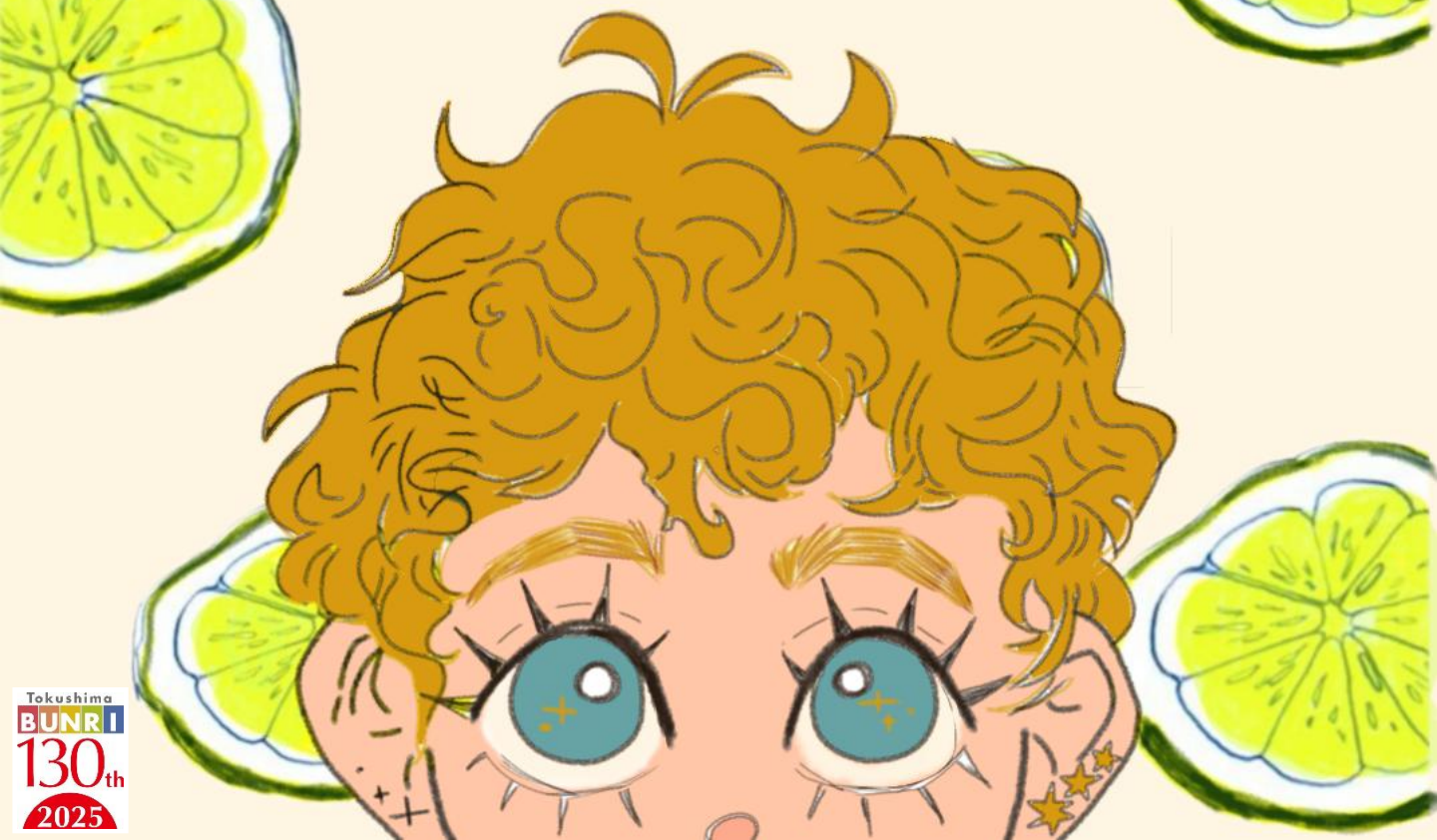


# Ethical Food Guide





ハジメニ

## Have you heard of ethical consumption?

Ethical consumption is the practice of purchasing and using products that are friendly to people, society, communities, and the environment.

In this book, we will focus on ethical consumption behaviors that college students can put into practice, specifically when it comes to food.

We invite you to read this book and think about ethical consumption with us.

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Think about the actions we can take before buying food products.



## **Easy Recipes for Beginners** (pg. 4-7)

Introducing recipes that can be made with vegetables from Tokushima! Give “local production, local consumption” a try.



