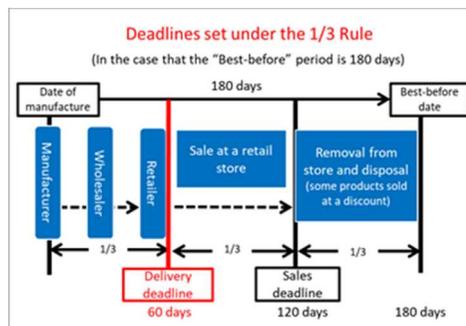


A groundbreaking initiative by manufacturers, distributors, and consumers working together to reduce food loss: Toyama Food Loss Zero Strategy—reducing food loss beginning by revising business practices

Toyama Prefecture



Conclusion of a joint agreement by members of the Prefectural Residents' Council



Background/Aims

- Following the adoption of the "Toyama Framework on Material Cycles" by the G7 Toyama Environment Ministers Meeting, Toyama Prefecture launched a movement involving all residents of Toyama Prefecture centred on the Toyama Prefectural Residents' Council for Promoting the Reduction of Food Loss and Food Waste.
- Initiatives focus particularly on food loss due to business practices at the food distribution stage.
- Food-related businesses work together in collaboration with consumers and government bodies to promote initiatives aimed at resolving the issue of food loss throughout the entire food chain with the understanding of consumers.

Project Outline

- Creation of a system for promoting efforts aimed at revising business practices
The Expert Committee to Consider Business Practices was established under the Prefectural Residents' Council and is considering measures.
- Expansion of the number of food-related businesses endeavouring to revise business practices
The project recruits and registers businesses that agree to revise their business practices and supports retailers' efforts to sell out products.
- Promotion of consumers' understanding
The project holds events on the theme of revising business practices as well as produces and distributes educational materials.

Features

- The project endeavours to fundamentally resolve the issue of food loss in the entire food chain through manufacturers, distributors, and consumers coming together to revise business practices in the food distribution field.

Results

- Awareness regarding food loss among food-related businesses and consumers has improved tremendously.
- In particular, supermarkets comprising approx. 80% of food sales share in Toyama Prefecture are participating in the project.

Future Developments

With the Prefectural Residents' Council playing a central role, Toyama Prefecture intends to continue the revision of business practices involving the entire food chain and intends for the project to become a model for food loss reduction in Japan.