Tokyo 2020

Basic Strategy for Food & Beverage Services

2018.03
# Table of Contents

1. **Aims of the Food & Beverage Service Strategy** 1
   - 1.1 What Tokyo 2020 aims to achieve through its food & beverage services
   - 1.2 Philosophy guiding preparations for the food & beverage strategy
   - 1.3 Operation of food and beverage services to realise the Games Vision

2. **Scale of the Games** 5
   - 2.1 Period of the Games
   - 2.2 Games Venues
   - 2.3 Stakeholders

3. **Food & Beverage Services** 9
   - 3.1 Scope of responsibility
     - 3.1.1 Areas where food & beverages are provided under the responsibility of Tokyo 2020
     - 3.1.2 Areas that are not under the responsibility of Tokyo 2020 but are subject to the requirements of the food & beverage strategy
   - 3.2 Matters requiring special consideration
     - 3.2.1 Food safety management
     - 3.2.2 Countermeasures against natural disasters
     - 3.2.3 Nutrition management (including labelling)
     - 3.2.4 Consideration for diversity
     - 3.2.5 Heat countermeasures
   - 3.3 Details of food & beverage services
     - 3.3.1 Basic Direction
     - 3.3.2 Athletes and NOCs/NPC officials
     - 3.3.3 International Federations (IFs)
     - 3.3.4 Olympic and Paralympic Families, etc.
     - 3.3.5 Broadcasting Services and Press
     - 3.3.6 Marketing Partners
     - 3.3.7 Spectators
     - 3.3.8 Staff members
   - 3.4 Special consideration for Paralympians

4. **Consideration for Sustainability** 21
   - 4.1 Basic principles
   - 4.2 Approach to ensure sustainability in operations
Table of Contents

5 Approach for the Future
  5.1 Introduction and transfer of Japanese food culture
  5.2 Usage of domestic agricultural products (e.g. local consumption of locally produced products)
  5.3 Reconstruction support through food and beverage services
  5.4 Ripple effect of approach to food and beverage services to other relative fields
    5.4.1 Diversity and inclusion
    5.4.2 Transfer of knowledge and experience to the next generation
  5.5 Approaches of interested parties concerning food material supply
    5.5.1 Utilisation & dissemination of GAP
    5.5.2 Expanded use of rice flour
    5.5.3 Spread of agriculture-welfare collaboration
    5.5.4 Use of disposable chopsticks made of thinned wood
    5.5.5 Preserving and passing on washoku (Japanese cuisine) – promotion of washoku school lunches
    5.5.6 Spread of organic farming

6 Cooperation with Interested Parties
  6.1 Food & beverage service providers
  6.2 Marketing Partners
    6.2.1 Partners related to food and beverage services (as of March 2018)
    6.2.2 Examples of approaches taken by partners related to food and beverage services
      6.2.2.1 Coca-Cola (Japan) Company, Limited
      6.2.2.2 Asahi Breweries, Ltd.
      6.2.2.3 Meiji Co., Ltd.
      6.2.2.4 Ajinomoto Co., Inc.
      6.2.2.5 Kikkoman Corporation
      6.2.2.6 Nissin Foods Holdings Co., Ltd.
  6.3 Administrative organs
    6.3.1 Tokyo Metropolitan Government
    6.3.2 Government of Japan
    6.3.3 Local governments
    6.3.4 Dietitians

7 Promotion of Engagement
  7.1 Definition of Tokyo 2020 Engagement
  7.2 Engagement in the food and beverage field

8 Formulation Process of the Food and Beverage Strategy
  8.1 Members of the Food and Beverage Strategy Formulation Panel
  8.2 Formulation Process of the Food and Beverage Strategy
Aims of the Food & Beverage Service Strategy

1.1 What Tokyo 2020 aims to achieve through its food & beverage services, The Olympic and Paralympic Games Tokyo 2020 (hereinafter called the “Tokyo 2020 Games”) will be held in the summer of 2020.

The Olympic and Paralympic Games are one of the largest sports event in the world, and athletes from countries and regions around the world will participate in 33 Olympic sports and 22 Paralympic sports at the Tokyo 2020 Games. Holding this event is expected to have a significant impact on social, economic, cultural, environmental and other fields as well as the sports field. Information on approaches and measures taken in this event will be disseminated and spread beyond the Host City and Japan throughout the world.

The food and beverage services provided at the Tokyo 1964 Olympic Games are now believed to have brought about many changes in food and diet. For example, many kinds of meals were developed to meet the needs of athletes from different countries and regions, and frozen foods gained popularity. As a result, changes brought about through the food and beverage services led to diversity in the various foods that we enjoy today.

The Tokyo Organising Committee of the Olympic and Paralympic Games (hereinafter referred to as “Tokyo 2020”) aims to provide food and beverage services that enable athletes participating in the Tokyo 2020 Games to maintain good condition and perform to the peak of their abilities.

To achieve this goal, Tokyo 2020 will be engaged in the following four activities before and during the Tokyo 2020 Games, which will contribute to further progress in Japan’s food industry even after the Games.

1. Tokyo 2020 will provide food and beverage services that take into full consideration issues regarding food hygiene, nutrition, sustainability, etc. at the Tokyo 2020 Games with the aim of improving the capacity of the services so that it is able to respond to large-scale food and beverage provision, production and distribution.

2. Concerning food safety, as the Tokyo 2020 Games are to be held in midsummer, Tokyo 2020 will take a series of well-considered measures to prevent food poisoning. In addition, it will also promote other measures including raising the Games’ food safety standards to international standards.

3. Concerning sustainability, in addition to the credibility already established with the process of food provision from production through consumption, Tokyo 2020 will promote the globalisation of certification systems and other measures. It will also promote environmental measures including controlling food waste.

4. The Tokyo 2020 Games will serve as a wonderful opportunity for Japanese people to re-acknowledge and disseminate the merits of their food culture. Tokyo 2020 seeks to provide “hospitality” with Japanese food in an acceptable way for overseas nationals, taking diverse food cultures into account.
Aims of the Food & Beverage Service Strategy

1.2 Philosophy guiding preparations for the food & beverage strategy

Tokyo 2020 will provide food and beverages at over 40 venues during the Tokyo 2020 Games. The aim of the food and beverage services at the Tokyo 2020 Games is not solely to provide food and beverages for athletes, media staff, spectators and volunteers; the services are also required to incorporate the three core concepts of the Games, “Achieving Personal Best,” “Unity in Diversity” and “Connecting to Tomorrow,” as well as to provide satisfaction and a real connection among all Games participants. For instance, considering that the Tokyo 2020 Games will provide the stage for athletes to show the results of years of intensive training and discipline, Tokyo 2020 is obliged to make every effort to ensure food and beverage services that can support the creation of an environment in which all athletes are able to perform to the peak of their abilities.

In addition, if spectators and volunteers are able to gain memorable experiences of participating in the event that is accentuated by food and beverage services, this will increase the likelihood that they will become the driving force behind the ultimate success of the Games, and their collective experiences will constitute a valuable legacy that will be handed down to future generations. Therefore, Tokyo 2020 is required to set a clear fundamental concept for its food and beverage services with regard to following points: a) who are the services being provided for; b) exactly what kinds of services are required; and c) how this can be achieved within existing budgetary constraints.
Aims of the Food & Beverage Service Strategy

Tokyo 2020 would like to strengthen ties between the people of Japan and those around the world, encourage a wide range of interactions, and contribute to improving the value and quality of food and beverages through its food and beverage services.

In 2013, “Washoku, traditional dietary cultures of the Japanese” was inscribed as a UNESCO Intangible Cultural Heritage. It is a highly sustainable Japanese food customs with characteristics such as usage of a variety of food and local food which the Japanese have valued and a variety of food, making full use of food with minimal waste and eating with appreciation to nature and people.

Through the introduction of traditional Japanese food culture into the food and beverage services at the Games, Tokyo 2020 will attempt to not only provide food and beverages that meet the expectations of participants but also make the Tokyo 2020 Games a highly sustainable event by paying careful attention to the sustainability of food materials that it procures. It will also leverage the Games to introduce Japanese food culture to the world, encourage Japanese people to re-acknowledge their traditional food culture, and hand down this culture to future generations.

When serving Japanese food to foreign nationals, ample attention must be paid to the concept of omotenashi (Japanese-style hospitality), as the maximum enjoyment of Japanese food can only be achieved in an environment whereby foreign nationals are not intimidated by differences in culture, religion, customs, etc. In the food and beverage services at the Tokyo 2020 Games, the Games Vision core concept of Unity in Diversity, which urges acceptance and respect for all differences based on race, religion, physical or intellectual impairment, etc., should be sufficiently considered, and details of the approach taken to ensuring respect for diversity will also be shared.

In food and beverage services, large numbers of people will be involved throughout the many stages including producing and distributing food materials as well as cooking and serving meals. The success of the Tokyo 2020 food and beverage service strategy can only be successful when the cooperation of people in all stages is fully secured. Through the food and beverage services provided at the Tokyo 2020 Games, Tokyo 2020 will actively conduct Engagement activities that promote the value of diet, and the sustainability of food, as well as gratitude to all persons engaged in the food and beverage services.
1 Aims of the Food & Beverage Service Strategy

1.3 Operation of food and beverage services to realise the Games Vision

The three fundamental concepts of the Tokyo 2020 Games Vision are: “Achieving Personal Best,” “Unity in Diversity” and “Connecting to Tomorrow,” and these concepts will be fully applied to the Game’s food and beverage services.

Aiming at realisation of the concept “Achieving Personal Best,” Tokyo 2020 will make every effort to ensure that all people involved in food and beverage services take action based on the food and beverage strategy, achieve its goals and secure the level of service that athletes and other participants require.

Aiming at the realisation of the concept “Unity in Diversity,” Tokyo 2020 will pay careful attention to ensuring acceptance and respect for all differences based on race, religion, physical or intellectual impairment, etc. Providing food and beverages with consideration for diversity to Games visitors from around the world will enable these visitors to focus on achieving their own goals and truly enjoy their Games experience.

Aiming at the realisation of the concept “Connecting to Tomorrow,” whether or not every aspect of the Games’ food and beverage services can serve as a model to be transferred after the Games must taken into consideration. Tokyo 2020 will make all possible efforts to share the experiences that it gains through the Games with as many people as possible and both broaden and deepen connections.

Three fundamental concepts of Tokyo 2020 Games’ Vision

- **Achieving Personal Best**
  - Through flawless preparation and execution, the Tokyo 2020 Games aim to deliver an event where every athlete can realize their best performance and achieve their personal best.
  - The world’s best technologies will be adopted in developing competition venues and in operating the Games.
  - All Japanese citizens, including Olympic and Paralympic volunteers, will employ their utmost resourcefulness as hosts to welcome visitors from around the world with the best Japanese omotenashi, or hospitality.

- **“Unity in Diversity”**
  - Accepting and respecting differences in race, colour, gender, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth, level of ability or other status allows peace to be maintained and society to continue to develop and flourish.
  - The Tokyo 2020 Games will foster a welcoming environment and raise awareness of unity in diversity among citizens of the world.

- **“Connecting to Tomorrow”**
  - The Tokyo 1964 Games completely transformed Japan, enhanced Japanese people’s awareness of the outside world and helped bring about rapid growth of Japan’s economy.
  - The 2020 Games will enable Japan, now a mature economy, to promote future changes throughout the world, and leave a positive legacy for future generations.
2 Scale of the Games

2.1 Period of the Games

Games of the XXXII Olympiad: July 24 (Fri.) to August 9 (Sun.), 2020
Tokyo 2020 Paralympic Games: August 25 (Tue.) to September 6 (Sun.), 2020

2.2 Games Venues

The main venues where Tokyo 2020 will provide food and beverage services are shown in Table 1. In addition to these venues, plans are underway for meals to be provided at other locations including those in which staff will be involved in Games-related operations.