## **Try Easy Regrowing Tricks at Home** (pg. 8-10)

Use the parts of vegetables that are usually thrown away to regrow and put back on the table!

# What is Ethical Food Shopping?

First, we will introduce ethical behaviors you can practice when buying food. By doing so, you can help reduce CO2 emissions and plastic waste. The symbols below correspond with the effect that can be achieved by each action. Check out the next page for more detailed examples!



**Reduce  
Food Waste**



**Share the Facts**



**Energy  
Conservation**



**Plastic Reduction**

# Preparing to Shop for Food



## Understand best-by and expiration dates



An expiration date is the date until which a food is safe to consume. A best-by date is the date until which the food will taste the best. Be sure to understand the difference and manage food accordingly.



## Check what's in the fridge before buying



Consume foods that are close to their expiration/best-by dates first. Use eco-friendly recipes that can be prepared quickly with foods you have on hand (see pg. 4-7 for more details).



## Make a shopping list



Make note of the foods you need, how much you need, and your budget. Deciding on the dishes you will make beforehand will also help to ensure you don't buy extra food, reducing food waste.



# Food Shopping



## Pick products from the front



When buying foods that you plan to consume shortly thereafter, try to pick products from the front of the shelf first. This helps prevent food loss from expired products being discarded.



## Do your part to reduce plastic waste



Choose foods with less packaging, bring your own eco-bag to the store, etc. to make your days more friendly to both your budget and the earth. Our oceans and sea creatures will thank you!



## Use locally grown seasonal foods



By practicing “local production, local consumption,” and consuming products grown locally, CO2 emissions from food transportation and fuel consumption can be reduced. Supermarkets in Tokushima Prefecture have sections lined with fresh foods shipped directly from local producers!

After shopping comes cooking! Let's try it out!

# Easy Recipes for Beginners

Buying and using locally grown vegetables when cooking can reduce CO2 emissions released during transportation, contributing to the SDGs. Tokushima-grown produce is especially delicious, so make sure you give it a try!

On the next page we'll be introducing recommended recipes that were popular amongst students. The full recipe book can be accessed from this QR code.

All the recipes are easy and delicious, so please try them out!



Scan here for the recipe book!



Winning recipe in a survey of  
Tokushima Bunri University  
Students

## Infinite Green Peppers

### Ingredients Serves two

Green peppers	3
Canned tuna	1 can
Chicken	
bouillon powder	1 teaspoon
Sesame oil	1 tablespoon

Optional:	
Sesame seeds	To taste

### POINT

While delicious as is, you can also add yakiniku sauce or mayonnaise to change the flavor! An easy side dish that is perfect for bento lunches and full of nutritional value. Green peppers are in season in summer!



### Instructions

- ① Cut green peppers in half lengthwise and remove seeds. Lay horizontally and cut into thin slices.
- ② In a heat-resistant bowl, combine peppers, drained tuna, chicken bouillon powder, and sesame oil.
- ③ Cover with plastic wrap and heat in a 500w microwave for 2 minutes.
- ④ Plate and enjoy! Optional: add sesame seeds over top.



Change vegetables with the seasons to enjoy different flavors!

## Seasonal Veggie and Cheese Frittata

### Ingredients Serves 1-2

Seasonal veggies (lotus root)	50g
Pizza cheese	40g
Bacon	30g
Egg	1 egg
Potato starch	1 teaspoon
Black pepper	To taste
Oil	2 teaspoons
Ketchup	To taste

### POINT

The cheese gives it a flavor that no one can resist! Being able to use leftover ingredients from home makes this recipe an eco-friendly favorite!



### Instructions

- ① Cut seasonal vegetables and bacon into 5mm cubes.
- ② Excluding oil and ketchup, mix all ingredients together in a bowl.
- ③ Heat oil in a pan, then add mixture and cook over low heat until golden brown (about 5 minutes). Flip and cook for another 3 minutes.
- ④ Cut into pieces and serve with ketchup. Enjoy!

# Rich in color and nutrients!

## Spinach and Carrot Namul



### Ingredients

Serves 4-5

Spinach	1 bag (200g)
Carrots	1 carrot (150g)
Grated garlic	1/3 teaspoon
Salt	1/2 teaspoon
Pepper	A pinch
Chicken bouillon powder	1/2 teaspoon
Sesame oil	2 tablespoons

### Instructions

- ① Cut spinach into 4cm pieces. Cut carrots into 4cm rectangular slices.
- ② Parboil vegetables.
- ③ Add other ingredients to the vegetables and enjoy!

