

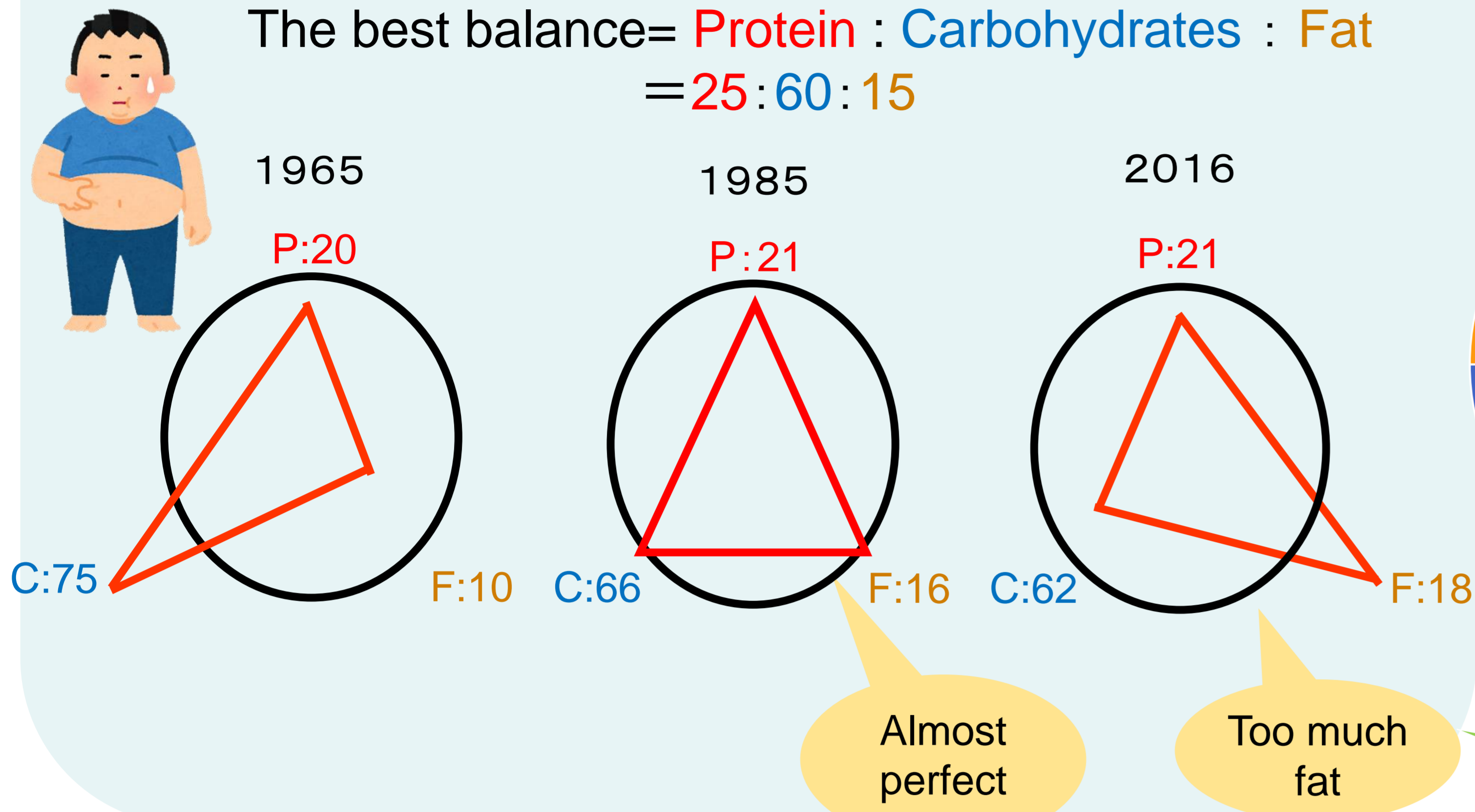
Change food labels, Change your life

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Introduction

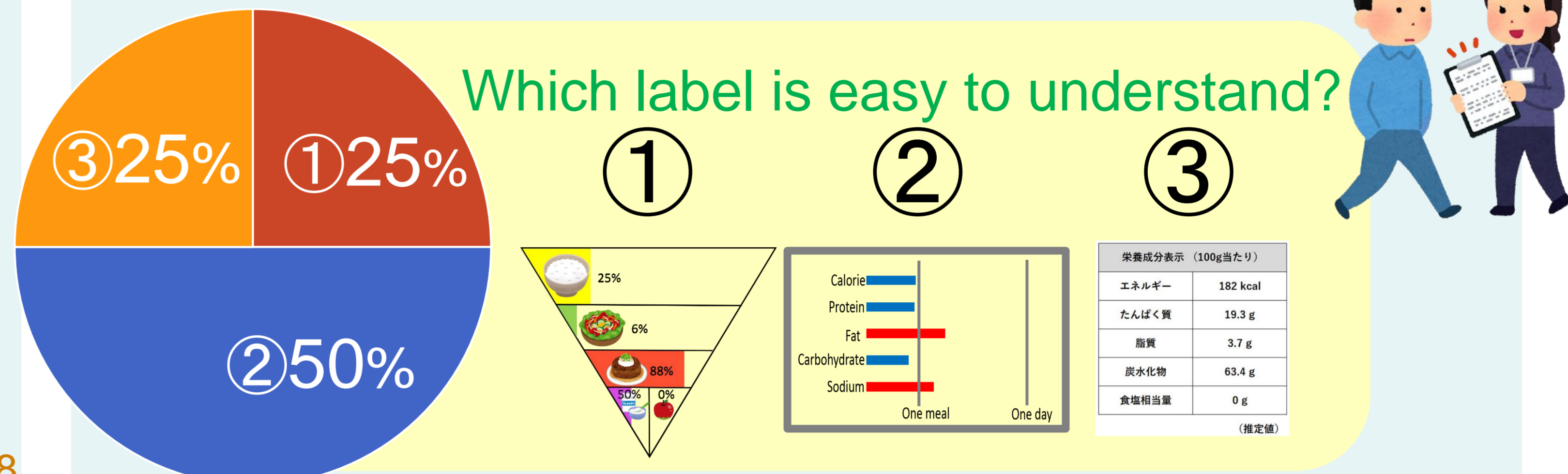
The Change in Japanese People's Eating Habit