<table>
<thead>
<tr>
<th>Number</th>
<th>Venues</th>
<th>Olympic Sports</th>
<th>Paralympic Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Olympic Stadium</td>
<td>Opening and Closing Ceremonies</td>
<td>Opening and Closing Ceremonies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Athletics / Football</td>
<td>Athletics</td>
</tr>
<tr>
<td>2</td>
<td>Tokyo Metropolitan Gymnasium</td>
<td>Table Tennis</td>
<td>Table tennis</td>
</tr>
<tr>
<td>3</td>
<td>Yoyogi National Stadium</td>
<td>Handball</td>
<td>Badminton Wheelchair rugby</td>
</tr>
<tr>
<td>4</td>
<td>Nippon Budokan</td>
<td>Judo</td>
<td>Karate</td>
</tr>
<tr>
<td>5</td>
<td>Imperial Palace Garden</td>
<td>Athletics (Race Walk)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Tokyo International Forum</td>
<td>Weightlifting</td>
<td>Powerlifting</td>
</tr>
<tr>
<td>7</td>
<td>Kokugikan Arena</td>
<td>Boxing</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Equestrian Park</td>
<td>Equestrian (Dressage, Eventing (except Cross Country), Jumping)</td>
<td>Equestrian</td>
</tr>
<tr>
<td>9</td>
<td>Musashino Forest Sport Plaza</td>
<td>Badminton Modern Pentathlon</td>
<td>Wheelchair basketball</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Fencing Ranking Round)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Tokyo Stadium</td>
<td>Football, Modern Pentathlon</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Swimming, Fencing, Fencing, Fencing)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Musashinonomori Park</td>
<td>Cycling (Road)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Ariake Arena</td>
<td>Volleyball (Volleyball)</td>
<td>Wheelchair basketball</td>
</tr>
<tr>
<td>13</td>
<td>Olympic Gymnastic Centre</td>
<td>Gymnastics</td>
<td>Boccia</td>
</tr>
<tr>
<td>14</td>
<td>Olympic BMX Course</td>
<td>Cycling (BMX freestyle, BMX racing)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Skateboarding</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Ariake Tennis Park</td>
<td>Tennis</td>
<td>Wheelchair tennis</td>
</tr>
<tr>
<td>16</td>
<td>Odaiba Marine Park</td>
<td>Aquatics (Marathon Swimming)</td>
<td>Triathlon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Triathlon</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Shiokaze Park</td>
<td>Volleyball (Beach Volleyball)</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Aomi Urban Sports Venue</td>
<td>Sport Climbing</td>
<td>Football 5-a-side</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Basketball (3×3)</td>
<td></td>
</tr>
</tbody>
</table>
## Scale of the Games

<table>
<thead>
<tr>
<th>Number</th>
<th>Venues</th>
<th>Olympic Sports</th>
<th>Paralympic Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Seaside Park Hockey Stadium</td>
<td>Hockey</td>
<td>-</td>
</tr>
<tr>
<td>20</td>
<td>Sea Forest Cross-Country Course</td>
<td>Equestrian ([Eventing, [Cross Country]])</td>
<td>-</td>
</tr>
<tr>
<td>21</td>
<td>Sea Forest Waterway</td>
<td>Canoe (Sprint) Rowing</td>
<td>Canoe Rowing</td>
</tr>
<tr>
<td>22</td>
<td>Canoe Slalom Course</td>
<td>Canoe (Slalom)</td>
<td>-</td>
</tr>
<tr>
<td>23</td>
<td>Dream Island Archery Field</td>
<td>Archery</td>
<td>Archery</td>
</tr>
<tr>
<td>24</td>
<td>Olympic Aquatics Centre</td>
<td>Aquatics (Swimming, Diving, Synchronised Swimming)</td>
<td>Swimming</td>
</tr>
<tr>
<td>25</td>
<td>Tatsumi International Swimming Centre</td>
<td>Aquatics (Water Polo)</td>
<td>-</td>
</tr>
<tr>
<td>26</td>
<td>Makuhari Messe Hall A</td>
<td>Taekwondo Wrestling</td>
<td>Sitting volleyball</td>
</tr>
<tr>
<td>27</td>
<td>Makuhari Messe Hall B</td>
<td>Fencing</td>
<td>Taekwondo Wheelchair fencing</td>
</tr>
<tr>
<td>28</td>
<td>Makuhari Messe Hall C</td>
<td>-</td>
<td>Goalball</td>
</tr>
<tr>
<td>29</td>
<td>Tsurigasaki Beach Surfing Venue</td>
<td>Surfing</td>
<td>-</td>
</tr>
<tr>
<td>30</td>
<td>Saitama Super Arena</td>
<td>Basketball (Basketball)</td>
<td>-</td>
</tr>
<tr>
<td>31</td>
<td>Asaka Shooting Range</td>
<td>Shooting</td>
<td>Shooting</td>
</tr>
<tr>
<td>32</td>
<td>Kasumigaseki Country Club</td>
<td>Golf</td>
<td>-</td>
</tr>
<tr>
<td>33</td>
<td>Enoshima Yacht Harbour</td>
<td>Sailing</td>
<td>-</td>
</tr>
<tr>
<td>34</td>
<td>Izu Velodrome</td>
<td>Cycling (Track)</td>
<td>Cycling (Track)</td>
</tr>
<tr>
<td>35</td>
<td>Izu Mountain Bike Course</td>
<td>Cycling (Mountain Bike)</td>
<td>-</td>
</tr>
<tr>
<td>36</td>
<td>Fuji International Speedway</td>
<td>Cycling (Road) [Road Race (Finish), Individual Time Trial]</td>
<td>-</td>
</tr>
<tr>
<td>37</td>
<td>Fukushima Azuma Baseball Stadium</td>
<td>Baseball/Softball</td>
<td>-</td>
</tr>
<tr>
<td>38</td>
<td>Yokohama Stadium</td>
<td>Baseball/Softball</td>
<td>-</td>
</tr>
<tr>
<td>39</td>
<td>Sapporo Dome</td>
<td>Football</td>
<td>-</td>
</tr>
<tr>
<td>40</td>
<td>Miyagi Stadium</td>
<td>Football</td>
<td>-</td>
</tr>
<tr>
<td>41</td>
<td>Ibaraki Kashima Stadium</td>
<td>Football</td>
<td>-</td>
</tr>
<tr>
<td>42</td>
<td>Saitama Stadium</td>
<td>Football</td>
<td>-</td>
</tr>
<tr>
<td>43</td>
<td>International Stadium Yokohama</td>
<td>Football</td>
<td>-</td>
</tr>
<tr>
<td>OV PV</td>
<td>Olympic Village/Paralympic Village</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>45</td>
<td>Tokyo International Exhibition Centre (Tokyo Big Sight)</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

*Following venues have yet to be confirmed: Olympic Games: Cycling (Road)
2 Scale of the Games

2.3 Stakeholders

At the Tokyo 2020 Games, the main Games stakeholders are comprised of the following eight groups, and each of these groups must be provided with different kinds of food and beverage services that take into full consideration the characteristics of each group and ensure their needs are met. The “targets of the food and beverage services” are the individuals belonging to each of the groups described below.

a. **Athletes and officials of NOCs/NPCs**

   This group is composed of athletes, coaches, team officials, and officials of NOCs/NPCs.

b. **International Federation (IFs)**

   This group is made up of technical delegates and officials, judges, IF staff members, etc.

c. **Olympic and Paralympic Families and Dignitaries**

   This group comprises of members of the Olympic and Paralympic families, various dignitaries, officials and guests of the International Olympic Committee (IOC) and the International Paralympic Committee (IPC), as well as presidents and director generals of IFs, NOCs and NPCs. This group also includes, sub-groups such as members of the World Anti-Doping Agency (WADA), the Court of Arbitration for Sport (CAS) and other organisations that serve a specific function at the Games. Heads of state and other domestic and international dignitaries are also included in this group.

d. **Broadcast Services**

   This group contains members of the Olympic Broadcasting Services (OBS), which produces and distributes international video feeds, and Rights Holding Broadcasters (RHB), who hold the rights to implement broadcasting service to their home countries.

e. **Press**

   This group contains personnel related to TOP partners, local partners that are Games sponsors, and other related parties including customers who support these sponsors.

f. **Marketing Partners**

   This group incorporates persons holding a valid ticket and visiting Games venues from other parts of Japan as well as ticket-holding visitors from around the world.
2 Scale of the Games

g. Spectators
This group incorporates persons holding a valid ticket and visiting Games venues from other parts of Japan as well as ticket-holding visitors from around the world.

h. Staff Members
This group is made up of Games volunteers, contractors involved in Games operations, etc., and paid staff members engaged in the management and operations of the Games.

The estimated numbers of persons included in each of these stakeholder groups are shown in Table 2. These figures do not include the numbers of personnel involved in additional sports and may be subject to change.

Table 2. Numbers of People in the Groups of Stakeholders (Estimate)

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Olympics</td>
</tr>
<tr>
<td>Athletes and NOCs/NPCs Athletes, Team Officials, etc.</td>
<td>18,200</td>
</tr>
<tr>
<td>IFs Technical Officials, IF Staff Members, etc.</td>
<td>2,900</td>
</tr>
<tr>
<td>Olympic and Paralympic Families Persons involved in IOC and IPC, Presidents and Director Generals of NOCs, NPCs and IFs, Dignitaries, etc.</td>
<td>TBC</td>
</tr>
<tr>
<td>Broadcasting Services OBS, RHB</td>
<td>20,000</td>
</tr>
<tr>
<td>Press Journalists, Photographers, etc.</td>
<td>5,800</td>
</tr>
<tr>
<td>Marketing Partners</td>
<td>17,100</td>
</tr>
<tr>
<td>Spectators (Ticket holders)</td>
<td>7,800,000</td>
</tr>
<tr>
<td>Staff Members Paid staff members, Volunteers, Contractors etc.</td>
<td>168,000</td>
</tr>
</tbody>
</table>

* The number of persons involved in additional sports is not included
3 Food & Beverage Services

3.1 Scope of responsibility

3.1.1 Areas where food & beverage are provided under the responsibility of Tokyo 2020

These areas are defined subject to Tokyo 2020’s management responsibilities in operating the Tokyo 2020 Games. Food and beverage service that are required in these areas is provided under the responsibility of Tokyo 2020.

Specifically, these areas include the Olympic and Paralympic Village, the IBC/MPC, competition venues, training venues, hospitality centres and transport-related facilities.

3.1.2 Areas that are not under the responsibility of Tokyo 2020 but are subject to the requirements of the food & beverage strategy

The provision of food and beverages is not conducted by Tokyo 2020 at facilities and places outside the scope of Tokyo 2020’s responsibility. These include hotels related to the Games and Live Sites. However, food and beverage services at these locations are expected to be conducted in accordance with the basic principles of the food and beverage strategy to ensure that further changes can be promoted in the Japanese food industry on the occasion of the Tokyo 2020 Games.
3 Food & Beverage Services

3.2 Matters requiring special consideration

3.2.1 Food safety management

Food safety must be implemented as a matter of course in the food and beverage services provided at the Tokyo 2020 Games. Accordingly, food safety must be accorded the highest priority. Since food and beverage services provided by Tokyo 2020 can be exposed to a variety of risks, particular attention must be given to the following points.

The first point is the complexity of the food and beverage supply chain. As the structure of today’s food supply system requires complex connections and interactions between many stages of the process – including production, procurement, transportation, storage, and processing –, hygiene management measures must be clarified and implemented at every stage.

The second point is the scale of the service. The total volume of food and beverages provided to stakeholders during the Games is expected to be of an unprecedented scale in Japan. As kitchens of restricted sizes will be providing such amounts of food and beverages, the effective use of outside contractors will be essential.

The third point is the season in which the Tokyo 2020 Games are to be held. Maximum daytime temperatures frequently exceed 35 degrees centigrade in Tokyo in the height of summer. As such high temperatures and humidity increase the risk of food poisoning. Accordingly, the closest attention to the management of time and temperatures will be is required during all stages from cooking to eating.

