

Spreading the
appeal of food
from Tokushima!



Free
Admission

National Convention on Shokuiku Promotion

in TOKUSHIMA

The Power of
Food is Limitless!
Shokuiku - Connecting
Tokushima to the Future.

Sat. June 7 -
Sun. June 8, 2025

Venue: ASTY Tokushima

6/7 SAT Opening Ceremony from 10:10a.m.
Award Ceremony for the
9th Shokuiku Activity Awards

Packed with contents for visitors to learn and
experience the unlimited power of food to the maximum!
Performances, seminars, workshops, over 160 booths (tastings, experiences, sales), and more!

International Conference on Shokuiku inTOKUSHIMA Food Education for the Future

New innovative contents for the 20th anniversary of
the passing of the Basic Act on Shokuiku
Participants of "International Consumer Symposium
in Tokushima (6/6)" also in attendance.



6/7 SAT

Vice President,
Kagawa Nutrition
University
Yukari Takemi



Professor, Faculty of
Sustainability Studies,
Hosei University
Noriko Yuzawa



Director, Bocuse d'Or
Italy Academy
Chef Luciano Tona



Doctor of Material Science
and Fermentation Expert
Dr. Johnny Drain



Nutrition Education and
Food Culture Expert,
Philosopher of Taste,
Author of Korean
Ecogastronomy School
Dr. Hyun-Sook Kim



Founder of Inter-Partners for
Place Based Food Education
& Co-Chair of JIEN, Advisor
to the National Convention
on Shokuiku Promotion
Yukako Saito



Making Use of Unconventional
Prefectural Ingredients
with the
"Culinary Comedian"
**Shinji Mizuta's
SDGs
Cooking
Show**

Shinji Mizuta, a licensed
chef and well-known
cooking show host,
will present dishes
he has devised.



Showcasing the charm of
Tokushima's fish
**Sakana-kun
Talk Show**

6/7 SAT



Japan's leading chefs discuss
**The Appeal of Food
and Food for the Future**

6/8 SUN

Awarded three
Michelin stars
in Tokyo for 18
consecutive years



Japanese Cuisine
"Kanda"
**Mr. Hiroyuki
Kanda**

A master who has
led the industry of
French cuisine
in Japan



Owner-Chef,
Hotel de Mikuni
**Mr. Kiyomi
Mikuni**

Winner of the
Pastry World Cup
2023



PRISM LAB
**Mr. Yusaku
Shibata**

Presentation by high school students
**Ethical Eating by
High School Students**

6/8 SUN

*Kagawa Prefectural Sanbonmatsu High School
*Saga Prefectural Imari Jitsugyo High School
*Tokushima Prefectural Komatsushimanishi High School
Tokushima Okara Kobo Moaibu

Contents to further local
production for local consumption
**A journey to trace living
ingredients and
school lunches**

6/7 SAT

Initiatives
Showcase
*Miyoshi City Higashiya Elementary School
*Kamiyama Marugoto College of Design,
Technology, and Entrepreneurship

**Globally Important Agricultural
Heritage Systems
Connecting Food Tech
to the Future**

Talk
Session

Globally
Important Agricultural
Heritage Systems
Traditional Food
Athletes



6/8 SUN

The Power of Food is Limitless!
**Evolving
Food Tech**

6/7 SAT

Initiatives
Showcase
*ZERO CO Co.
*Re:Blue Inc.
*Setsuro Tech Co.

**Connecting Tokushima
to the future
Final judging of the
"Mirai wo Musubi"
Contest**

6/7 SAT Taste test and
judging
(100 people)

6/8 SUN Selection and
announcement

Pre-
registration
required

**Corn Harvesting
Simulation**



6/7 SAT

Childcare Person
Hero "Break" Show

**Stick it to
Food Loss!**



ぞれいけ!
**アンパンマン
ショー**

Free admission

6/8日 ①10:10-10:40
②15:30-16:00

Mirai Stage (Arena)



©Takashi Yanase / FREIBELKAN, TMS, NTV

Please note that the event may be cancelled or changed due to various reasons.

