

Green living together with consumers

Approach

- ▶ P77
- ▶ *Eco-Uma Recipe*® (Japanese only)
- ▶ *Aji-na Eco mark* (Japanese only)

In Japan, food loss and waste from households amounts to 2.84 million tons annually, representing half of all food loss and waste in the country (Ministry of Agriculture, Forestry and Fisheries estimate for fiscal 2017). The Ajinomoto Group strives to reduce household food loss and waste by encouraging eco-friendly eating in daily dining and food preparation. Eco-friendly eating consists of choosing environmentally friendly products and enjoying food without wasting ingredients.

■ Recipes

Since 2009, we have promoted *Eco-Uma Recipes*® (eco-friendly and delicious recipes) through websites and events, encouraging consumers to create delicious everyday meals without waste.

■ Eco-mark labels

To help consumers quickly recognize and select eco-friendly products whenever possible, we introduced unique eco marks (*Aji-na Eco* and *Hotto-suru Eco* marks) in 2010.

■ Environmental learning programs

Since fiscal 2016, Ajinomoto Co., Inc., together with Kao Corporation and E-Square Inc. have been conducting the environmental learning program, “Summer Challenge: Exploring the Earth’s Future through Food and Daily Living” in cooperation with Kawasaki City in Kanagawa Prefecture. This program is designed for the city’s fifth graders and their parents.



Participants of environmental learning programs