The fourth point is the existence of those persons with malicious intent who may attempt to disrupt the successful operations of the Games. The existence of such persons must be assumed, and it is therefore vital that all necessary measures are taken to prevent any possibility of deliberate food poisoning.
In response to these points, Tokyo 2020 will take the following measures:

① Compliance:
Tokyo 2020 strictly complies with related laws and regulations including the Food Sanitation Act, which was established to prevent sanitation hazards resulting from eating and drinking. It also ensures the traceability of food and beverages that are served at the Games from farm to table.

② Voluntary hygiene control:
It is fundamental that hygiene control must be conducted by those who handle food to ensure food safety. Tokyo 2020 plans to adopt the system “Hazard Analysis and Critical Control Points” (HACCP), the world standard for food hygiene control, and will request suppliers to comply with the HACCP system to the fullest possible extent to control food hygiene and prevent food poisoning. In addition, Tokyo 2020 will promote cooperation among related contractors to ensure that temperature controls of foodstuffs and cooked foods are continuously and vigorously implemented at all stages from farm to table.

With these approaches, Tokyo 2020 expects that the hygiene management of food contractors’ will comply with HACCP standards or other related certifications, and that the standards of food hygiene control will improve through encouraging food contractors to examine and implement advanced management approaches.

While there are several international certification systems such as ISO 22000 (Food Safety Management Systems), FSSC 22000, SQF (Safe Quality Food), JFS (Japan Food Safety Standards), etc., mandatory legislation of the HACCP system is under consideration in Japan. Companies and other parties involved in the food service industry are also making efforts to introduce voluntary hygiene control measures. These include the preparation of guidelines for the introduction of the HACCP system by an organisation of food contractors, and the Tokyo Metropolitan Government’s Food Safety Certification System (Tokyo Food Hygiene Meister), a system established by the Tokyo Metropolitan Government to “visualise” food hygiene control approaches based on the HACCP system.

③ Cooperation with administrative organs:
Acquiring the support of administrative organs can make a major difference in encouraging the implementation of voluntary hygiene control measures. Tokyo 2020 has established good relationships with administrative organs such as health centres under whose jurisdiction Games venues are to receive appropriate instruction, advice and support.
Food & Beverage Services

④ Food defence:
With the cooperation of administrative organs, Tokyo 2020 aims to enhance food safety measures for those who handle food materials, and develop measures to prevent and respond to risks caused by people with malicious intent.

⑤ Cooperation with targets of food and beverage services:
In securing food safety, consumers play an important role. Therefore, Tokyo 2020 will provide consumers with all necessary information concerning important activities to secure food safety; for example, encouraging hand-washing and raising awareness of carrying food for a long period of time. It will also establish a cooperative relationship with targets of food and beverage services through mutual communications, for example, soliciting their opinions and disseminating information on the safety of provided food and beverages. Accordingly, Tokyo 2020 is required to develop a system to prepare for and respond effectively to any unexpected incident.
**3 Food & Beverage Services**

### 3.2.2 Countermeasures against natural disasters

Typhoons develop spontaneously in the summer season, and it is difficult to make specific forecasts on where and when they may occur. A powerful typhoon has the potential to damage infrastructure and exert a major impact on the continuous provision of food and beverages. Therefore, countermeasures against typhoons or other natural disasters must be prepared to enable the continued provision of food and beverage services.

### 3.2.3 Nutrition management (including labelling)

Naturally, the athletes will play the leading role at the Tokyo 2020 Games. Food and beverage services are extremely important for the athletes to ensure they are able to maintain good condition during the Games period and perform to the peak of their abilities. Therefore, food and beverage services will be provided based on the following policies to ensure that athletes can maintain thorough nutrition control.

1. **Tokyo 2020** will provide menus that take into account technical knowledge and expertise of sport nutrition based on the understanding of dietary needs and styles of athletes immediately prior to competition. The menus have to be created to meet requirements unique to athletes (high-protein, high-sugar and low-fat meals, food and nutrition supplements), and meals must be provided in a sufficient volume at the correct time and location in which they are required. The menus must also take into account dietary practices popular among athletes as much as possible to ensure they are able to take on board necessary energy and nutrients smoothly.

2. To help athletes perform to the peak of their abilities, menus that take into account all nutrition requirements and those that athletes are accustomed to should be provided as much as possible. Different menus that meet the needs of athletes from different backgrounds, and with particular food customs and cultures should be delivered at different sections. Information on each section should be provided in an easy-to-understand manner for athletes, coaches and team staff to ensure they are satisfied with the food and beverages provided. In addition, different seasonings should be prepared to enable athletes to customise food to their own tastes.

3. Various menus should be provided to correspond to vegetarians, religious and other dietary customs. Food responding to the needs of people with food allergies (e.g. gluten-free, etc.) must also be prepared.
3.2.4 Consideration for diversity

As stated in the previous clause, in order to enable athletes from around the world to maintain top condition and perform to the peak of their abilities, both during training and actual competitions, special consideration for diversity during both training and actual competitions will be required. Consideration for diversity is also important for officials, members of the media, spectators and volunteers from different countries and regions.

From this perspective, special consideration for food preparation and different choices of meals shall be provided to targets of food and beverage services from different geographical regions who have special dietary requirements (e.g. vegetarians, halal-style food preparation, etc.). Information on what choices of food will be available will be provided in advance and indicated clearly by making optimum use of labels and presentation.

It will also be important to ascertain and select appropriate food materials, methods of preparation and cooking, and classification of tableware. However, it is impossible to identify only one food material that all vegetarians do not eat as this may differ depending on individual preferences, religious requirements, etc. The preparation of halal-style foods also differs depending on religious denominations, geographical factors and individual preferences. In fact, there are many agencies that are granted halal certification in Japan.
The most important aspect of consideration for diversity is that Tokyo 2020 fully understands the concept of diversity and develops a system to provide detailed information on the specific approaches being conducted in its food and beverage services in multiple languages. Such efforts will enable targets of food and beverage services to select appropriate food and beverages, and provide them with peace of mind.

### 3.2.5 Heat countermeasures

The Tokyo 2020 Games are scheduled to be held in the period from July 24 to September 6 – the height of summer in Japan. It is vital that countermeasures against heatstroke for athletes, staff members, Games-related personnel and spectators are implemented in and around the Games competition venues. In terms of food and beverage services, the following measures are expected to be taken while further specific measures are to be examined in cooperation with the national government, the Tokyo Metropolitan Government and local governments.

#### Examples of measures

- Development of environments with a plentiful supply of water and beverages (including the installation of vending machines).
- Information on heat countermeasures in food and beverage services will be provided in advance, and food and beverages will be provided effectively to prevent heatstroke.
- Development of menus with a view to preventing appetite loss even during hot weather.
During the Games, Tokyo 2020 will provide food and beverages to targets of food and beverage services including athletes and all other stakeholders at facilities in the Games venues. As described above, targets of food and beverage services are divided into eight main groups: athletes and officials of NOCs/NPCs; International Federation (IFs); Olympic and Paralympic Families and Dignitaries; Broadcasting Services; Media; Marketing Partners; Spectators and Staff Members. They are also divided into further sub-groupings to whom food and beverages will be provided free of charge (Tokyo 2020 shall bear the costs), and groups that will be required to pay for food and beverages.

One important point to consider when formulating the contents of the food and beverage services is that every target of the services has different needs as they have their own objectives and styles for participating in the Games. Although what is actually served can be limited by conditions including space and equipment at the location where food and beverages are provided, food and beverage services should be provided at a level required by targets of the services as much as possible and within the budgetary constraints.

For groups who will be required to pay for food and beverage services, special attention must to be paid to balance the contents and pricing of the food and beverages on offer. Preferential use of domestically produced materials based on the “Sustainable Sourcing Code,” and methods to reduce costs must also be established. The below-listed characteristics and elements must be considered to optimise the food and beverage services provided for each group of stakeholders.
3 Food & Beverage Services

3.3.2 Athletes and NOCs/NPCs officials

Most athletes will stay in the Olympic and Paralympic Villages and eat at the dining halls there. Therefore, it is important to develop an environment whereby athletes, including those who are unable to secure sufficient time to eat due to competition schedules, etc., can adjust their nutrition intake to their competition schedule, maintain good condition and peace of mind.

Menus for athletes who have completed their competitions should be structured to allow them to choose the type of food they want to eat relatively freely and enjoy eating in the dining hall. It is also important that athletes are provided with opportunities to sample various kinds of Japanese cuisine. Appropriate systems and contents to deliver such services will have to be established.

There are major differences between food and beverages on offer to athletes who are in the process of training for their competitions and Japanese-style food and beverages on offer to those who would like to sample Japanese cuisine. Therefore, three types of dining halls with different functions will be established in the Olympic and Paralympic Villages. These will provide food and beverages that meet the different needs of the athletes.

1. The Main Dining Hall will focus on nutrition management and diverse diet customs to enable athletes to perform to the peak of their abilities during competitions.
2. The Casual Dining Hall will be established as a “comfortable” space where athletes can enjoy Japanese cuisine and other dishes using local specially-procured products. This dining hall will also play a supplementary role when the main dining hall is crowded.
3. A Grab and Go canteen will also provide supplementary foods, including a variety of snacks, fruit, etc. to enable athletes to quickly increase energy and nutrition levels.

Food and beverages that respond to the characteristics of various sports and competition schedules and that meet athletes’ needs will be provided at competition venues and training venues. These will take into account competition times and the distances of each venue from the Olympic and Paralympic Villages.

3.3.3 International Federations (IFs)

Many IF-related personnel are likely to be present in competition venues as judges, etc. for long periods of time. In providing food and beverages to IF-related personnel, preparing different types of meals – from full meals to quick snacks – will be required.
3 Food & Beverage Services

### 3.3.4 Olympic and Paralympic Families, etc.

Those categorised in this group, which includes dignitaries, are likely to visit several competition venues in a day, and may visit particular venues on several occasions during Games time. Although many Olympic and Paralympic family members may visit Japan looking forward to experiencing Japanese cuisine, many of them may only be able to stay for a relatively short period of time at each venue due to competition schedules. Therefore, food and beverages on offer to members of this group must be varied to enable them to enjoy their eating experience as much as possible.

### 3.3.5 Broadcasting Services and Press

Members of the media are dispatched from their home countries or regions to cover the Games and be available on a 24-hour basis to provide updated reports from various competition venues. Food and beverages will be on offer to members of the media, although they will be required to pay for such services. Food and beverage services should include Japanese foods to provide them with an 'authentic experience.' Services should also take into consideration people from different cultural backgrounds, and the varied working hours and circumstances of members of the media from around the world. To meet the needs of those who are very busy during the Games, quick meals must also be included in menus to allow media members to quickly return to work after eating.

The Olympic Broadcasting Services (OBS), which is the host broadcaster of the Olympic and Paralympic Games, delivers images to broadcasters around the world. Although the OBS usually provides food and beverages for its staff members, Tokyo 2020 will cooperate with any food and beverage-related requests from the OBS.

### 3.3.6 Marketing Partners

The establishment of hospitality centres where marketing partners can entertain their guests is under examination. Food and beverage services will be provided for a fee at these centres. The contents of the services must take into consideration the purpose of such centres and be able to provide high quality hospitality that satisfies marketing partners and their guests. In order to meet the diverse needs of marketing partners, it is important to highlight the pleasure of eating. Actively introducing Japanese cuisine into menus would be an effective approach.
3 Food & Beverage Services

3.3.7 Spectators

This group is the largest of all Tokyo 2020 stakeholders. Many people in this group are expected to visit Japan from countries and regions around the world. Food and beverages will be provided to them for a fee. In the Games facilities that are mainly focused on watching competitions, it will be difficult to establish exclusive restaurants. Therefore, it will be necessary to develop menus that allow spectators to eat quickly without waiting during the intervals between competitions, etc. It is also important that all spectators have equal opportunities to eat. To realise this, food and beverages must be reasonably priced. For many spectators, witnessing the thrill of Olympic or Paralympic competitions will be a once-in-a-lifetime experience. Japanese foods must also be included in menus to further enhance the Spectator Experience at the Tokyo 2020 Games.

