

FLW reduction strategies in Japan and the role of Packaging

Workshop on Reducing FLW through Packaging Innovations
and Progress Review of FLW in the APEC Region

June 5, 2025



JAPAN GOV THE GOVERNMENT OF JAPAN

MAFF
Ministry of Agriculture, Forestry and Fisheries

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and Recycling Management Office
Ministry of Agriculture, Forestry and Fisheries**



食べものに、
もったいないを、
もういちど。
NO-FOODLOSS PROJECT

Ministerial Council for Promotion of FLW Reduction



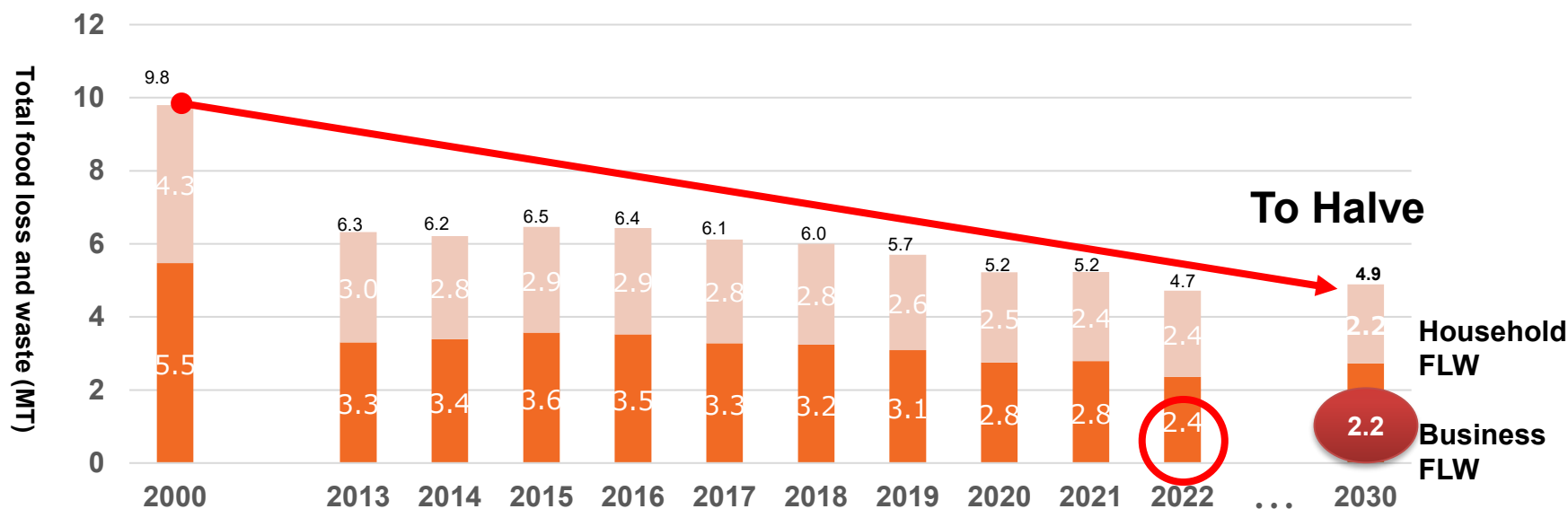
July 2, 2024 @ PM Office

Prime Minister Kishida:

*"Firstly, with regard to business-related food waste, **we have achieved the 2030 target eight years ahead of schedule**. I believe this is a wonderful outcome of the efforts of all food business operators."*

*"I would like to build on this achievement **and promote greater disclosure by food business regarding food loss and waste reduction**, with the aim of further reductions. I would also like you to advance discussions on **new targets, with the aim of reaching a conclusion by the end of this fiscal year**."*

Japan has revised its FLW reduction target



NEW Target
for business FLW
By 60%

National policy on FLW

□ FLW Reduction Act (Law No.19, 2019)

- Basic Policy – Cabinet approval
- Responsibilities – central and local governments/ businesses and **role of consumers**
- Measures – awareness raising / awards/ supports businesses and food donation

□ Food Recycling Act (Law No.116, 2000)

