

Ethical Food Consumption Practices for University Students

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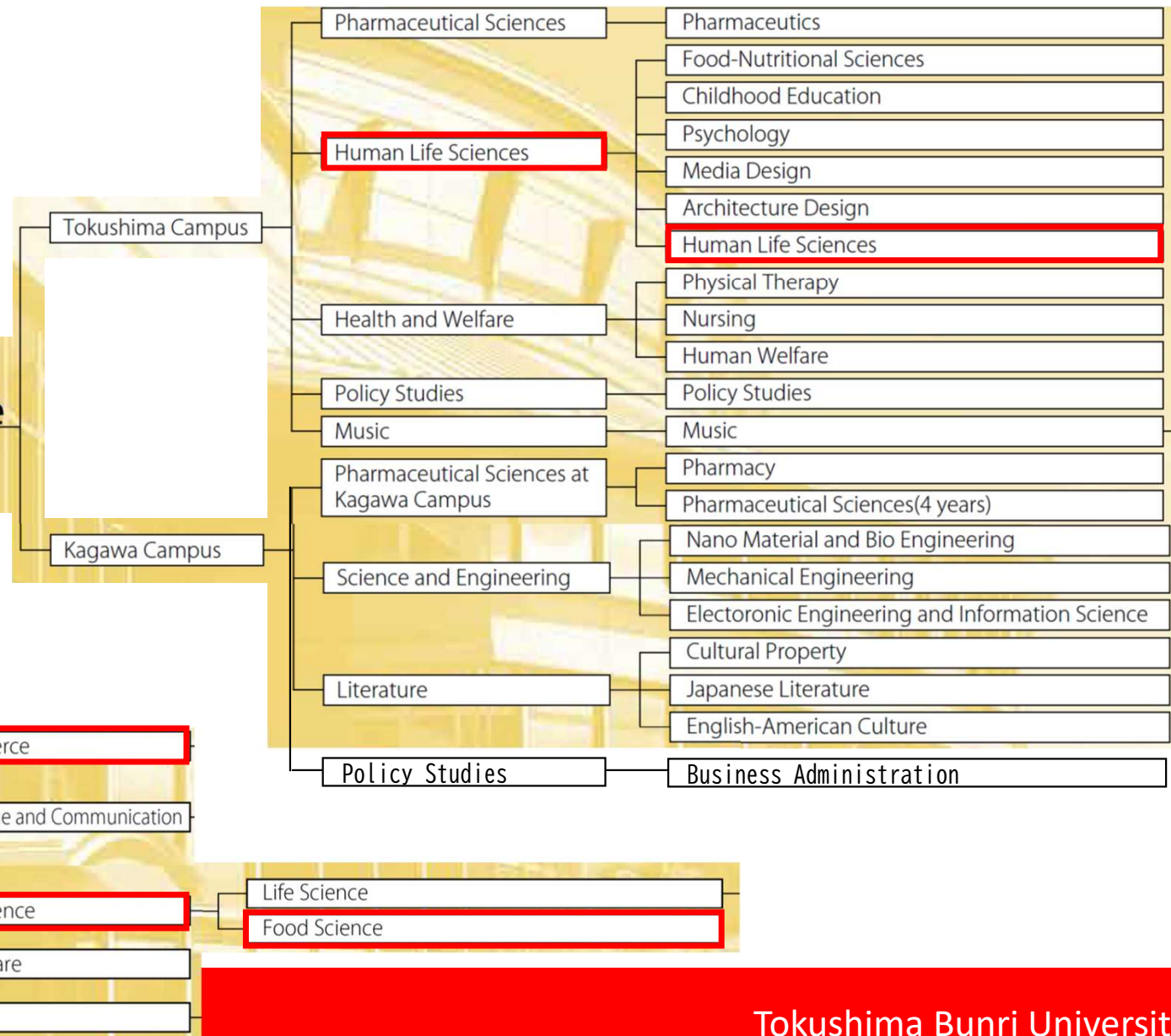
Introduction to Tokushima Bunri University



Tokushima Bunri University

A comprehensive university with 9 faculties and 28 departments

Undergraduate Courses



Junior College

Handbook Overview

Theme: Ethical Food Consumption Practices
for University Students

Target: Mainly university students
living alone

Keyword: Local production and
consumption
Seasonal vegetables
SDGs-oriented consumption



Handbook Contents



Ethical food shopping

Before we start buying food, let's think about the "actions" we can take!



Easy recipes even for beginners

Introducing simple recipes that can be made with vegetables from Tokushima!
Let's make it with ease and try local production and consumption!



Made easy at home! Regenerative cultivation

Use the parts of vegetables that are usually thrown away and serve them once again!

Food Shopping and Behavior

Do “temaedori” (take from the front)



When buying food for immediate consumption, take those nearest their expiration dates. This helps prevent food waste caused by discarding food that has passed its expiration date.

Help reduce plastic waste



Choose foods with less packaging, bring your own bags, and live a life that is kind to your household budget and the earth! Let's protect the clean ocean and its inhabitants.