3.3.8 Staff members

Staff members include paid staff members who support the Games operations, volunteers, contractors, etc. Apart from the volunteers, members of this group will be required to pay for food and beverage services. They will eat in various styles – including sit-down meals in restaurants, canteens, etc. and take-away packed meals – according to their working patterns or the circumstances of venues. Since meals serve as a reward for the contributions of the volunteers, the contents of food and beverages provided to them must serve to boost their motivation. In addition, many staff members including volunteers are likely to come from abroad. Accordingly, consideration for a diverse range of food customs must be examined.
Approaches to the Paralympic Games are very important in realising the concept of “Unity in Diversity,” one of the core concepts of the Tokyo 2020 Games Vision. Especially, considering that Tokyo will be the first city to have held the Paralympic Games on two separate occasions, specific approaches must be taken into account for food and beverage services provided at the Tokyo 2020 Games.

To accurately identify matters requiring special consideration, the diverse composition of Paralympians must be understood, and it is vital that their needs are thoroughly researched in advance. Physical and visual impairments must be given special consideration in terms of the food and beverages provided. For example, meals that are easy to bite and swallow, and tableware that is easy to handle will be required.

As stated above, Tokyo 2020 is required to understand the specific requirements for Paralympians whose impairments differ greatly. In addition, focusing on the smooth transition from the Olympic Games to the Paralympic Games, the following perspectives will form the basis of considerations for food and beverage services.

1. **Thorough examination must be conducted to ascertain what support can be provided to respond to different kinds of physical impairments.** Support includes both equipment and human support; for example, at the dining hall in the Paralympic Village where many kinds of meals are provided in a large space, support to pick up and carry meals smoothly and support to use equipment and fixtures will be required. In order to make it easy to select and carry meals, convenience must be enhanced to the highest possible level and all measures to reduce the burden on Paralympians must be realised by providing sufficient information with ICT.

2. **Accessibility in terms of equipment and materials such as the arrangement of equipment and fixtures in eating sections will also be important** (for example, securing enough space between seats for wheelchairs to manoeuvre, and appropriate heights of tables and display boards). In addition, various operational devices aimed at enhancing convenience and reducing burdens must be considered.

3. **Staff members engaged in the provision of food and beverage services for Paralympians will be given special training to raise awareness of the particular requirements of Paralympians, and how they can best provide support.**

Based on the premise that there is no better service than human support, kind-hearted consideration and support with facility equipment and systems will be provided in accordance with the individual requirements of each Paralympian.
4 Consideration for Sustainability

4.1 Basic principles

Since a large volume of food and beverages will be provided in a short period of time during the Tokyo 2020 Games, the environmental impact is likely to increase. Issues concerning sustainability including the reduction of environmental burdens must be controlled appropriately in accordance with the “Tokyo 2020 Olympic and Paralympic Games Sustainability Plan Version 1,” which was independently established in line with the Olympic Agenda 2020 adopted by the IOC in 2014.

Primarily, approaches to sustainability are intended to reduce the environmental impact on the whole of society, and as a result, lower social costs. However, changing long-established methods of production and consumption is not easy, and requires much effort. Some approaches can achieve success in a short period of time, while others require significant amounts of money or other resources to be deployed to gain long-term benefits. Tokyo 2020 will decide on priority areas and strive to conduct highly effective operations that can serve as a model of sustainable operations.

4.2 Approach to ensure sustainability in operations

Tokyo 2020 will take approaches to high-level sustainable operations in food and beverage services based on the following policies.

1. Sustainable Sourcing Code:

The “Sustainable Sourcing Code” was established to define concrete procurement activities based on the “Tokyo 2020 Olympic and Paralympic Games Sustainability Plan Version 1.” Tokyo 2020 will procure agricultural, livestock and fishery products that are compliant with the code and support activities to introduce highly sustainable Japanese food culture into Japan and the wider world in an easy-to-understand way. It will also inform the targets of the food and beverage services of the details of the Sourcing Code and related certification systems such as Good Agricultural Practices (GAP) and other certifications designated as a part of the code, and share information on the usage of agricultural and other products recommended by the Code.
2. Approaches to control food waste:

Tokyo 2020 will raise awareness of the importance of food waste control and promote effective and feasible measures to control food waste. These include a measure known as “portion control,” whereby the amount of food to be served is controlled and appropriately-sized plates, bowls and other tableware are utilised to ensure minimal food waste. Contractors who provide food and beverages will be required to operate ICT technologies to estimate the amount of food and beverages to be provided as accurately as possible based on the number of targets of food and beverage services and competition schedules. They are also expected to make every effort to measure and visualise the amount of food waste and serve as a model of food waste control after the Tokyo 2020 Games.

On the other hand, examination must also be conducted to ascertain the edible parts of food waste, so that it can be effectively used by, for example, converting it into materials used for animal feed or compost. Such measures will also enhance the recycling of food waste.

In light of the global interest in the Tokyo 2020 Games, the actions taken by Tokyo 2020 can serve as a catalyst for raising social awareness of food waste control. Tokyo 2020 plans to take effective food waste control measures to enlighten people and to serve as a model that contractors and households can easily emulate.

3. Policy on handling tableware:

Reusable tableware is to be introduced as much as possible in accordance with the Tokyo 2020 Olympic and Paralympic Games Sustainability Plan Version 1.

Appropriate tableware must be selected with consideration given to all styles of food and beverages provided, particular requirements of each location and targets. Other factors such as the amount of food and beverages to be provided, safety, operational efficiency, types of services, eating environments, etc., must also be taken into account. In terms of the smooth operations of large-scale main dining and provision of sufficient care to ensure a comfortable atmosphere for athletes at the Olympic and Paralympic Villages, much attention must be paid to hygiene risks, religious and geographic customs, reducing athletes’ burdens and securing sufficient space to eat and drink comfortably.

To respond to such issues, Tokyo 2020 plans to introduce reusable tableware as much as possible taking into account the various types of food and beverages, the characteristics of the tableware, and facility conditions required for each kind of tableware (e.g. space for washing and storage, utility expenses, etc.).

Even in situations whereby reusable tableware cannot be used, other sustainable practices should be employed. These include usage of recyclable materials (including wood from forest thinning, etc.).
5.1 Transmission and transfer of Japanese food culture

In 2013, Washoku, or Japanese traditional dietary cultures was inscribed as a UNESCO Intangible Cultural Heritage. Representing Japanese social food customs, which embodies a deep respect and reverence for nature, washoku was registered for such characteristics as the existence of various local food cultures, nutritional balance supporting a healthy diet, expressing the beauty and bounty of nature and seasonal changes, and the strengthening of family and community ties.

Specifically, the characteristics include the umami flavor of dashi soup stock, usage of fermented foods, arrangement of food according to season and relation to annual events. Washoku represents a highly sustainable food culture, making full use of food with minimal waste, use of a variety of food and a spirit of valuing food as indicated by such Japanese words itadakimasu (giving thanks before eating) and mottainai (wastefulness).

Tourists to Japan from around the world typically look forward to experiencing Japanese cuisine, and various Japanese foods and restaurants are gaining increasing popularity in many countries. Against this backdrop, it is highly probable that many targets of the food and beverage services will be looking forward to experiencing Japanese food culture during the Tokyo 2020 Games.

Taking these factors into consideration, Tokyo 2020 plans to introduce Japan’s highly sustainable food culture to the world and promote a renewed interest and transfer among the people of Japan in their own traditional food culture by introducing Japanese food culture into the food and beverage services to be provided at the Games.

Specific approaches include the below measures. The aim of these measures is to provide the targets of the food and beverage services with ample opportunities to enjoy the various characteristics of Japanese food.
Making optimal use of the characteristics of the Japanese food in the provision of food and beverages:
As various ways of cooking such as steaming, broiling and boiling are employed in preparing Japanese food, Japanese food is able to provide athletes with all necessary nutrition. Tokyo 2020 will provide Japanese food during the Games using various measures and make efforts to introduce the targets of the food and beverage services to the characteristics and appeal of Japanese food.

Hospitality atmosphere:
As the Japanese expression shitsurai (arranging the furnishings of a room for a particular purpose) indicates, the space provided for people to have a meal is an important element of Japanese food culture. Tokyo 2020 will provide athletes, who are under extreme pressure during the Games, spaces where they can eat in a relaxed atmosphere before, between or after competitions.

Food cultures with abundant regional specialities:
Since Japan has a varied topography, there is an abundance of local food cultures that use produce unique to each region. In order to provide opportunities to visitors to experience this rich food culture, Tokyo 2020 will collect information on local produce through prefectural governments and select foods and beverages appropriate for athletes’ menus. Tokyo 2020 will provide food and beverages that make optimal use of these unique produce, and provide targets with information on the characteristics of local produce.

Dissemination of information on new technologies and the excellent qualities of Japanese food:
In Japan, there is a wide variety of cooking methods, food processing technologies and systems to ensure the highest possible quality of foods, including JAS (Japanese Agricultural Standards). This enables the provision of delicious and nutritious meals to those who require particular care due to physical impairments, including those who experience difficulties in biting and swallowing food. Utilising these technologies, methods and systems, Tokyo 2020 will disseminate the excellent quality of food of Japan. Tokyo 2020 will provide meals that meet the most stringent hygiene requirements and satisfy all target groups, Tokyo 2020 will also promote the various attractions of Japanese food and food culture.

While Tokyo 2020 will make every effort to promote Japanese food culture at the Tokyo 2020 Games competition venues, some overseas athletes and visitors may also be looking forward to eating ramen noodles, tempura (deep-fried fish and vegetables in a light batter) and other Japanese foods popular overseas. However, responding to such a wide variety of expectations for Japanese food within the limited space available in competition venues may prove difficult given the nutrition management of the athletes, and the operation of kitchens and eating areas with limited spaces. Therefore, Japanese food culture should be provided not only at competition venues but also in all cities hosting Games competitions, and at Live Sites. Only with such multi-layered approaches will visitors be able to experience the breadth and diversity of Japanese food and food culture. Relevant parties outside the competition venues are also expected to take such approaches.

5 Approach for the Future

1. Making optimal use of the characteristics of the Japanese food in the provision of food and beverages:
   As various ways of cooking such as steaming, broiling and boiling are employed in preparing Japanese food, Japanese food is able to provide athletes with all necessary nutrition. Tokyo 2020 will provide Japanese food during the Games using various measures and make efforts to introduce the targets of the food and beverage services to the characteristics and appeal of Japanese food.

2. Hospitality atmosphere:
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5 Approach for the Future

5.2 Usage of domestic agricultural products (e.g. the local consumption of locally produced food)

As Japan has four distinct seasons and geographically extends from north to south, there are various kinds of produce in the country. Over hundreds of years, people have strengthened their community ties by using local produce at annual events in each region. In many municipalities, efforts are made to promote the consumption of locally produced food with a view to re-invigorating local communities and economies, and developing the local agricultural, forestry and fisheries industries. For instance, Tokyo has established certification systems to promote environmentally friendly agricultural practices and special products that use materials produced in Tokyo or traditional techniques of the Tokyo area.

The “Sustainable Sourcing Code (Version 1)” declares that domestic agricultural products should be used preferentially for the purpose of promoting domestic agriculture, enhancing multi-functions of farming villages and contributing to controlling greenhouse gas emissions by reducing transportation distances. It also requires preferential use of domestically nurtured livestock and marine products.

Many imported food products are used in today’s daily diet for reasons of cost and stable supply. However, it has been decided that domestic agricultural products shall be used preferentially for the food and beverage services to be provided at the Tokyo 2020 Games as far as the budget permits. This objective of this approach is to stimulate an increase in the purchase of locally produced food through boosting interest in local foodstuffs, as well as promoting the production of agricultural, forestry and fisheries products that comply with the “Sustainable Sourcing Code."