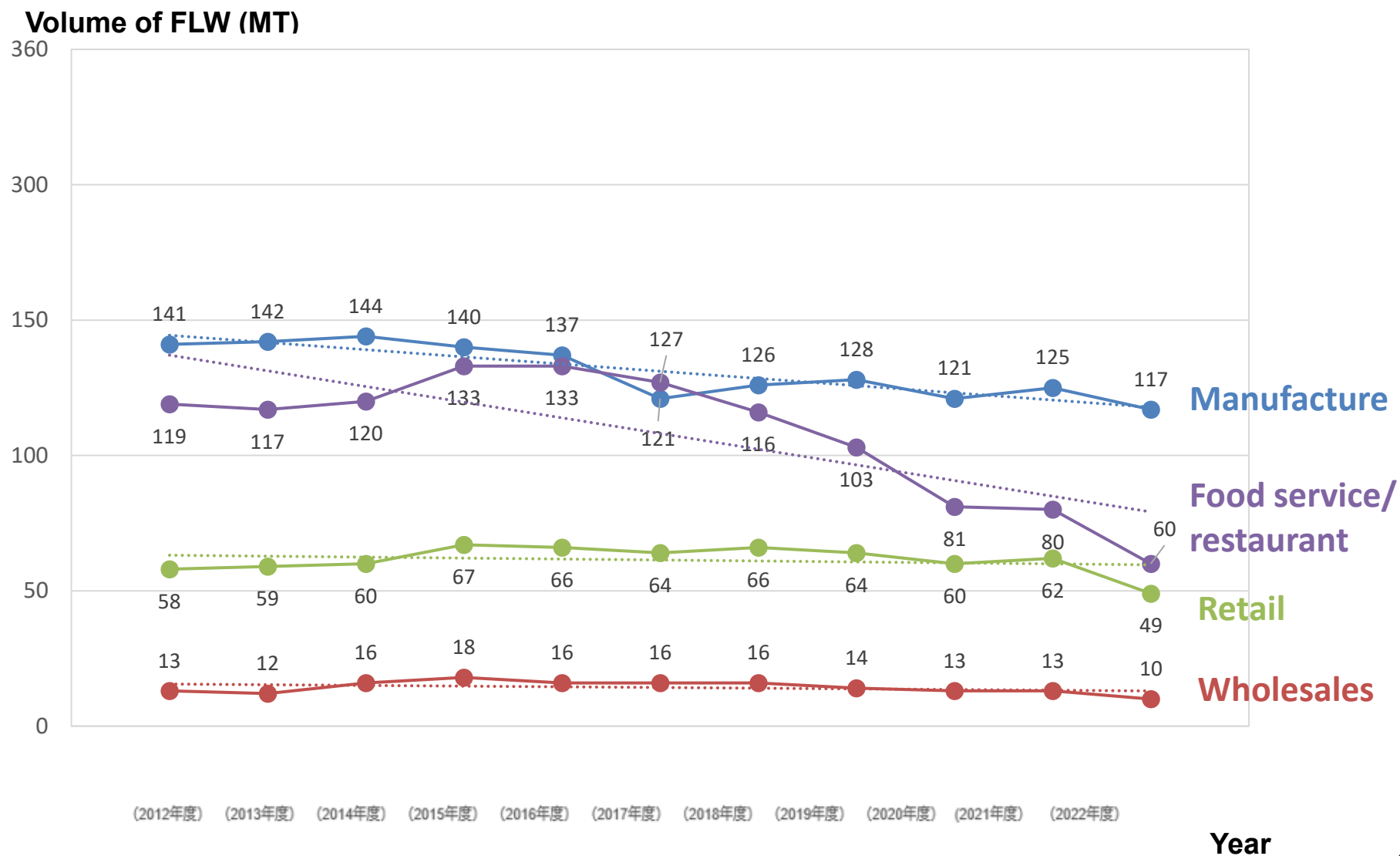
✓ Five-Year Basic Policy

- Goal for FLW **reduction** to halve by 2030
- Goal for FLW **recycling** by industry
- Measures and support industry

✓ **Food companies (FLW \geq 100t/year) obliged to report** FLW volume and recycling of food waste

