

Washoku and Food Education in Japan



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UNESCO World Heritage

The United Nations Educational, Scientific and Cultural Organization

added to UNESCO's Intangible Cultural Heritage list in 2013

- “..the panel valued the spiritual tradition of respecting nature associated with washoku..”
- The nomination highlighted three features of washoku
 - various fresh ingredients,
 - balanced nutrition (“Shoku-iku” at schools) and
 - seasonal aesthetic presentation

seasonal aesthetic presentation.

- In Japanese government's definition: Washoku is a customary social practice expressing "respect for nature" and serving to strengthen the bonds of family and community



Today's presentation focuses

Characteristics of “washoku”



- 1** Features fresh ingredients, making the most of natural flavors
- 2** Well-balanced and contributes to healthy eating
- 3** Expresses natural beauty
- 4** Has strong ties to social events and customs

Fresh Ingredients

- Smaller space (refrigerator)
- More functions (compartments) in the fridge
- Glossary Shopping everyday
- Discount time sales



Nutrition: Ichi Juu Ichi sai (one soup, one vegetable)



Tsukemono, Picked Vegetables

- Rice with different fermented foods
 - Miso (soup)
 - Tsukemono (pickled vegetables)
 - Soy sauce



Nobles vs Commoners



Styles of Eating

副菜 (fukusai)
1st side dish

主菜 (shusai)
main dish, usually
protein

ごはん (gohan)
Rice

副々菜 (fukufukusai)
2nd side dish

汁物 (shirumono)
Soup

(Breakfast)



Fast food in Japan

- Mos burger's Rice burger
- KFC's rice balls
- Pizza in Japan
- Fast service
- Western style breakfast



Japanese Pizza

辛いメキシカンポークと新鮮なレタス、トマトが大人気!



サラダ風メキシカン
フレッシュレタス/トマト/メキシカンポーク

	S	M	L
カリシビ	¥1,190	¥2,100	¥3,000
パンピザ	¥1,300	¥2,300	¥3,200

夏の人気者!

のり、しその葉がおいしさをさらに引き立てます!



和風
ポークをまるく、しめじ、オリーブオイル、しその葉

	S	M	L
カリシビ	¥1,000	¥1,800	¥2,700
パンピザ	¥1,200	¥2,000	¥2,900

アンチョビのおいしさをどうぞ!



ノルディック
オーガニックアンチョビ/パイ/オリーブ

	S	M	L
カリシビ	¥1,000	¥1,800	¥2,700
パンピザ	¥1,200	¥2,000	¥2,900

ビールのおつまみに

夏の辛口ピザ、辛いレッドペッパーとピリカラチオリソー!



ペッパードライ
レッドペッパー/チオリソー/メキシカンポーク

	S	M	L
カリシビ	¥1,800	¥2,700	
パンピザ	¥2,000	¥2,900	

お好みの辛さを選択できます。
詳しくはメニューをご覧ください。

4つの味をお楽しみください!



クワトロ・ウォーカー
イタリアン
ジェラート付

カリシビ	¥1,800	¥2,700
パンピザ	¥2,000	¥2,900

¥1,800

スライスかきいて、やめられないおいしさ!



当店のおすすめ

- フライドチキン ¥700
- オニオンリング ¥350
- ソフトドリンク ¥150
- コーンサラダ ¥250
- フライドチキン ¥300
- コーンサラダ ¥250
- フライドチキン ¥250

OKonomi-yaki

ご当地ピザ対決!! グルメで彩るニッポンの秋。★



ご当地満喫! クワトロ・ウォーカー

ウォーカーシリーズ M ¥2600 L ¥3900

商品詳細はこちら > ご注文はこちら >

期間限定 2009年10月下旬まで



Health (& nutritional balance)

- This makes it possible to serve a course of dishes with 65 food items totaling 1,000 kilocalories. By contrast, one plate of spaghetti carbonara packs 1,200 kilocalories