5.3 Reconstruction support through food and beverage services

On 11 March 2011, the Great East Japan Earthquake and Tsunami devastated large swaths of Japan’s north-eastern Tohoku region, one of the country’s largest food production areas. Rich in nature, the stricken area was a veritable “treasury of food,” and the estimated total of the disaster on the agriculture, forestry and fisheries industries in the region amounted to over two trillion yen (approx. US$ 18.34 billion). Efforts to reconstruct production infrastructure including farmland and fishing ports, recover production bases and develop market channels are ongoing.
The agriculture, forestry and fisheries products of the Tohoku region provide significant support to the attractiveness of Japanese food, and restoration of these industries is a major priority. In the prefectures devastated by the disaster, a wide range of active measures for the supply of food materials in accordance with the Tokyo 2020 Sustainable Sourcing Code are being developed.

The Tokyo 2020 Games will be watched by millions of viewers around the world, and constitutes an ideal opportunity for Japan to express its deep gratitude for the support and encouragement received by the international community in the aftermath of the earthquake and tsunami, as well as showcase the ongoing recovery and reconstruction efforts. The stricken areas are also pinning their hopes on the Games. This will enable them to highlight the efforts that have been taken to restore much of the damage to the extent that it is now able to once again produce high quality food materials. The food and beverage services provided to stakeholders at the Games will make the utmost use of foods produced in the disaster-stricken areas.

After the nuclear accident caused by the earthquake and subsequent tsunami, transparency in the safety of agricultural, forestry and fishery products has been secured through the implementation of multiple measures to reduce radioactive substances in production sites, systematic and thorough monitoring of foodstuffs before shipping and announcements of all findings. As a result of implementing some of the most stringent measures in the world, the safety of food materials sold in markets in Japan and exported to countries around the world is assured. Most countries and regions that initially implemented embargos of food materials produced in the stricken areas have now either entirely lifted or eased their sanctions. Information on the safety of food products in Japan has been disseminated around the world.

As Games participants come into direct contact with people from the disaster-stricken areas and sample the delicious local foods, messages of gratitude and reconstruction will be communicated to the world. Tokyo 2020 aims to develop a structure to share accurate information on food safety at all competition venues in cooperation with various related parties.

Through these approaches, Tokyo 2020 will attempt to disseminate accurate information on food safety, put an end to the negative reputation locally produced foodstuffs have endured and communicate the attractiveness of food produced in the affected areas.
Radioactive contamination caused by the nuclear accident at TEPCO’s Fukushima Daiichi Nuclear Power Plant in March 2011 was found in part of Japan’s agricultural, forestry and fishery products. In response, the national government and related parties immediately took action together to identify the contamination route and develop effective countermeasures.

Main contamination routes for agricultural products were identified as ① radioactive substances that were scattered immediately after the accident and attached to agricultural products and fruit trees, and ② radioactive substances that fell on farmland and were absorbed by agricultural products through the roots. To deal with cases applicable to ①, products that had been contaminated immediately after the accident were disposed of and fruit trees were treated by thorough washing with high-pressure water jets, and surface shaving of the tree barks. For cases applicable to ②, the topsoil of the land was scraped away, surface soil was replaced with subsoil or cultivated to greater depths, and potassic fertilizer was used for its ability to control the absorption of cesium. As a result, since April 2015, no rice, or vegetable produced in Fukushima has been identified as containing a radioactive substance at a level exceeding prescribed limits.

In Japan, inspections on radioactive substances, which are among the most stringent levels in the world, is conducted for agricultural, forestry and fishery products before shipping. Measures to protect these products are also implemented at the production stage. Any product found to contain a radioactive substance at a level exceeding prescribed limits is immediately disposed of. This ensures that no radioactively contaminated agricultural, forestry and fishery product is ever made available for human consumption.

The International Atomic Energy Agency (IAEA) praised the various measures being taken to secure food safety in Japan, declaring that the circumstances concerning Japanese food and agricultural and fishery products continue to be stable and that proper monitoring and countermeasures are being vigorously conducted against the radioactive pollution of food in Japan, and its food supply chain is effectively controlled by relevant authorities.

As the above results indicate, agricultural, forestry and fishery products produced in all areas of Japan are now 100 per cent safe for human consumption.

<table>
<thead>
<tr>
<th>Standard levels of radioactive cesium contained in food</th>
<th>(Unit: Bq/kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Limits under Food Sanitation Act</strong></td>
<td></td>
</tr>
<tr>
<td>Drinking water</td>
<td>10</td>
</tr>
<tr>
<td>Milk</td>
<td>50</td>
</tr>
<tr>
<td>Infant foods</td>
<td>50</td>
</tr>
<tr>
<td>General foods</td>
<td>100</td>
</tr>
<tr>
<td><strong>Council Regulation (Euratom)2016/52</strong></td>
<td></td>
</tr>
<tr>
<td>Liquid food</td>
<td>1,000</td>
</tr>
<tr>
<td>Dairy products</td>
<td>1,000</td>
</tr>
<tr>
<td>Infant foods</td>
<td>400</td>
</tr>
<tr>
<td>General foods</td>
<td>1,250</td>
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<tr>
<td><strong>CPG Sec.560.750 Radionuclides in Imported Foods - Levels of Concern</strong></td>
<td></td>
</tr>
<tr>
<td>All foods</td>
<td>1,200</td>
</tr>
<tr>
<td><strong>CODEX STAN 193-1995</strong></td>
<td></td>
</tr>
<tr>
<td>Infant foods</td>
<td>1,000</td>
</tr>
<tr>
<td>General foods</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Monitoring results of agricultural, forestry and fishery products from Fukushima Prefecture

<table>
<thead>
<tr>
<th>Classification</th>
<th>Length of period while level of radioactive substance has not surpassed standard limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown rice</td>
<td>Produced in 2015, 2016 and 2017 No excess for three consecutive years</td>
</tr>
<tr>
<td>Vegetable</td>
<td>For five years (since February 2013)</td>
</tr>
<tr>
<td>Fruits (excluding chestnut)</td>
<td>For five years (since December 2012)</td>
</tr>
<tr>
<td>Livestock products</td>
<td>For five years (since October 2012)</td>
</tr>
<tr>
<td>Cultivated edible mushroom</td>
<td>For six years (since December 2011)</td>
</tr>
<tr>
<td>Marine fishery product</td>
<td>For two years (since April 2015)</td>
</tr>
</tbody>
</table>
5.4 Ripple effect of approach to food and beverage services to other relative fields

5.4.1 Diversity and Inclusion

In line with “Unity in Diversity,” one of the core concepts of the Tokyo 2020 Games Vision, diversity will be taken into full consideration in all aspects of the food and beverage services to ensure that all persons, whatever their background, are fully catered for and included in the Tokyo 2020 Games.

As stated above, Tokyo will be the first-ever city to host the Paralympic Games on two separate occasions. Accordingly, a wide range of human services as well as support for the development of food and beverage service-related facilities and systems will be provided at the Tokyo 2020 Games.

At the Tokyo 2020 Games, the Paralympians will not be the only Games-related personnel with an impairment. It is probable that many officials, staff, members of the media and spectators with impairments will be attending the Games. Food and beverage services will be required to ensure that the needs of all these stakeholders are met.

Tokyo is an international city with the largest number of foreign residents in Japan. Indeed, foreign residents account for approx. 4% of all Tokyo residents. Given the increasing number of foreign residents in Tokyo, the Tokyo Metropolitan Government has taken the lead in promoting intercultural cohesion and unity in diversity by formulating the “Tokyo Guidelines for the Promotion of Intercultural Cohesion.” And the Tokyo 2020 Games will serve as a wonderful opportunity to further promote intercultural cohesion and unity in diversity through its food and beverage services. One major aim of the food and beverage services is to further enhance consideration for food diversity in Tokyo and throughout Japanese society by responding to various individual dietary requirements. It is hoped that this will lead to the creation of a society where people from diverse cultural backgrounds can live together in harmony.
5 Approach for the Future

5.4.2 Transfer of knowledge and experience to the next generation

The food and beverage services for the Tokyo 2020 Games will be provided on a scale and diversity unprecedented in Japan. Tokyo 2020 aims to pass on the expertise and experience it acquires through providing food and beverage services at the Games to future generations. Tokyo 2020 foresees the following potential benefits:

1. Potential to increase interested parties – including contractors – in various food and beverage-related fields (sport nutrition, procurement of food materials, distribution, food hygiene, food defence, dissemination of food culture, etc.).
2. Potential to bring about positive changes in the food supply chain by raising widespread awareness of the importance of food procurement approaches in accordance with HACCP-based hygiene controls and sustainability.
3. Potential to provide Japanese people with opportunities to rediscover their traditional and local food cultures through examination of specific measures to disseminate awareness of Japanese food culture.
4. Potential to raise awareness of ‘unity in diversity’ through consideration for Games participants with impairments, and differences based on race, religion, gender, age, etc.

The potential benefits constitute the basis of precious experiences and assets that should be bequeathed to future generations.

5.5 Approaches of interested parties concerning food material supply

5.5.1 Utilisation & dissemination of GAP

Good Agricultural Practices (GAP) are management activities in the agricultural production process to ensure various components of sustainability including food safety, environmental conservation and worker safety. The certification of GAP is placed as one of the methods to show that the requirements related to the procurement of agricultural products in the Games have been met. Furthermore, the efforts for GAP are also extremely important from perspectives of the expansion of exports and the development and securement of agricultural human resources.
Good Agricultural Practices (GAP) are management activities in the agricultural production process to ensure various components of sustainability including food safety, environmental conservation and worker safety. Specifically, GAP activities are the efforts to inspect and improve the inside of farms regarding items listed in the “examples of efforts for GAP” below. Prominent among these activities are maintenance of cleanliness and tidiness of farms as well as daily production records.

Recognised effects of conducting GAP-related activities include not only securing the sustainability such as food safety but also a reduction in excess storage of agricultural materials, improvement of production efficiency, increased awareness of management responsibilities of producers themselves and their employees, and ensuring trust from clients.

Tokyo 2020 has formulated a “Sustainable Sourcing Code for Agricultural Products” which sets forth the requirements for the procurement of agricultural products used for food and beverage services at the Olympic and Paralympic Games Tokyo 2020. This Sustainable Sourcing Code indicates that these products shall be produced based on proper GAP implementation that is certified by a third party or verified by a public organisation, to meet the conditions for procurement.

Furthermore, the trend among leading food producers and retailers of requesting their clients to obtain GAP certifications is expanding.

The implementation of GAP-related activities and the acquisition of GAP certifications are extremely important to strengthen the agricultural competitiveness of Japan, including expanding exports and developing agricultural human resources. The implementation of GAP-related activities and the acquisition of GAP certifications have been rising in recent years.

Example of efforts for GAP

**Food safety**

*Prevention of foreign substances from mixing, and proper use and storage of agricultural chemicals, etc.*

*Do not place any substance that causes contamination, such as kerosene, near packaging materials.*

**Environmental conservation**

*Proper application of fertilizer, prevention of soil erosion, proper disposal and use of waste, etc.*

*Sort and dispose of empty containers of fertilizer, etc.*

**Worker safety**

*Inspection and maintenance of machines and equipment, wearing protective equipment for safety in operation, etc.*

*Post warnings for dangerous places.*
5 Approach for the Future

5.5.2 Expanded use of rice flour

Efforts have been made to develop various products using high-quality and domestically produced rice flour. This has enabled farmers to provide products that meet a diverse range of user requirements, including the increasing demand for gluten-free products.

At the Olympic and Paralympic Games Tokyo 2020, a wide range of menus will be prepared that take into account the diverse eating habits of athletes, officials, spectators, and staff members from around the world.

In many Western countries, gluten-free labelling has become commonplace, and the standard gluten content is 20ppm. In Japan, it is possible to provide products with a protein content of less than 1ppm that are labelled as "non-gluten." This is made possible by using the world’s highest levels of technology for determining the quantity of protein for rice flour whose raw material does not contain any gluten.