The best balance = Protein : Carbohydrates : Fat = 25 : 60 : 15



Research

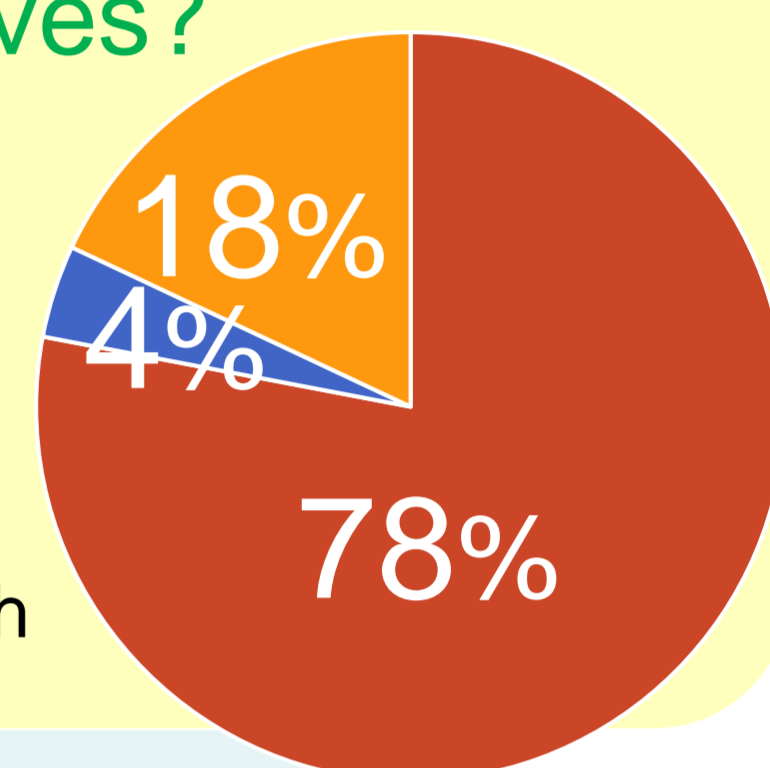
Questionnaire ② Food labels easy to understand for College students (56 students) Period : Oct/22~



Do you think ① or ② is useful for our healthy lives?