Kaiseki at Japanese Inn

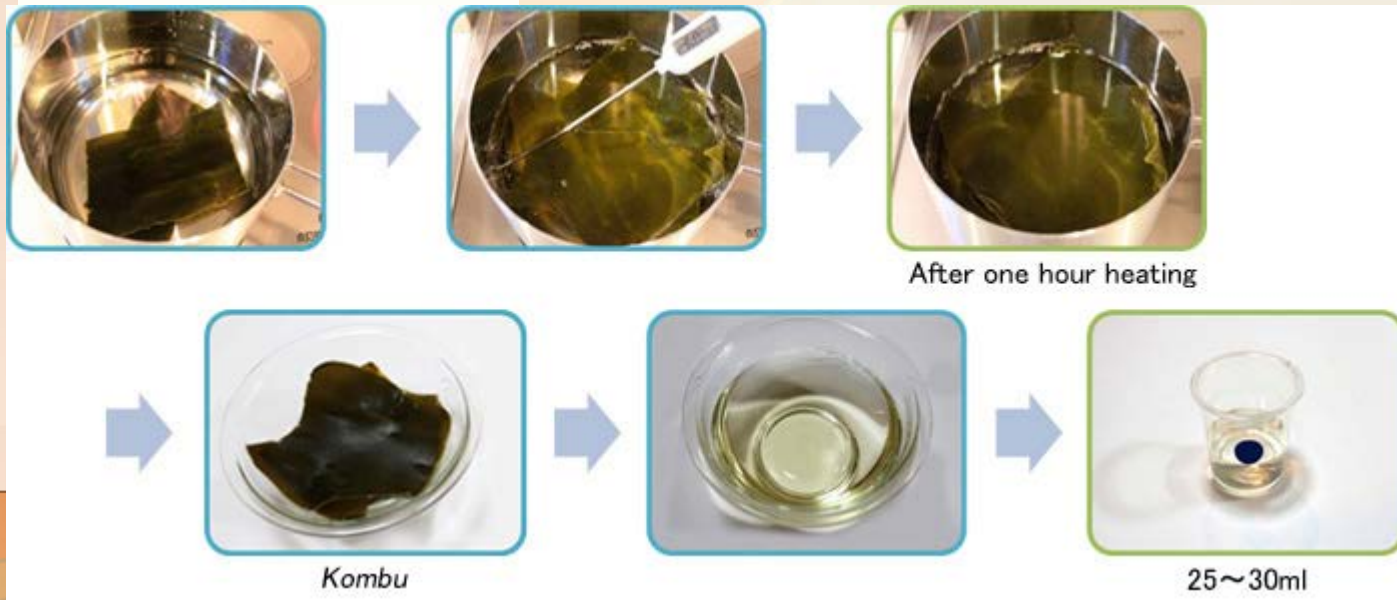


Healthfulness

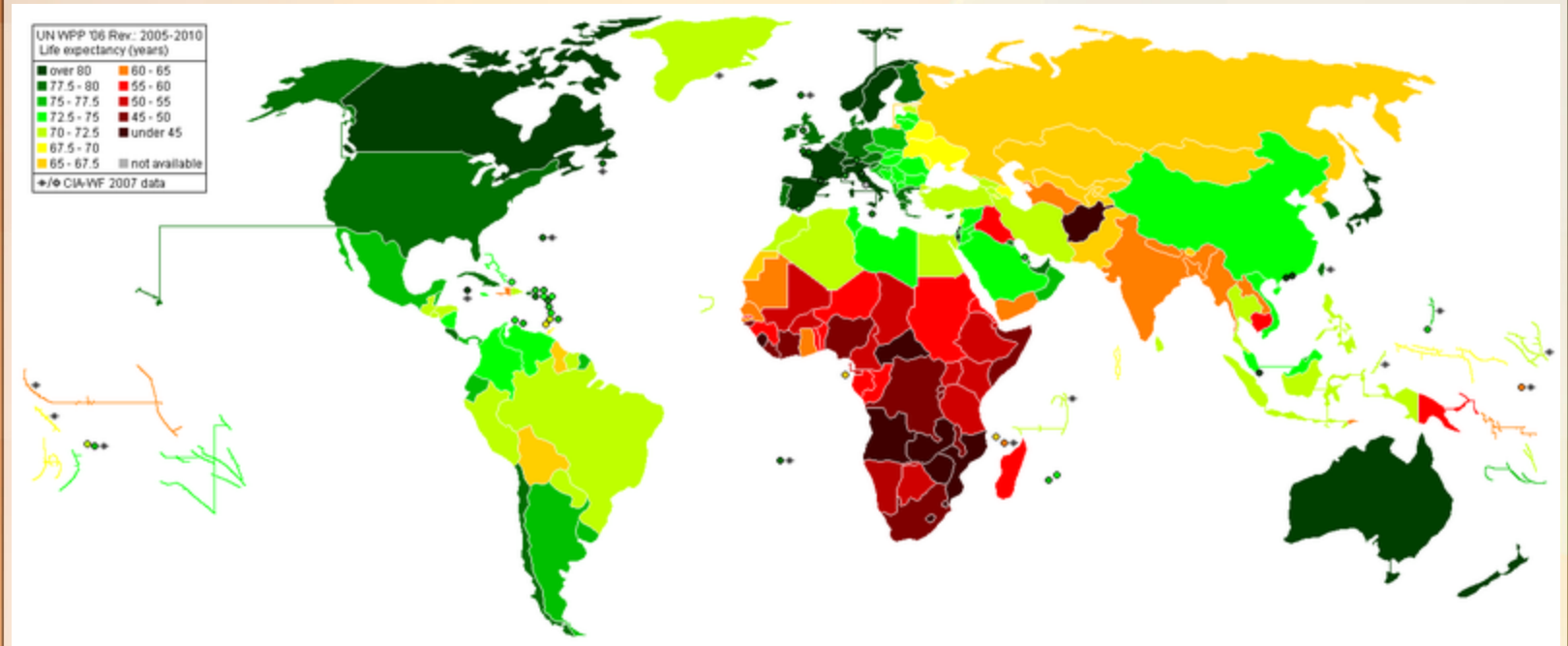
- The Agriculture, Forestry and Fisheries Ministry stressed “washoku” as a factor behind the nation’s low obesity rate and longevity
- Japan’s obesity rate stands at 3.9 percent (vs 20% in the West)
- “Dashi “the Basic Japanese stock (zero calorie) and minimum use of animal oil and fat

Dashi and Umami

- Sea Kelp and Dried Bonito flakes



- Average longevity is 85.30 years old for men and women (84.46 in 2014)
- [The World Factbook \(CIA\)](#)



Social&Cultural Events and Community: Nabe, Hot Pot



Shabu shabu



Suki-yaki



Chiken Nabe

Sumo wrestler's Nabe



Traditional New Year's Food in Japan

- Osechi Ryori and Meaning Behind it



Most Common ingredients for the New Year (appetizer)



Symbolism and messages/wishes

a bountiful harvest



scholarship and culture.



a wish for economic fortune



Longevity
renewing life



an unobstructed view of the future.



successful career.

“dai dai” = “generation to generation.”



Presenting Nature/Season



Which season is this?







Presenting Nature/Season Traditional Sweets, Wagashi



Wagashi & Seasonal Presentation



Wagashi (Which season is this?)