Furthermore, based on the grain size, starch damage degree, amylose content, and other necessary data of the rice flour products, the applications for confectionery & cooking, for bread, and for noodles are labelled.

The use of high-quality and domestically-produced rice flour, makes it possible to provide not only products such as rice flour bread and rice flour mix for deep-fried foods, but also a diverse range of other gluten-free products, such as rice flour noodles and rice flour sweets.

How to use rice flour

[Rice flour is used for not only bread and deep-fried foods but also noodles and sweets]

(Award-winning recipes of the Rice flour Recipe Contest 2016)

National Grand Prix winning recipe, "Rice Flour Curry & Rice Flour Naan"

Semi Grand Prix winning recipe, "Trio of Rice Flour Curry Flavored Croquette"

Semi Grand Prix winning recipe, "Mochipure Rice Flour Pudding"
5.5.3 Spread of agriculture-welfare collaboration

With the advance of ageing and a decreasing population, efforts in agriculture-welfare collaboration, in which the agricultural field and the welfare field cooperate with each other, has grown into a nationwide trend.

As a wide range of farming activities can be conducted by persons with different types of impairments, it can provide agricultural areas with opportunities to familiarise themselves and interact with people with impairments, and develop connections within the local community. Several case examples indicate that welfare facilities engaging in agricultural activities serves as an opportunity for people with an impairment to play an active role. Such cases have increased in number throughout Japan in recent times.

These efforts are called “agriculture-welfare collaboration,” and provide a win-win situation. From the agricultural perspective, it allows for the securing of a labour force and improves understanding of agriculture. From the welfare perspective, it provides opportunities for the elderly and people with an impairment to work and make a contribution to society, and provides them with greater purpose in their lives.

Among these efforts, there are examples whereby people with impairments are involved in the main production process by subdividing their roles to suit their respective impairments. There are also positive examples whereby the quality of products has been improved, and the scale of individual agricultural businesses has been expanded.

Furthermore, with the recommendation that agricultural and other products be produced mainly through the involvement of the people with impairments in the document “Standards on the Procurement of Ingredients from Agricultural Produce and Livestock for the Olympic and Paralympic Games Tokyo 2020,” agriculture-welfare collaboration activities and products are expected to further expand in the future.

Initiative examples 1

Putting dairy cows to graze on 30ha of leased owned by the town
Producing high-quality cheese through a strict process control by people with disabilities
A product that has received an award in many international contests

Initiative examples 2

Cultivating strawberries, melons, and vegetables on leased a fallow field from the community
Realizing highly value-added produce based on complete organic farming by establishing a division of labor
Large strawberries with a high sugar content which are traded at a price higher than the general price
5 Approach for the Future

5.5.4 Use of disposable chopsticks made of thinned wood

In order to fulfil the multiple functional roles of forests, including land conservation and global warming mitigation, forests need to be properly thinned. Woods produced from thinning are used as material inputs for the production of chopsticks and other wooden products.

Japan is a "country of forests," with two-thirds of the total land area covered with forest. Abundant forest resources have been used for various purposes, and over the years Japan has nurtured a unique culture of wood use. Chopsticks, an essential element of Japan’s food culture, are a prime example of Japan’s culture of wood use.

Many visitors to the Tokyo 2020 Games will have the opportunity to use chopsticks during their stay in Japan. Chopsticks are items that are produced with full consideration given to sustainability and the environment – elements that are also important for the overall success of the Games.

Chopsticks are an essential part of Japan’s traditional culture. For example, the action of splitting the newly-produced chopsticks symbolises the heralding of something new in celebrations or religious ceremonies.

"Thinned wood" is a by-product of forest thinning, which is conducted to allow forests to fulfil their multi-functional roles, including land conservation, water resource management, and the mitigation of global warming through the absorption of carbon dioxide. The use of such by-products plays an important role in promoting the conservation of forest resources.

In forests without thinning, trees do not grow well and surface vegetation diminishes, causing surface soil erosion.

In thinned forests, trees grow well and surface vegetation flourishes. Multiple functional roles fulfilled.

Use of thinned wood for chopsticks

Thinned wood is use as material inputs for chopsticks.
5 Approach for the Future

5.5.5 Preserving and passing on washoku (Japanese cuisine) – promotion of washoku school lunches

To pass on the benefits of washoku to the next generation, chefs of Japanese cuisine engage in promotion of washoku school lunches by proposing menus and giving cooking demonstrations at elementary and junior high schools throughout Japan.

Washoku, or Japanese traditional cuisine, which has been inscribed as a UNESCO Intangible Cultural Heritage, is a highly sustainable dietary culture in that 1) it makes full use of food with minimal waste; 2) it is eaten with a deep respect and reverence for nature, as expressed in such phrases as “itadakimasu” (an expression of gratitude before meals) and “mottainai,” (wastefulness); and 3) it consists of a wide variety of foods. It is important to preserve and pass on this dietary culture to future generations.

At the Tokyo 2020 Games, we plan to introduce this highly sustainable Japanese dietary culture, and use it as an opportunity to encourage renewed understanding of the appeal of Japanese traditional dietary cultures.

Japanese dietary cultures have been taught at home by mothers and grandparents for generations, and has been passed on through various festivals and other local annual events. In recent years, however, there has been a decline in Japanese dietary habits. This is believed to be due to social changes such as the tendency towards the nuclear family and the weakening of local community ties, as well as the diversification of food deriving from increased globalisation.

Activities

Learning about Japanese dietary culture through cooking demonstrations by chefs of Japanese cuisine and experience learning.

School lunch which fosters love for one’s hometown with locally-grown vegetables and locally-produced abura-age (deep-fried bean curd) *Milk is included in this school lunch.

School lunch with anticipating new year dishes that expresses the sense of season with seven kinds of spring herbs and a rice flour dumpling shaped in a plum flower.

School lunch which features Japanese dietary culture, such as in-season ingredients and annual events by using locally produced food and local dishes.
In terms of passing on the traditions of Japanese dietary cultures to future generations, childhood is considered an extremely important period. In addition to home and local communities, schools and school lunches have come to play a prominent role in conveying the various benefits of washoku.

Against this backdrop, activities to promote washoku school lunches have been conducted by chefs of Japanese cuisine who visit elementary and junior high schools throughout Japan to provide support for developing menus, give cooking and dietary education classes, and provide lectures and cooking demonstrations for nutritionists and cooks.

Questionnaires for children, completed after one of these activities, show that this approach has a major impact on children with 84.8% of children answering that after the activity, their interest in washoku increased,” and 75.3% answering “they hope to talk about washoku at home.”
5.5.6 Spread of organic farming

Organic farming, which can largely enhance the cyclical function of agriculture in nature, and can greatly reduce loads on the environment, has been practiced in various places in Japan.

Organic farming is a type of agriculture based on the non-use of chemically synthesised fertilizers or agricultural chemicals, and the non-use of genetic modification technologies. This kind of farming has the potential to greatly enhance the cyclical function of agriculture in nature, and reduce loads on the environment derived from agricultural production.

With growing consumer awareness of agricultural products produced through organic farming and processed food products made from these agricultural products, organic farming and areas used for organic farming have been expanding in Japan. Among the organically-produced agricultural products being exported are Japanese green tea.

The document “Standards on the Procurement of Agricultural Produce in Consideration of Sustainability of the Olympic and Paralympic Games Tokyo 2020”, recommends agricultural produce grown through organic farming as particularly beneficial due to its ability to lessen environmental loads. Based on this recommendation, it is anticipated that further initiatives to encourage organic farming will be introduced throughout Japan.

● Initiative examples

Ducks helping organic farming

Local tofu sellers process soy beans grown through organic farming, and sell the processed products.

Morning Market for agricultural produce grown through organic farming.
6 Cooperation with Interested Parties

6.1 Food & beverage service providers

In the food and beverage services to be provided at the Tokyo 2020 Games, many kinds of safe and secured food and beverages need to be provided quickly to athletes. Food and beverage services at Games Venues must also meet the requirements of different groups of stakeholders. It is important to provide food and beverage service in accordance with this strategy.

Taking into account the fact that large-scale food and beverage services will be provided at many venues, operations are to be entrusted to outside contractors. Main contractors will include professional catering service providers, hotels, contractors with experience of providing similar services at existing competition venues, etc.

The selection of contractors will be made in FY2018. The following year, details of menus will be finalised, and specific planning and preparations for food and beverage service operations will begin in earnest.

In the provision of food and beverage services, staff members of contractors will play an important role. Tokyo 2020 will provide training sessions for these staff on basic food safety and security in order to raise the overall quality of services.

6.2 Marketing Partners

Partner companies will provide Tokyo 2020 with not only financial and physical support but also with their expertise and vast experience gained through participation in previous editions of the Games. In this way, partner companies will make a significant contribution to the successful delivery of the Tokyo 2020 Games. Partner companies are categorised by the Olympic and Paralympic rights they are entitled to use and the scope of cooperation that they are allowed to provide through their products or services. Tokyo 2020 will take into full account the rights of partner companies during its food and beverage services, and will attempt to further enhance its operations through cooperation and collaborations with partner companies.
6 Cooperation with Interested Parties

6.2.1 Partners related to food and beverage services (as of March 2018)

- **IOC Worldwide Partner**
  The Coca-Cola Company: Alcohol-free Beverages

- **Tokyo 2020 Gold Partners**
  Asahi Breweries, Ltd.: Beer and Wine
  Meiji Co., Ltd.: Dairy Products and Confectionery

- **Tokyo 2020 Official Partners**
  Ajinomoto Co., Inc.: Cooking Condiments, Dehydrated Soup, Amino Acid Based Granules and Prepared Frozen Foods.
  Kikkoman Corporation: Sauce (including soy sauce), vinegar, sweet sake (mirin) and cooking sake
  Nissin Food Holdings Co., Ltd.: Packaged Noodles and Pasta

6.2.2 Examples of approaches taken by partners related to food and beverage services

6.2.2.1 Coca-Cola (Japan) Company, Limited

*Initiative name: Sustainability*

Dissemination of the SAGP (Sustainable Agricultural Guiding Principle)

As one of its environmental goals for 2020, the Coca-Cola Company will implement measures aimed at achieving the following results: “Energy Reduction and Global Warming Prevention,” “Sustainable Packaging,” “Protection of Water Resources,” and “Sustainable Agriculture.” In the area of “Sustainable Agriculture,” the company aims to achieve 100% procurement of key agricultural products as raw materials of its beverages from sustainable sources by 2020. The Coca-Cola Company established independent guidelines on the sustainability of agriculture called the “Sustainable Agriculture Guiding Principles (SAGP)” in 2014 as part of its overall efforts, and aims to achieve “Work Environment and Human Rights,” “Environmental Protection,” and an “Agricultural Management System” at all its global agricultural sites.

In Japan, the company has made efforts to disseminate the SAGP at production sites of tea leaves for its tea beverages, and to enhance the sustainability of agriculture at production sites throughout Japan. Currently, approximately 6,000ha of tea growing areas practice sustainable agriculture, which accounts for at least 10% of the total tea growing area in Japan.
Having established guidelines regarding human rights and work environment at agricultural sites, rather than merely guidelines on food safety and environmental conservation, the SAGP has also provided opportunities for tea production areas in Japan to learn about and respond to international needs.

Asahi Breweries is making group-wide efforts in three specific areas of Corporate Social Responsibility (CSR). These are Food and Health, which include such specific activities as food safety and reliability; Environment, focused on climate change and other related activities; and People and Society which includes such areas as human resource development & diversity. In its climate change-related activities, the company actively engages in reducing CO2 emissions through projects such as energy saving and the utilisation of green power.

As part of these efforts, the company has begun to utilise green power (renewable energy) for the manufacturing of its popular beer Asahi Super Dry. The cumulative sales of this product from April 2009 to December 2016 exceeded 10 billion cans, and the consumption of green power at Asahi Breweries is higher than any other company in the food and beverage industry.
The 350ml cans of Asahi Super Dry, which are manufactured at all the company’s breweries, have been positioned as the main target for production using green power. Production utilises renewable energies such as biomass power generation and wind power generation, and the Green Energy Mark is displayed on the packaging of all products manufactured using green power.