80% of them answered "Yes"

Yes (78%), No (4%), ③ is enough (18%)

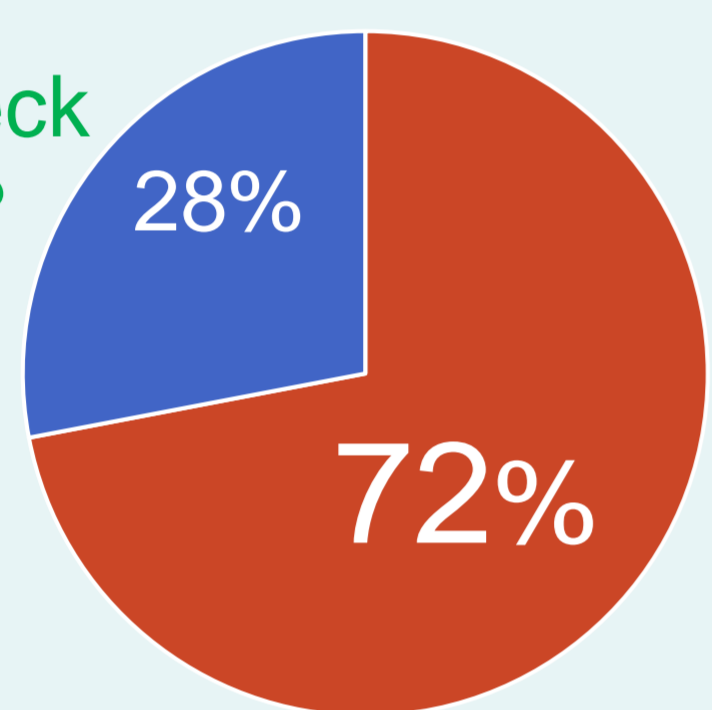


Hypothesis

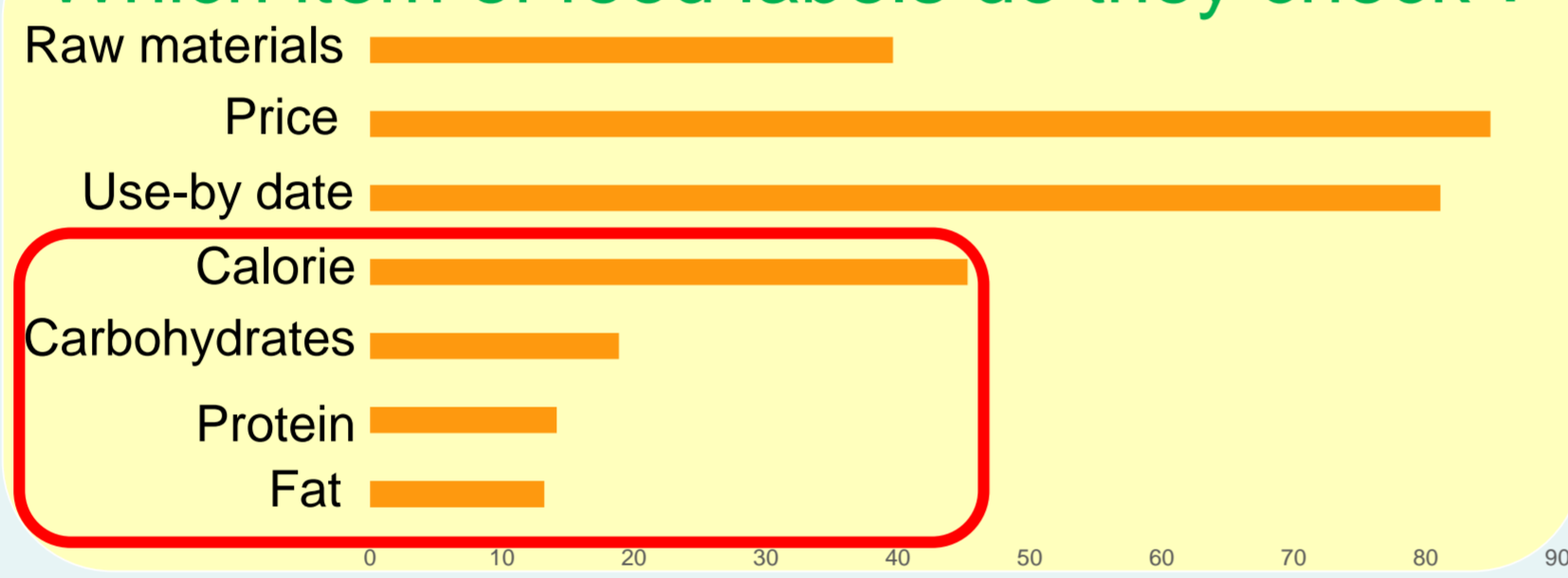
Questionnaire ① College student's eating habit (143 students) Period : Aug/1~Aug/17