### POINT

Sesame oil enhances the dish's flavor! You can also add bonito flakes, tuna, white sesame seeds, etc. to make it even more nutritious and flavorful!

### BONUS

Green and yellow vegetables such as spinach and carrots are rich in vitamin A! In addition, thanks to the sesame oil in this dish, fat-soluble vitamins are absorbed more efficiently. This recipe is the perfect way to use up extra leafy greens, which are easily damaged, and store them in the fridge again for later.

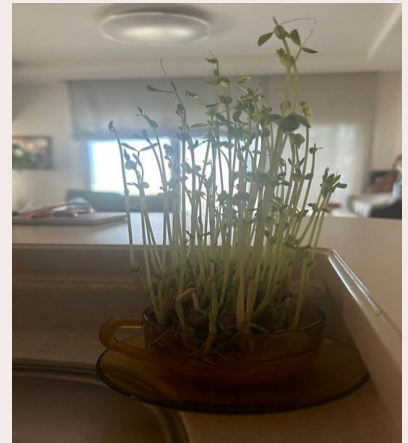
What's left to do once the cooking is done? Well, did you know that some produce can be regrown just by adding water? Turn to the next page to see examples of how these amazing foods come back to life!



# Regrowing Produce at Home

The process of taking vegetable scraps you would normally throw away and replanting them to harvest and use again is called regenerative cultivation. It makes for the perfect solution when you need a vegetable to add to a meal but haven't made it to the grocery store. The process is simple, so anyone can do it! Check out the following real examples of vegetables we grew ourselves! ↓

## ① Pea Sprouts



Pea sprouts can be regrown by simply placing the cut-off root base in water. From left to right, these pictures were taken after one day, two weeks, and one month of growth. At one month, the sprouts had grown to around 20cm tall. We found that by simply changing the water every day, after about two weeks they had grown enough to be used in cooking.

## ② Carrots



By placing the calyx of a carrot into water, leaves will grow that can be harvested. From left to right these photos were taken after one day, two weeks, and three weeks. We found that the leafy parts of this plant could be harvested after about two weeks and used to add color to dishes. From there, you can also transfer it into a pot and regrow the carrot plant.

### Tips and tricks for successful regrowing

① Change the water every day!

It is important to change the water regularly, as water that is not moving is prone to bacteria growth and poor water quality.

② Don't cut the scraps too close!

The goal is to leave about 2-3 cm for the calyx or 3-5 cm for the root. Cutting it too short leads to a lack of nutrients necessary for growth.

③ The key is in the growth point!

Plants like mitsuba, komatsuna, and radish, whose growth points are in the roots, can be regrown, however plants whose growth point is in the leaves such as kaware cannot be. Regrowing produce is a great way to learn more about plants and how they grow!



# Efforts this Handbook's Authors Were Involved With in FY2024

## Participated in TFT (TABLE FOR TWO) activities

What is TFT?

TFT is a program in which when people in developed countries eat specific meals, a portion of the meal price is donated to developing countries.

### Activities

#### 1. TFT × Deer meat collaboration sold at school lunches

→Publicity posters, development of deer meat recipe, and provision of lunch

For more  
information:



A TFT themed poster we  
created



An actual dish using deer meat. It's very  
popular and has sold out every time it's  
offered!

For more about ethical  
consumption →  
“Deer for Dinner”  
(Life Science, Food Science  
Junior College)



## 2. Participated in TFT event #OnigiriAction, created posters → Publicize activities to students and event PR at university festivals



Many students participated by posting pictures of their onigiri online!



Created and displayed a poster to increase event awareness

What is Onigiri Action? ↓



Shared about our activities to the general public at the university festival

Through these efforts, we spread awareness and familiarity of TFT and ethical consumption to a broader audience. Additionally, by creating posters and displays, we are able to leave physical records of our activities. We hope that this will help the next generation of students to be aware of our activities as well.

# Online Exchange Program with Overseas Universities 2024-2025

## Tokushima Bunri University, Junior College of Tokushima Bunri University



Human Life Sciences,  
Human Life Sciences Dept.

Mami Hironaka (3rd yr)  
Karin Yasuno (3rd yr)  
Kaimu Kamo (3rd yr)  
Ayano Hara (2nd yr)  
Yume Takashima (2nd yr)

Life Science,  
Food Science  
Junior College

Bansei Kawane (2nd yr)  
Yuki Takenaka (1st yr)

Commerce,  
Junior College

Kaede Watanabe (1st yr)  
Yuka Nomura (1st yr)  
Misa Tanaka (1st yr)

※School year is as  
of the time of  
project participation