The green power used by Asahi Breweries is created by power generation operations deeply associated with forests, and is based on biomass power generation mainly using wood edge materials (chips) as fuel. The company is proud to encourage customers to buy Asahi Super Dry, which has been manufactured using the gift of forests (the gift of nature), as this further contributes to forest conservation.

In the hope of preserving “Nature’s Gift for Tomorrow,” Asahi Breweries will make contributions toward the realisation of a sustainable society by promoting energy saving measures and expansion of the use of renewable energies such as biomass, wind power and solar power.

"Asahi Super Dry" manufactured with the use of green power (Green Energy Mark indicated)

This product is produced in our breweries that uses green power except for the electricity generated with the brewery’s own power generation facilities.

Story for Preserving “Nature’s Gift for Tomorrow”
Meiji Co., Ltd. launched a website for food and nutrition education in 2005 in response to the enactment of the “Basic Law on Shokuiku (food and nutrition education),” and started full-fledged food and nutrition educational activities, such as “On-site Classes” for elementary and junior high schools, and “Food and Nutrition Seminars” for adults from 2006.

The company has continued its activities, which aim to improve and maintain a healthy diet for all, based on the provision of information on three major points — “The Importance and Fun of Food,” “Nutritional Balance,” and “Food Safety & Reliability.” These educational activities have increased year by year, enabling the company to conduct some 20,000 seminars during the 11-year period from 2006 to 2016, and to communicate directly with over 880,000 people.

Under such themes as “Physical and Mental Health & the Importance of Meals,” the company has focused its activities on its “Milk Class” for elementary school students. Using a tapestry, on which the actual size of a cow is shown, as well as other tools, Meiji has incorporated many creative ideas including quizzes to provide fun classes for students. In addition, the company has integrated an experience programme, whereby children can learn firsthand about other milk-based products and actually feel the changes from milk to butter, cream, cheese, etc. with their five senses.

In FY2014, Meiji was awarded a commendation for its national campaign that promoted “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” by the Minister of Education, Culture, Sports, Science and Technology. The campaign included programmes that promoted the Miracle Power of Breakfast, and the Parent and Child Cooking.

In 2015, Meiji Co., Ltd. launched the “Cacao & Chocolate Class,” a programme to encourage “appreciation for nature’s bounty,” “food culture,” and “international cooperation” through chocolate. This programme provides participants with an opportunity to learn about the many people involved in the food production process by gaining an understanding of the history of chocolate, and the chocolate-making process from raw materials to products, and to deepen their understanding of companies’ international contribution activities.
Cooperation with Interested Parties

Meiji Co., Ltd. has also succeeded in providing nutritional support for various types of athletes in cooperation with sports associations and sports federations. The company also promoted themes related to “exercise and diet” through a programme that encouraged engaging in sports, and providing education on the power of sport to contribute to a lifetime of healthy living. The programme has been officially recognised as a Tokyo 2020 Educational Programme.

Meiji Co., Ltd. aims to provide valuable products, and to contribute to the development of healthy and rich human resources by continuing such food and nutrition educational activities.
In its capacity as an official partner of the Japanese Olympic Committee (JOC), Ajinomoto Co., Inc. has engaged in nutrition support activities by working on its “Victory Project ®”, a support programme to enhance the international competitiveness of the Japanese Olympic Team, since 2003. After acquiring the naming rights for the Ajinomoto National Training Center in 2009, the company has further strengthened its support activities for elite athletes. Furthermore, since the conclusion of an official partnership agreement with the Japanese Para-Sports Association in 2015, Ajinomoto has expanded the scope of its support for sports for people with impairments.

Specifically, using the knowledge of food and amino acids that the company has accumulated since its founding, Ajinomoto has conducted daily sports nutritional and amino acid conditioning support activities to enhance the international competitiveness of Japanese athletes. “Kachi-Meshi (Winning Meals)” is one of Ajinomoto’s problem-solving nutritional management programmes developed from this activity, and has been implemented in the dining halls of the Ajinomoto National Training Center, the dedicated strengthening centre for elite athletes.

Members of the “Victory Project ®” also accompany athletes to their international competitions to provide nutritional support during conditioning training through to actual competitions. In addition to providing “Kachi-Meshi” by bringing amino acid-based granule products such as “Amino Vital ®” and seasoning and processed food products such as “HON-DASHI ®” and “Nabe Cube ®” from Japan, the project members engage in activities aimed at creating a nutrition intake programme tailored to the requirements of each individual athlete. These efforts have been highly acclaimed by both athletes and sports associations.
* What is the Victory Project ®?
The Victory Project is Ajinomoto’s support activity for sports nutritional guidance and amino acid conditioning for athletes to compete and win in the global arena. Based in the Ajinomoto National Training Center, the company has expanded activities of this project both inside and outside Japan in cooperation with in-house and external research institutes and nutritionists.

In addition, Ajinomoto Co., Inc. has promoted “Let’s learn about "Kachi-Meshi"” as part of the company’s Dietary Education Activity Programme. This activity is being conducted in line with the Tokyo Metropolitan Government’s Olympic & Paralympic Education Programme, and Ajinomoto has integrated this activity into its programme for participation in Tokyo 2020.

Ajinomoto will encourage children to think about the kinds of foods they should be eating, and the importance of maintaining good health to help them realise their future hopes and aspirations. As part of the process, the company also aims to play a role in resolving social challenges related to children including promoting healthy eating; tackling unbalanced diets, low nutrition and obesity; and the decline of basic physical strength.

* Overview of the Tokyo Metropolitan Government’s programme “Let’s learn about "Kachi-Meshi"”
This programme introduces “Kachi-Meshi,” which is recommended by Ajinomoto, a company that provides support with food and nutrition for the Japanese Olympic and Paralympic teams and other elite athletes. Providing support for Ajinomoto’s “Victory Project ®,” the programme communicates the importance of daily meals of well-balanced nutrition as well as of supplementary meals. Programme-related lessons and seminars have been conducted at applicant schools since December 2017.
Since 2005, as part of its shokuiku (food and nutrition education) activities, Kikkoman Corporation has been implementing its “Kikkoman Soy Sauce Seminar,” by visiting elementary schools and providing seminars. This is an original programme in which a Kikkoman employee poses as a ‘Soy Sauce Professor,’ and provides fun classes with a number of assistants.

These classes can be conducted in educational periods designated for Integrated Studies as an opportunity to think about the importance of food and to enjoy eating while learning about soy sauce. The classes have come to be held more often on class observation days as an opportunity to encourage children and their parents to discuss the importance of food.

- Target: 3rd and 4th grade elementary school students
- Required time: 45 minutes per period
- Fee: Free of charge
- Lecturers: Company employees who have undergone relevant training

(Reference) Total number of classes provided from 2005 to 2016: 2,500

Initiative name: KCC Cooking Class  * A Tokyo 2020 Official Programme
Inviting restaurant owners, chefs and food researchers to lecture on various international cuisines. The programme includes lectures and demonstrations of washoku (Japanese cuisine). Cooking classes are held as part of international exchange activities to deliver information useful for everyday dining in Japan. The programme includes lectures and demonstrations of washoku (Japanese cuisine).

This is a cooking class that has been held throughout the year on an irregular basis since 1980. The total number of classes held up to FY2016 exceeds 2,100.

- Venue: KCC Hall, 1st floor, Kikkoman Head Office, Tokyo
- Number of participants: 50 people per session

https://www.kikkoman.co.jp/kcc/
6.2.2.6 Nissin Foods Holdings Co., Ltd.

Initiative name: Forest Conservation Project (part of the “Hyakufukushi Project”)
As part of a series of CSR activities conducted under the umbrella of the “Hyakufukushi Project”, the Nissin Foods Group engages in the conservation of forests in Japan and the effective utilisation of resources whereby company employees thin out trees and use the wood to handcraft chopsticks. The Group is working to raise awareness towards forest degradation in Japan by presenting the chopsticks to stakeholders.

The Nissin Foods Group is the pioneer of the instant noodle industry, which produced “Chicken Ramen,” the world’s first instant noodles, in 1958. The four basic tenets of company founder Momofuku Ando’s philosophy are: “Shoku-soku Se-hei” (Peace will come to the world when there is enough food), “Shoku-so I-sei” (Create food to serve society), “Bi-ken Ken-shoku” (Eat wisely for beauty and health), and “Shoku-i Sei-shoku” (Food-related jobs are a sacred profession). These tenets constitute the values of the company and have remained unchanged since the company’s founding. Since its earliest days, the Group has also endeavoured to contribute to the creation of a new food culture.

The spirit of the founder, who was passionate about contributing to society, lives on through the “Hyakufukushi Project,” which started in 2008. The main goal is to make 100 social contributions in a period of 50 years.

The 18th Hyakufukushi Project “Fantastic Chopsticks!! Forest Conservation Project” is a CSR activity that strives to conserve forests and effectively utilise forest resources.

Japan is a densely-forested country in which forests account for approximately 60% of its total land area. To ensure the sustainable use of forest resources, such as the conservation of national land and water resources and the prevention of global warming, it is necessary to maintain healthy forests through planting, growing, and thinning. In particular, man-made forests, which account for approximately 40% of the total forest area in Japan (mostly coniferous forests), are forests which are managed and grown manually, mainly for the purpose of producing lumber, and for which reforestation after necessary thinning and cutting operations must be conducted steadily, while promoting a proper use of resources. However, the total area of man-made forests in Japan, which continued to increase due to the rapid implementation of the Reforestation Policy after World War II, are now further devastated as a result of improper management due to the decline of the forest industry caused by the liberalisation of lumber importation.
Against the backdrop of such forest issues in Japan, the Nissin Foods Group has implemented its 18th Hyakufukushi Project whereby employees thin out the trees in man-made forests and handcraft chopsticks from lumber. With a view to stimulating interest in and providing opportunities to learn about forest degradation in Japan, the company has been presenting the chopsticks to various stakeholders.

The Nissin Foods Group, under its Group philosophy of “Earth Food Creator,” will pursue the various possibilities of food, and create dream-inspiring delicious tastes. The company contributes to the realisation of a sustainable society and planet through fulfilling people with the fun and joy of food.
Cooperation with Interested Parties

6.3 Administrative organs

6.3.1 Tokyo Metropolitan Government
As the Host City, the Tokyo Metropolitan Government is involved in the planning and delivery of various aspects of the Tokyo 2020 Games in accordance with the Host City Contract.

6.3.2 Government of Japan
To ensure the smooth and efficient preparations and operations of the Tokyo 2020 Games, the Government of Japan formulates relevant policies based on the Basic Policy for Promoting Measures Related to Preparations for and Management of the Olympic and Paralympic Games in Tokyo in 2020 (approved by the Cabinet on 27 November 2015), and provides necessary cooperation and support for promoting related activities nationwide.

With regard to food and beverage services, the “Liaison Conference of Relevant Ministries and Agencies on Communication of Japanese Food Culture at the Olympic and Paralympic Games Tokyo 2020” was established in May 2016. This conference was set up following the decision of the Tokyo 2020 Olympic and Paralympic Promotion Headquarters to ensure close collaboration among the Government, the Tokyo Metropolitan Government and Tokyo 2020 in providing Japanese food to the Olympic and Paralympic Villages, utilising domestic agricultural products in the meals provided there, and communicating the attractions of Japanese food and Japanese food culture during the Games. Utilising opportunities such as the above conference, information is being shared on problems and solutions concerning nationwide approaches to disseminating Japanese food culture.

6.3.3 Local governments
Local governments hosting Tokyo 2020 Games competitions maintain close communications with Tokyo 2020 to ensure all necessary measures are taken with regard to food hygiene and other aspects of food and beverage services.