✓ **Food recycling loop certification programme**

Food loss and waste generated by food sector



Initiatives to toward New FLW Goals

Manufacture

material
scraps

Extension of Best
before date/
Upcycling

Wholesales

Expired goods /
Return of goods

Review of
business practice

Retail

Unsold/ Discard

"Temaedori"
promotion

Food service/ restaurant

Leftover

Eat everything!
Take leftovers

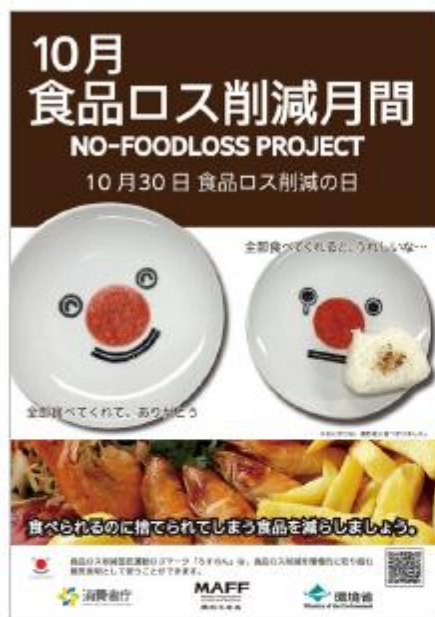
Guideline for food donations

AI demand forecasting

**Understanding and efforts by consumers is one of the keys,
not just food-related businesses!**



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.



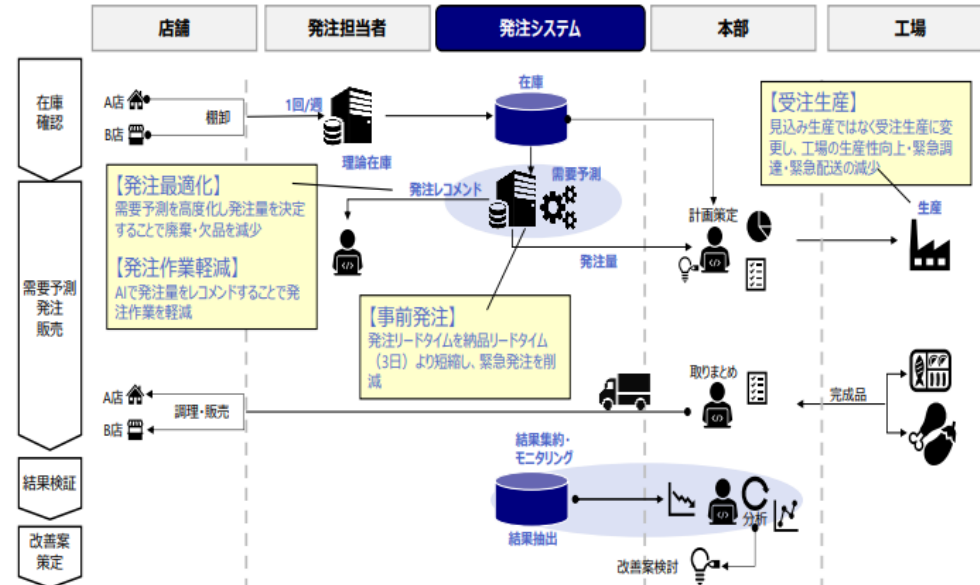
3 No leftover food

- Eating up as soon as possible after cooking.



FLW reduction & Innovation

- ❑ Data and AI based approach
- ❑ Combined with information on meteorological & point-of-sale



Mottainai Awards
2025
Minister Prize

Store		Impact
	Profit	Increased by 4.9%
	Sales	Increased by 2.3%
	Workload	Decreased by 26.8%
	Out of stock	Decreased by 19.0%
	Waste	Decreased by 17.7%

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Plastic container with improved shelf life

Hakuri bottle

Valve inside prevents inflow of outside air

- ✓ maintains freshness even after opening
- ✓ can be used as a tabletop container



