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Now ideas for wellness



Press Release

September 5, 2023

National Institutes of Biomedical Innovation, Health and Nutrition

Ajinomoto Co., Inc.

Ezaki Glico Co., Ltd.

KAGOME CO., Ltd.

Kikkoman Corporation

NISSIN FOODS HOLDINGS CO., LTD.

Nissui Corporation

Meiji Co., Ltd.

The National Institutes of Biomedical Innovation, Health and Nutrition has partnered with seven food companies to launch
“The project for improving the food environment through industry-academia-government collaboration”
~To promote a sustainable, healthy, and flavorful lifestyle~

The National Institutes of Biomedical Innovation, Health and Nutrition (NIBIOHN) has partnered with Ajinomoto, Ezaki Glico, KAGOME, Kikkoman, NISSIN FOODS HOLDINGS, Nissui, and Meiji to launch “The project for improving the food environment through industry-academia-government collaboration”.

To achieve longer and healthier lives, it is necessary for industry, academia, and the government to work together to enhance the food environment in Japan. In this project, our goal is to establish a food environment model in which all people, regardless of their level of health consciousness, will naturally and effortlessly lead healthier lives.

❖ Abstract of this project

To achieve a healthy and energetic life, it is important to get the information about food we consume and create a food environment with easy access to healthy food. We promote the following four working groups (WG) and strive to achieve our goal based on sound evidence.

1) Database WG:

In Japan, there is currently no database that adequately covers the nutrient contents of commercially processed foods or dishes. In this WG, NIBIOHN and the food companies partner and create the database with nutrients of commercially processed foods as well as popular dishes. This database is expected ① to be able to estimate dietary intakes more accurately and ② to establish information tools for making healthier options.

2) Feedback WG:

In order to create the healthy food environment, in addition to its health benefits, it is essential to build in an enabling environment for sustained actions including good taste of foods, which will result in sustainability of such environment. In this project, we examine healthy and delicious dish model considering Japanese lifestyle and culture by applying nutrient Profile※ models.

※ Nutrient Profile・・・food categorization or scoring based on nutrient contents

3) Social implementation WG:

In this WG, we analyze the consumer behavior in places like retail stores and establish the system to get healthy food and dish naturally. It is expected to enable us to lead a healthy dietary lifestyle naturally, without being aware.

4) Simulation WG:

We will predict the economic impact on future cost of national healthcare and nursing care through spreading the healthy diet by using simulation model. We provide the evidence for consumers, food companies, and governments to make decisions about choosing a healthy food environment.

【Project aim】

We have the assignment of tackling diet related issues including excessive intake of salt intake, and nutritional disparities in Japan. Unfortunately, change can be challenging. Many people may be inclined to think that a healthy diet will not be tasty, or that maintaining a healthy diet will require too much effort.

NIBIOHN, in partnership with high-profile food companies that provide delicious foods through stores and restaurants, aims to change this image and to foster a change to a more sustainable healthy lifestyle. In addition, this project strives to become a case study of industry-academia-government partnerships to provide a collaborative model for advancing the nutrition field.

❖ Collaborating companies

Companies with which contracts have been established, as of August 2023:

Ajinomoto Co., Inc.

Ezaki Glico Co., Ltd.

KAGOME CO., Ltd.

Kikkoman Corporation

NISSIN FOODS HOLDINGS CO., LTD.

Nissui Corporation

Meiji Co., Ltd.

❖ About NIBIOHN

The National Institute of Biomedical Innovation and the National Institute of Health and Nutrition merged in 2015 to form the National Institutes of Biomedical Innovation, Health and Nutrition. This research institution pursues a wide range of research goals in the medical and health sciences, and conducts research aimed at the fusion of these fields. We aim to conduct research that serves as a beacon of hope for those who fight diseases or who want to live healthier lives.

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