Local governments of towns hosting pre-Games training camps will be required to make full use of local produce in the food and beverages provided to athletes, coaches and other team members staying at the camps.

6.3.4 Dietitians
When preparing menus, Tokyo 2020 and food-related contractors will receive advice from sport dietitians employed by JASA (Japan Sports Association) and other registered dietitians. At pre-Games training camps, the Japan Dietetic Association and prefectural dietetic associations will work together to develop a dietary environment that meets athletes’ needs.
7 Promotion of Engagement

7.1 Definition of Tokyo 2020 Engagement

The aim of the Tokyo 2020 Engagement Programme is to involve as many people as possible in Japan and around the world in the successful delivery of the Tokyo 2020 Games and promote the Olympic and Paralympic movements. It is hoped that the programme will foster a wide network of collaborations and connections that transcend geographical and other conventional borders.

7.2 Engagement in the food and beverage field

Various Engagement approaches are being employed to raise interest among people in Japan and the rest of the world in the food and beverage services to be provided at the Tokyo 2020 Games, and to work together to promote approaches related to the services.

Promoting such activities is expected to foster and deepen relationships among many interested parties in the food and beverage industry, and it is hoped that the various concepts and measures to be introduced at the Tokyo 2020 Games will also be diffused into the food and beverage services. Specific details and results of the measures conducted in the following Engagement activities will be widely shared.

1. **Strengthening relationships with interested parties of the Games:**
   Food-related Engagement activities will be continuously conducted in collaboration with sponsor companies and administrative organs (the Tokyo Metropolitan Government, Government of Japan, municipal government hosting Games competitions, other host towns, etc.)

2. **Cooperation with the young generation:**
   Various programmes aimed at raising awareness of the Tokyo 2020 Games and the Olympic and Paralympic movements are being conducted with partner universities* to provide opportunities for university students to get involved in a wide range of Games-related activities.

3. **Cooperation with regions across the nation:**
   One element of the nationwide participation programme for the Tokyo 2020 Games will be the promotion of certain local products and culinary specialties in the food and beverage services to be provided at the Games.
Promotion of Engagement

*Example of Engagement project in collaboration with partner universities
"Athlete-oriented meals as designed by students”

Project outline
This project was carried out as part of the Visiting Lecture Programme conducted by the Japanese Olympic Committee (JOC) and aimed mainly at students studying nutrition and sports-related subjects. The project sought to attract interest in the Tokyo 2020 Games and create various opportunities for students to take part in the preparations for the Games. The project was conducted at the Ajinomoto National Training Center, a training facility that was established with the aim of improving the international competitiveness of Japan’s elite-level athletes, and included a facility tour, lectures, group workshops and student presentations.

Date: 8 July 2017
Venue: Main Study Room, Ajinomoto National Training Center
Sponsor: Tokyo 2020
Cooperation by: Japanese Olympic Committee and Ajinomoto Co., Inc.
Number of participants: 70 (50 students and 20 teaching staff)
Number of participating universities and colleges: 21

Participating universities and colleges: Aoyama Gakuin University, Bunkyo University, Chuo University, Kagawa Nutrition University, Kagoshima Immaculate Heart University, Kamakura Women’s University, Kanagawa University of Human Services, Konan Women’s University, Junior College of Nutrition University, Miyagi Gakuin Women’s University, Niigata University of Health and Welfare, Osaka City University, Sendai University, Showa University, Showa Women’s University, Toin University of Yokohama, Tokyo Healthcare University, Tokyo Kasei University, Toyo University, Yamaguchi Prefectural University and Yamanashi Gakuin University
(in alphabetical order)

Reference: Visiting Lecture Programme
This programme has been conducted since 2015 to provide students of partner universities and colleges in Japan with opportunities to study the planning and operations for the Tokyo 2020 Games and to deepen knowledge about the Olympic and Paralympic Games in general.

Number of projects of current programme: 40
Parties conducting the programme: Tokyo 2020 and the Japan Olympic Academy (JOA)
Number of lectures conducted: Nine in FY2015, 33 in FY2016, and 28 in the first half of FY2017
# Formulation Process of the Food and Beverage Strategy

## 8.1 Members of the Food and Beverage Strategy Formulation Panel

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shintaro Ikeda</td>
<td>Olympian (member of the Japanese Olympic badminton team at the Beijing 2008 and London 2012 Games)</td>
</tr>
<tr>
<td>Hiroko Okubo</td>
<td>Chair of the Food and Beverage Strategy Formulation Panel and Vice-chair of the Investigation/Research Section, Washoku Association of Japan</td>
</tr>
<tr>
<td>Takashi Oda</td>
<td>District Manager of AIM Services Co., Ltd. (contractor with experience of providing athlete support activities at the Olympic and Paralympic Games)</td>
</tr>
<tr>
<td>Mie Katsuno</td>
<td>Director, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat</td>
</tr>
<tr>
<td>Koichi Saeki</td>
<td>Executive Director of Japan Contract Food Service Association</td>
</tr>
<tr>
<td>Shihoko Suzuki</td>
<td>Director of the Japan Dietetic Association</td>
</tr>
<tr>
<td>Yoshiyuki Takato</td>
<td>Head researcher at the Shidax Research Institute, Shidax Corporation (contractor with experience of providing athlete support activities at the Olympic and Paralympic Games)</td>
</tr>
<tr>
<td>Aki Taguchi</td>
<td>Paralympian (member of the Japanese Paralympic shooting team at the Athens 2004, Beijing 2008 and London 2012 Paralympic Games), Director of the Paralympians Association of Japan</td>
</tr>
<tr>
<td>Naokatsu Takeda</td>
<td>Senior Director for the Promotion of Safe Local Food Production and Consumption, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government</td>
</tr>
<tr>
<td>Akira Tanaka</td>
<td>Senior Director for Games Operations, Bureau of Olympic and Paralympic Games Tokyo 2020 Preparation, Tokyo Metropolitan Government</td>
</tr>
<tr>
<td>Kenichiro Tanaka</td>
<td>Senior Executive Managing Officer and Grand Chef of the Imperial Hotel / Japan Hotel Association</td>
</tr>
<tr>
<td>Yutaka Tanigami</td>
<td>Senior Director of Sustainable Materials Management Division, Bureau of Environment Tokyo Metropolitan Government</td>
</tr>
<tr>
<td>Koichi Dekura</td>
<td>Director Food Cultures and Market Development Division</td>
</tr>
<tr>
<td>Kyoko Nishi</td>
<td>Director Food Industry Affairs Bureau Ministry of Agriculture, Forestry and Fisheries</td>
</tr>
<tr>
<td>Hideshi Michino</td>
<td>Division Manager of Food Monitoring Safety Division Pharmaceutical Safety and Environmental Health Bureau Ministry of Health, Labour and Welfare</td>
</tr>
<tr>
<td>Keizo Yamawaki</td>
<td>Professor of the School of Global Japanese Studies, Meiji University (Chairman of the Committee for the Promotion of Intercultural Cohesion of the Tokyo Metropolitan Government)</td>
</tr>
</tbody>
</table>
8.2 Formulation Process of the Food and Beverage Strategy

Inaugural meeting – 13 March 2017

Theme: Ideal food and beverage services at the Tokyo 2020 Games

- Basic intelligence for examining the strategy for food and beverage services
- Olympians and Paralympians’ eating experiences
- Ideal food and beverage services at the Tokyo 2020 Games

Explanations of basic and specialised information prior to discussions
- An Olympian’s experiences of food and beverage services (Shintaro Ikeda, committee member)
- A Paralympian’s experiences of food and beverage services (Aki Taguchi, committee member)
- What is a basic strategy for the provision of food and beverages? (Tokyo 2020)
- Basic strategy for the provision of food and beverage services at previous Games (Tokyo 2020)
- Targets for the provision of food and beverage services and number of targets at previous Games (Tokyo 2020)
- Preparing locations for the provision of food and beverage services (Tokyo 2020)
- Provision of food and beverage services at previous Games – case study of the Rio 2016 Games (Tokyo 2020)
- Criteria for the procurement of foodstuffs [agricultural, livestock and fisheries products] to ensure sustainability (Tokyo 2020)
- Points for future consideration (Tokyo 2020)

Second meeting – 20 April 2017

Theme 1: Athletes’ nutrition management

- Provision of information on nutrition and allergies in food and beverage services for athletes
- Anti-doping matters

Theme 2: Environmental matters

- Possibility of using environmentally-friendly materials
- Countermeasures against food loss

Explanations of basic and specialised information prior to discussions
- Nutrition management for athletes during competition periods (Shihoko Suzuki, committee member)
- Nutrition management for athletes – Food environment at the Athletes’ Village (Akiko Kamei, senior researcher at the Japan Institute of Sports Sciences / certified sports nutritionist)
- Impressions of provision of food and beverage services at previous Games (Takashi Oda, committee member)
- Examples of food and beverage-related support to Japanese athletes while overseas (Yoshiyuki Takato, committee member)
Formulation Process of the Food and Beverage Strategy

Third meeting – 30 May 2017

Theme 1: Food safety and hygiene
- Compliance with laws concerning food hygiene
- Games-time hygiene management measures
- Food traceability

Theme 2: Contractor’s operations
- Large-volume supply operations at locations where food and beverage services will be provided
- Satisfying the criteria for the procurement of food materials
- Employee training

Theme 3: Environmental consideration
- Possibility of using environmentally-friendly materials
- Countermeasures against food loss and food waste

Explanations of basic and specialised information prior to discussions
- A contractor’s perspective of food and beverage service operations (Kenichiro Tanaka, committee member)
- Food provision business operations (Koichi Saeki, committee member)
- Efforts to reduce food loss at the Tokyo 2020 Games (Yutaka Tanigami, committee member)
- Suggestions for the handling of tableware (including proposals from the Tokyo 2020 Resource Management Working Group) (Tokyo 2020)
- Outline of food safety administration (Hideshi Michino, committee member)
- Tokyo Metropolitan Government’s food hygiene administration (Akinori Nishina, committee member)

Fourth meeting – 18 July 2017

Theme 1: Dissemination of Japanese food culture
- Use of domestically-produced agricultural products (including food products from the disaster-affected areas)
- Menus communicating Japanese food culture at locations where food and beverage services will be provided

Theme 2: Intercultural cohesion and diversity in food culture
- Building a society where people with diverse cultures live together and food and beverage services

Explanations of basic and specialised information prior to discussions
- Communicating Japan’s food culture at the Tokyo 2020 Games (Kyoko Nishi, committee member)
- Tokyo Metropolitan Government’s initiatives for the Tokyo 2020 Games (Naokatsu Takeda, committee member)
- Initiatives to communicate Japan’s food culture towards the year 2020 (Mie Katsuno, committee member)
- The recovery and reconstruction Olympic Games and communicating Japan’s food culture (Naoshi Yamazato, Councilor, Reconstruction Agency)
- Foodstuffs included on the menus at previous Games (Tokyo 2020)
- The views of cuisine and cookery-related personnel (Tokyo 2020)
- Multicultural harmony and food diversity – towards a society in which everyone is able to live comfortably (Keizo Yamawaki, committee member)
- Responding to Muslim visitors to Japan (Takahiro Fukuda, Councilor on inbound overseas tourists)
- Consideration given to diverse food cultures at previous Games (Tokyo 2020)
Formulation Process of the Food and Beverage Strategy

Fifth meeting – 7 August 2017

Theme 1: Consideration for Paralympians
- Food and beverage service considerations for Paralympians

Theme 2: Engagement
- Engagement in the process of examining food and beverage services at the Tokyo 2020 Games

Explanations of basic and specialised information prior to discussions
- Amount of foodstuffs required for the provision of food and beverages at the Athletes’ Village (Tokyo 2020)
- Special considerations required for the Paralympic Games (Aki Taguchi, committee member)
- Special considerations for Paralympians at previous Games (Tokyo 2020)
- Engagement activities for the Tokyo 2020 Games (Tokyo 2020)

Final meeting – 13 September 2017
- Completion of the food and beverage strategy (draft)