Do they check food labels?

Yes (28%), No (72%)

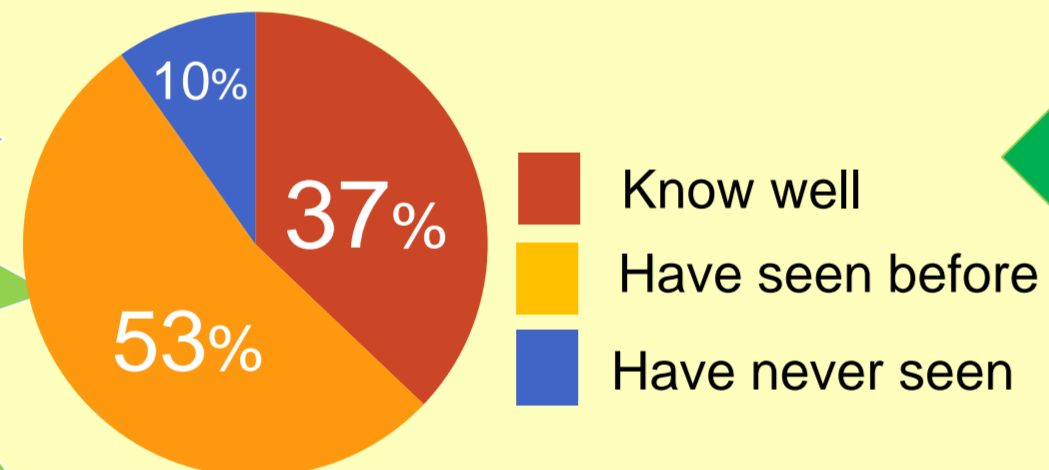


Which item of food labels do they check?