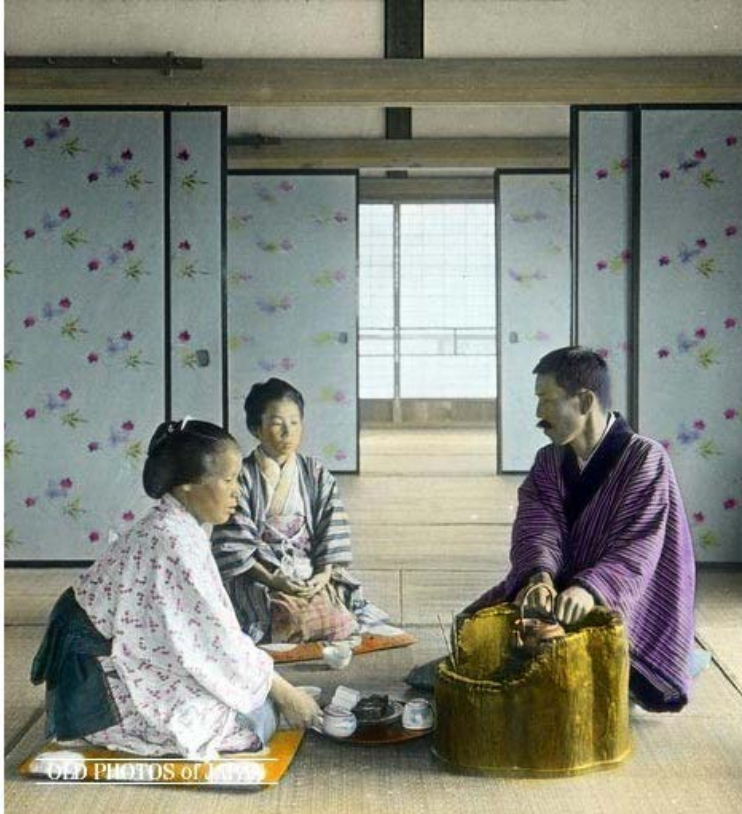


Style of Eating

- Sense/feeling of Seasons
- Kaiseki (full course dinner)
- Hot Pot (Nabe) communal dishes
- Teppan yaki (Hibachi, 火鉢)



Hibachi & 火鉢



Teppan yaki



Teppanyaki, Grill on iron plate

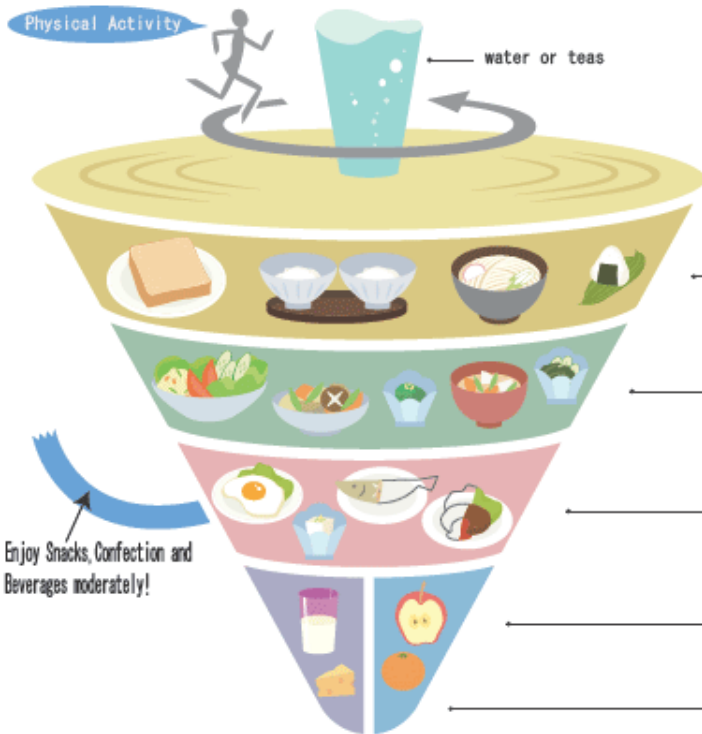


Shokuiku, Food Education

Ministry of Agriculture, Forestry and Fisheries in Japan

Food Balance Guide

http://www.maff.go.jp/food_guide/eng_reiari.pdf



Japanese Food Guide Spinning Top

Do you have a well-balanced diet?

for one day

Example of dishes or food

5-7 **SV** Grain dishes
(Rice, Bread, Noodles, and Pasta)



5-6 **SV** Vegetable dishes



3-5 **SV** Fish and Meat dishes
(Meat, Fish, Egg and Soy-bean dishes)



2 **SV** Milk
(Milk and Milk products)



2 **SV** Fruits



※ SV is an abbreviation of "Serving", which is a simply countable number describing the approximated amount of each dish or food served to one person

Decided by Ministry of Health, Labour and Welfare and Ministry of Agriculture, Forestry and Fisheries.