Don't miss the Shinmachi River Market!
Shokuiku Stamp Rally

Both Days

Collect stamps inside and outside the venue to participate in a prize drawing!
You may win a year's supply of Schau Essen, a Healsio water oven, or one of many other fantastic prizes!

For more details ▶ National Convention on Shokuiku Promotion in Tokushima Q Search

*Admission may be limited in case of a large number of visitors.
*Program contents and time are subject to change without notice.

Organizers: Ministry of Agriculture, Forestry, and Fisheries, Tokushima Prefecture, and the
Tokushima Prefecture Executive Committee for the 20th National Convention on Shokuiku Promotion

Supported by: Cabinet Office, Consumer Affairs Agency, Children and Family Affairs Agency, Ministry of Education, Culture,
Sports, Science and Technology, Ministry of Health, Labor and Welfare, National Governors' Association, National Association
of Chairpersons of Prefectural Assemblies, National Association of Mayors, National Association of Chairpersons of City
Councils, National Association of Town and Villages, National Association of Chairpersons of Town and Village Assemblies



No public parking is available at Asty Tokushima (venue). Shuttle buses will run
from Tokushima Station and three temporary parking lots
(AEON MALL Tokushima Parking Lot 2, Marine Pier Okinosu Multipurpose Space,
and Okinosu Marine Terminal) to the venue on both days.

We apologize for the inconvenience
and ask for your
cooperation in
alleviating
traffic congestion.



For more
details





Two days to learn and experience the power of food.

Enjoy and learn from various performances, seminars, and workshops.

Food trucks will also be on site!

Tokushima Marugoto Bento Lunch (daily special)

Pre-registration required



Naruto Kintoki Rice Bento Lunch

Kito Yuzu Barazushi Bento Lunch

The Power of Food is Infinite ∞ Market

- 6/7...16:00 21:00 (tentative)
- 6/8...10:00 16:00 (tentative)



Both Days

From seas to stage! Hyotanjima Cruise Boat, special operation

*For details, please visit the official website.



Both Days

Experience Charms Unique to Tokushima! Tour

Pre-registration required

- Zero Waste in Kamikatsu-cho

(For grade school students and their parents)

- 6/7...Naruto Kintoki planting experience & aquaculture tour
- Fish cutlet factory tour & shiitake mushroom picking & Japanese sweets making experience

- 6/8...Gastronomy Tourism

Present for all visitors! **Original eco-bag**
Designed by Mr. Takayama, a 2nd-term student of Kamiyama Marugoto College of Design, Technology, and Entrepreneurship



Program structured around 8 Categories

【保】Food Security / 【安】Food Safety / 【減】Food Loss and Waste Reduction / 【新】Food Technology / 【健】Healthy Eating Habits
【多】Food Diversity / 【地】Food Culture & Legacy and Local Production for Local Consumption / 【楽】Enjoying Food