Use locally grown, seasonal foods



By consuming locally produced food locally, we can reduce CO2 emissions and fuel consumption caused by food transportation. Supermarkets in Tokushima Prefecture have sections lined with fresh foods shipped directly from local producers!

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After shopping, try cooking! Easy recipes even for beginners

Cooking with local vegetables contribute to the reduction of CO2 emissions from transportation and lead to the SDGs!

Ingredients from Tokushima are delicious, so please try cooking with Tokushima produce!

Recipes that were popular with the students and especially recommended are listed on the next page!

QR code for all the recipes HERE ▶▶▶▶▶

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



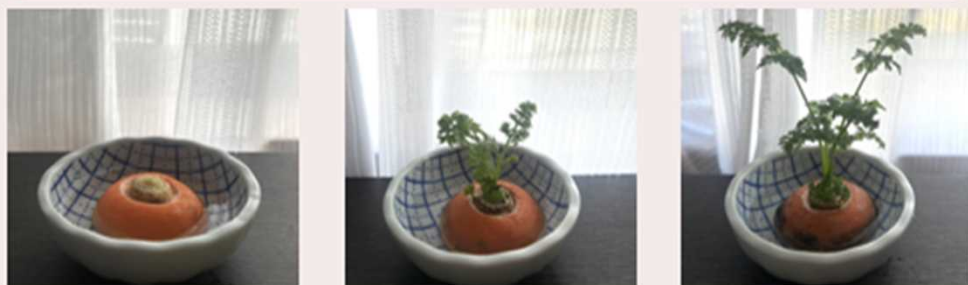
Recipe BOOK
HERE!

Japanese only



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② Carrots



Carrots can be harvested for their leaves by dipping the stem part in water. From left to right: day 1, 2 weeks, and 3 weeks later. Here, too, we see that the leaf parts can be used to add color to dishes after about two weeks. From here, you can also grow carrots by replanting them in pots.

Tips and Things to Note

- ① Change the water daily!
It is important to change the water regularly, as still water is prone to bacteria growth and poor water quality.
- ② Don't cut off the stem too much!
The key is to leave about 2 to 3 cm for the base and 3 to 5 cm for the root, as cutting to the very edge will lead to failure due to lack of nutrients for growth.
- ③ The growing point is the key to regenerative vegetables!
Mitsuba, komatsuna, and radish, which have growth points on the roots, can be regenerated! You will also learn that kaiware cannot be regenerated because its growth point is in the leaf.

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Info FY2024 Initiatives by the Handbook's Creators

Participating in TFT(TABLE FOR TWO)

TFT - a program in which a portion of the profit of a designated meal eaten by those in developed countries is donated a developing country.

Activities

1. Selling school lunches using TFT x deer meat collaborative recipes
→ PR posters, development of venison recipes, provision of lunches

Details here



Japanese only



TFT themed poster



Actual dish using deer meat.
It sells out every time it goes on sale, and is extremely popular as a dish!

About Ethical Consumption →
~Feasting on Deer~
(Food Major, Department of Life Sciences, Junior College)



Japanese only

Why We Chose These Issues

- Information on SDGs and ethical consumption is currently abundant
- Education on this topic is also spreading in elementary and middle schools
- However, few students are able to take action even if they learn the information as knowledge

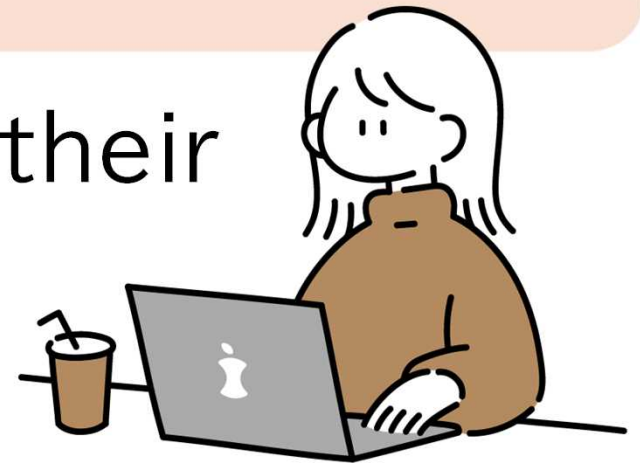
Challenges

- ① “Knowing” has not led to “action”
- ② Some people feel that “ethical consumption” is a high hurdle to overcome
- ③ Difficulty in conveying information that “moves the heart”



Proposals

- ① First, let people know that their everyday actions are ethical consumption



STEP1. Practice “ethical consumption” without even realizing it

STEP2. Lowering the hurdle for “ethical consumption”

Proposals

- ② A system enabling people to not only send and receive information, but to actually take action on their own

STEP1. Provide information that makes people want to take action

STEP2. Make people want to tell their friends about information they think is good

STEP3. Expanding the circle of action





Thoughts Behind This Handbook

Oppoturnity

Behavior

Ethical
Consumption





Thank you for listening!