School Lunch

- **Elementary school 99.1 % (4301yen/month)**
- **Middle school 88.1% (4921yen/month)**

(The Statics by the Ministry of Education, Culture, Sports, Science and Technology, Oct.2017.)

- **89% of parents prefer more rice for school lunch (Rice is served 2.9 times a week/ 11.7 times a month)**
- **87% of parents thinks school lunch is effective for correcting unhealthy eating habit.**

(Survey by the Ministry of Agriculture, Forestry and Fisheries at 4 conferences.

<http://www8.cao.go.jp/syokuiku/data/whitepaper/2006/book/html/06sh0202030.html>)

School Lunch at elementary schools



School Lunch at elementary schools



Video on school lunch and cleaning
<https://www.youtube.com/watch?v=hL5mKE4e4uU>



School Lunch samples



School lunch contest:
Create a lunch within a
guidelines such as
limited cost, calories by
using local specialty
ingredients.

School Garden



School Lunch at middle schools



お弁当 Obento (Lunch boxes)



※写真は、2,800円のお弁当です。

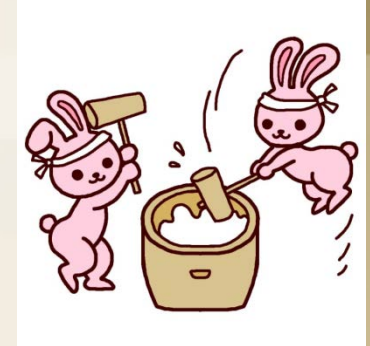


Tradition and Culture

Osechi Ryori (New Year Dishes)



Mochi Tsuki, Rice Padding





Traditions (social events & Customs)

- Jan. Osechi Ryori



- Feb. Beans

- Mar. Girls festival

- April Celebration for new school year (osekihan)



- May Boy's festival



- July-Aug Obon Festival



- Sept. Moon viewing

- Oct. Sports Day (Bento)



- Dec. New Year's even noodle

What is Washoku?

- **Three features of UNESCO's Intangible Cultural Heritage Nomination**
 - various fresh ingredients,
 - balanced nutrition ("Shoku-iku" at schools)
 - seasonal aesthetic presentation (association with the nature)
- **Japanese government**
 - Made after nature (respect for nature)
 - Serving to strengthen the bonds of family and community

Bento Recipes

Plenty of ideas:

- <http://www.cookingcute.com/recipes.htm>
- <http://www.c4vct.com/kym/bento/recipes.htm>

Making sushi rice:

<http://www.bento.com/trt-sushirice.html>

Good tips: Wrap rice and make it into rice balls.

sample pictures at <http://justbento.com/>

References

Balance Guide is downloaded from:

- English version (with sample meals):
http://www.maff.go.jp/food_guide/eng_reiari.pdf
- English version (without sample meals):
http://www.maff.go.jp/j/balance_guide/b_use/pdf/eng_reiari.pdf
- Shokuiku (food education) publication:
<http://www.maff.go.jp/e/pdf/shokuiku.pdf>

Resources

- The Meaning Behind Osechi Ryori:
Traditional New Year's Food in Japan

<https://savvytokyo.com/osechi-ryori-hidden-meanings-behind-japanese-new-year-food/>

Recipes:

- <https://en.cookpad.com/>

Power Point and more resources at

NCTAN.org

Thank you for coming today!