6/7 SAT

TIME TABLE	Mirai Stage (Arena)	Tsunagu Stage (2F Tokiwa Hal)	Session Room A (2F Conference Room 5)	Session Room B (2F Conference Room 6)
10:00	10:10-11:10 Opening Ceremony, Awards Ceremony 11:10-11:30 Awa Odori Dance	10:20-11:20 【保】【健】【多】【地】【楽】 A journey to trace living ingredients and school lunches 11:30-12:30 【保】【減】【新】 The power of food is infinite! Evolving Food Tech 12:40-13:30 【減】【地】【楽】 Shinji Mizuta's SDGs Cooking Show 13:40-14:10 【減】【楽】 Childcare Person Hero "Break" Show	10:20-10:50 【保】 Food comes from the soil! Building a Culture Supporting Food and Agriculture in the Community Tokushima CSA Fudo (Community Supported Agriculture) 11:20-12:20 【保】 "Thinking about Japan Through Food, Nippon Food Shift" Initiative Showcase Ministry of Agriculture, Forestry and Fisheries Nippon Food Shift 12:45-13:35 【新】【減】 Supplement from Sudachi peel? Exploring the Functionality of Suda-chitin Dr. Rie Tsutsumi, Faculty of Medicine, Hiroshima University Mr. Akihiko Sato, Ikeda Yakusou Co. Dr. Yoshitaka Nii, Department of Life Science, Junior College of Tokushima Bunri University 14:00-15:40 【保】 Food and Nutrition Education Month Seminar - Shokuiku Here We Go III Introduction of case studies by five organizations that received the Minister of Agriculture, Forestry and Fisheries Award at the 9th Shokuiku Activity Awards Consumer Affairs and Shokuiku Division, Food Safety and Consumer Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries	10:30-11:00 Sports Class In case of rain Tokushima Vortis 11:30-12:35 【健】 Let's expand opportunities for children through food! Learn from a former J-League player the secrets of how to be strong in mind and body Consumer Affairs Division, Consumption and Safety Department, Chugoku and Shikoku Agricultural Administration Bureau, Ministry of Agriculture, Forestry and Fisheries 13:15-13:45 【健】 What to do about Childhood Obesity Dr. Masanobu Tayama, Director, Tayama Child Clinic (Vice Chairman, Tokushima Medical Association) 14:00-14:30 【多】 Let's learn correctly! Food allergies Mayumi Sugimoto, M.D., Department of Pediatrics, Tokushima University Hospital 15:00-15:40 【安】 Learn about Yukio Hattori's three pillars of Shokuiku for the 20th anniversary of the enactment of the Basic Law on Shokuiku Shokuiku & Organic Associational
17:00	13:00-14:30 【保】【健】【多】【地】 International Conference on Shokuiku in TOKUSHIMA 15:00-15:55 【地】【楽】 Showcasing the charm of Tokushima's fish Sakana-kun Talk Show 16:00-16:30 Expo 2025 and Space Expo PR	15:00-15:55 【地】【楽】 Sakana-kun Talk Show Live Video Broadcast		

6/8 SUN

10:00	10:10-10:40 Soreike! Anpanman Show ① 11:30-12:30 【保】【新】【健】【地】 "Globally Important Agricultural Heritage Systems Connecting Food Tech to the Future" 14:00-15:00 【地】【楽】 Japan's leading chefs discuss The Appeal of Food and Food for the Future 15:05-15:20 Hand-over Ceremony 15:30-16:00 Soreike! Anpanman Show ②	10:30-11:30 【減】【健】【地】【楽】 Mirai wo Musubi Contest Final Judging and Awards Ceremony 11:50-12:50 【減】【地】 Ethical Eating by High School Students 13:00-13:45 Talk Show	10:10-10:40 【健】 Delicious and Enjoyable Eating Habits and Well-being National Institutes of Biomedical Innovation, Health and Nutrition Research Center 11:00-11:30 【健】 Extending Healthy Life Span through Nutrition and Exercise National Institutes of Biomedical Innovation, Health and Nutrition Research Center 12:00-12:45 【健】 Let's play card games! Seven Shokuiku Heroes Workshop Very easy on the body,® Nutrition Education Project 13:40-15:40 【安】 Let's make an original food package! Food Labeling with Paper Crafts Safety and Hygiene Division, Social Affairs and Environment Department, Tokushima Prefecture	10:10-11:20 Sports Class In case of rain Tokushima Indigo Socks Tokushima Gambarous 11:30-12:00 【多】 Taiwan Flavor Museum - Introduction of Nutrition Education in Taiwan Nantou Branch, Rural Development and Soil and Water Conservation, Ministry of Agriculture 12:30-13:00 【健】 Experiment to see the power of enzymes produced by koji mold Kenkouen (GENMAIKOSO Co., Ltd.) 13:30-14:00 【多】 Phase Free and Shokuiku in Schools Naruto City School Education Division 14:30-15:15 【楽】 Taste class originated in France - Experience with parents and children Five-taste test Atelier of Taste (Mr. Dominique Corby)
-------	---	---	--	---

For more information, including pre-registration, scan here▶



National Convention on Shokuiku Promotion in Tokushima

Search

Sponsors