Packaging for freshness & food quality of fresh products

Key factors to keep freshness by food packaging permeability

Oxygen

Low level: anaerobic respiration

High level: Loss of freshness and browning

Moisture

Low level: Decay due to condensation

High level: Wilting

Appropriate level varies by fresh products

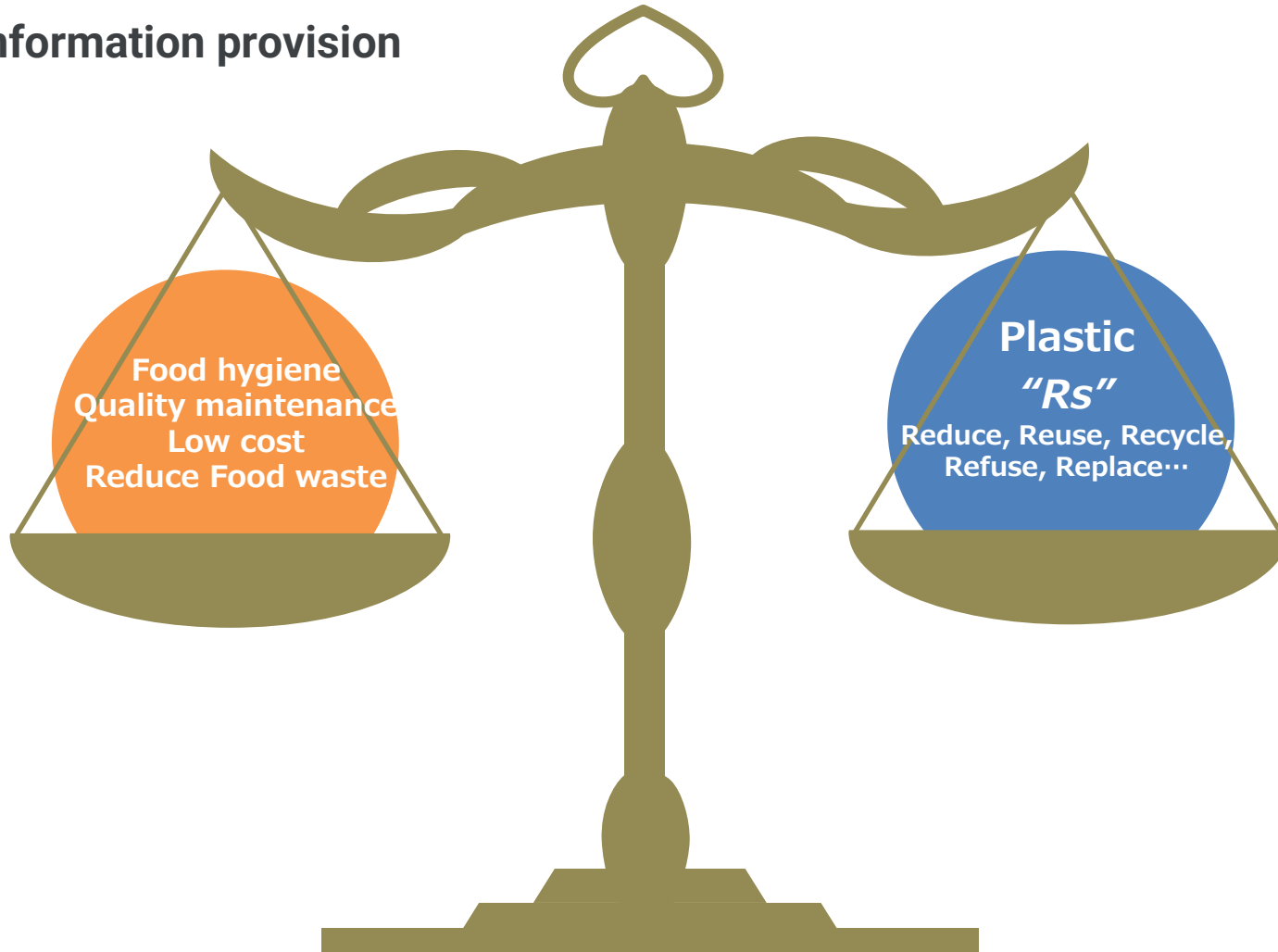
- O_2/CO_2
- humidity
- Ethylene, etc.



Modified Atmosphere Packaging

Plastic packaging: What should be the priority ?

- ✓ Protection of contents, quality maintenance
- ✓ Convenience
- ✓ Information provision



Food loss and waste



September 2015



March-
October 2025



Beyond FLW reduction
targets
January, 2025



Asia-Pacific
Economic Cooperation

Trujillo Principles
for Preventing and
Reducing FLW
August 2024, Peru



Asia-Pacific
Economic Cooperation

Plastic waste



EU PPWR

Packaging and Packaging Waste Regulation
adopted in December 2024



Intergovernmental Negotiating
Committee to develop an international
legally binding instrument on plastic
August, 2025, Geneva

Food Plastic / FLW
June 2025, Chinese Taipei

Circular Partners for Food

...to be launched in 2025



Circular Economy

Circular Sustainable

Concerto Innovation

Efficiency

Branding



Expansion - rural/SMEs



Frontrunner



Prize

See & Connect



Plan



Propose



People



Information



Events

食品企業
物流業者
農業者
リサイクラ
スタートアップ
デベロッパー
金融機関
自治体
大学・研究
伴走者
ファシリテーター
フードバンク
団体
地域協議会
NGO
個人
省庁

優良事例
知見
技術
ノウハウ
知的財産
国内規制
国外規制
ガイドライン
統合報告書

セミナー
研修
勉強会
現地見学
展示会



Intellectual property

Certification

Standard

Good Practice

Regulation



DPP?



支える MAFF

Circular Partners for Food

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Thank you!



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