just only weighing continued to weigh FLW. [Graph Blue]

And the group members weighing and initiatives not only continued to weigh but also conducted initiatives. [Graph Pink]



# Initiatives of CAA to reduce Food Loss and Waste in EXPO2025

- One of Action Plans for the Expo2025 shows that we make an efforts to conduct promotional activities using nudge way on the venue so that visitors reduce FLW in the venue.
- As a result of the demonstration project at actual stores last year, Government of Japan (CAA) has created promotional materials to visitors as follows based on the most effective designs.
- These materials are using at restaurants in EXPO2025 venue as well as in Osaka pref. and near area.

## Designs of promotional materials



< Vertical digital signage •Poster•  
Tabletop triangular POP (Front side) >



<Tabletop triangular POP (Back side) >



< Horizontal digital signage >



< Sticker/ Image for SNS >



## • SHOKUNO-WA (FOOD CIRCLE)

CAA has agreed with relevant government ministries and agencies to use the term “SHOKUNO-WA (food circle)” to encompass the three measures of “FLW reduction,” “food donation promotion,” and “ensuring food access,” so that relevant government ministries and agencies and local governments can work together in an integrated manner to tackle the issue of these measures.

This project calls for participation not only from the national and local governments, but also from companies and volunteer groups, with the aim of realizing a symbiotic society connected by food.