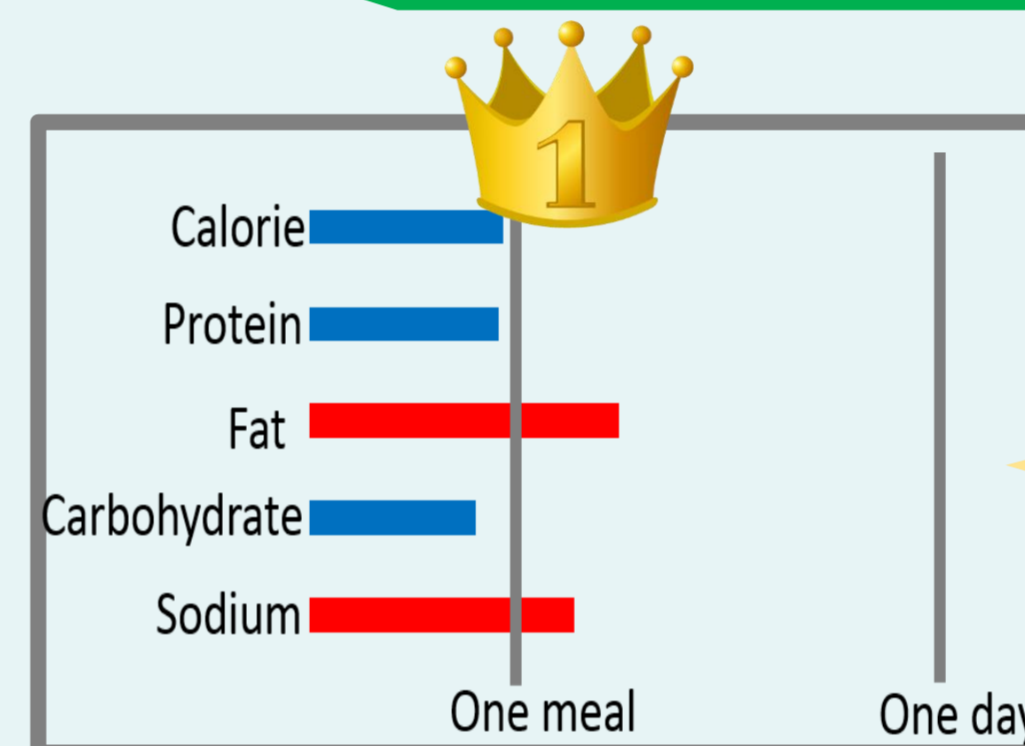


How many students do they know "Japanese Food Guide Spinning Top"?

90% of students know this!



Conclusion



Better than Conventional labels!

栄養成分表示 (100g当たり)	
エネルギー	182 kcal
たんぱく質	19.3 g
脂質	3.7 g
炭水化物	63.4 g
食塩相当量	0 g

To improve new labels

Questionnaire ③ to American students



We were advised to make food labels easy to understand with "Hiragana" or "Katakana"

Interviewing to get the advice from the professional nutritionist in "Tanita Cafeteria" in Kanazawa

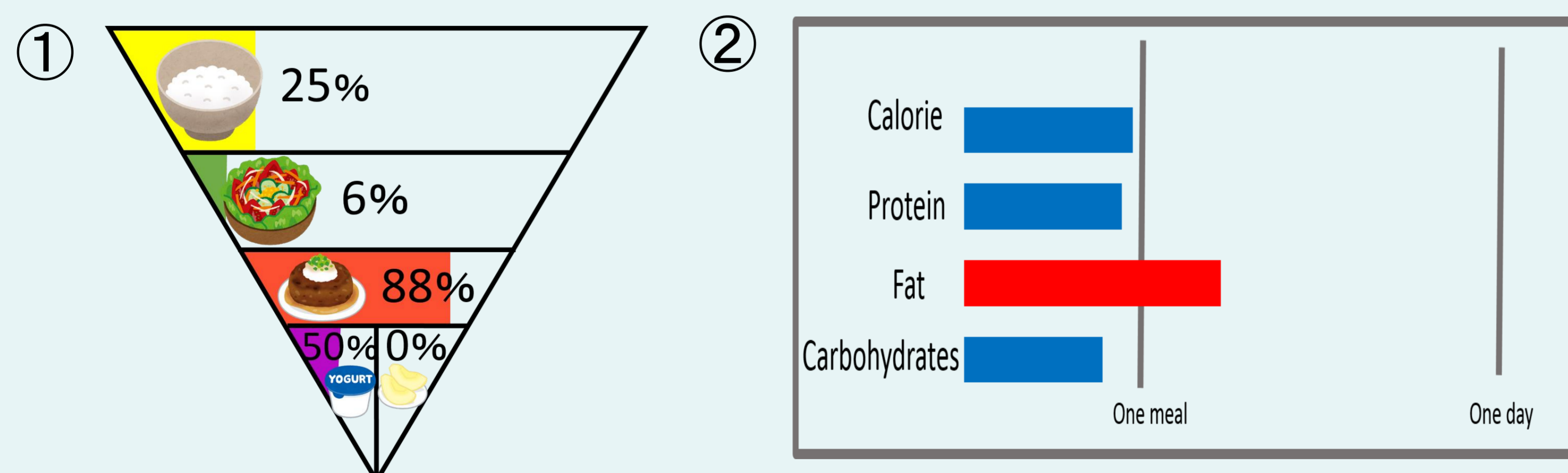


Need to add the information of salt or vegetables in our labels

We can control our eating habits by visualizing the information of nutrition.

Our New Food Labels

Making original food labels



New Food Label ①

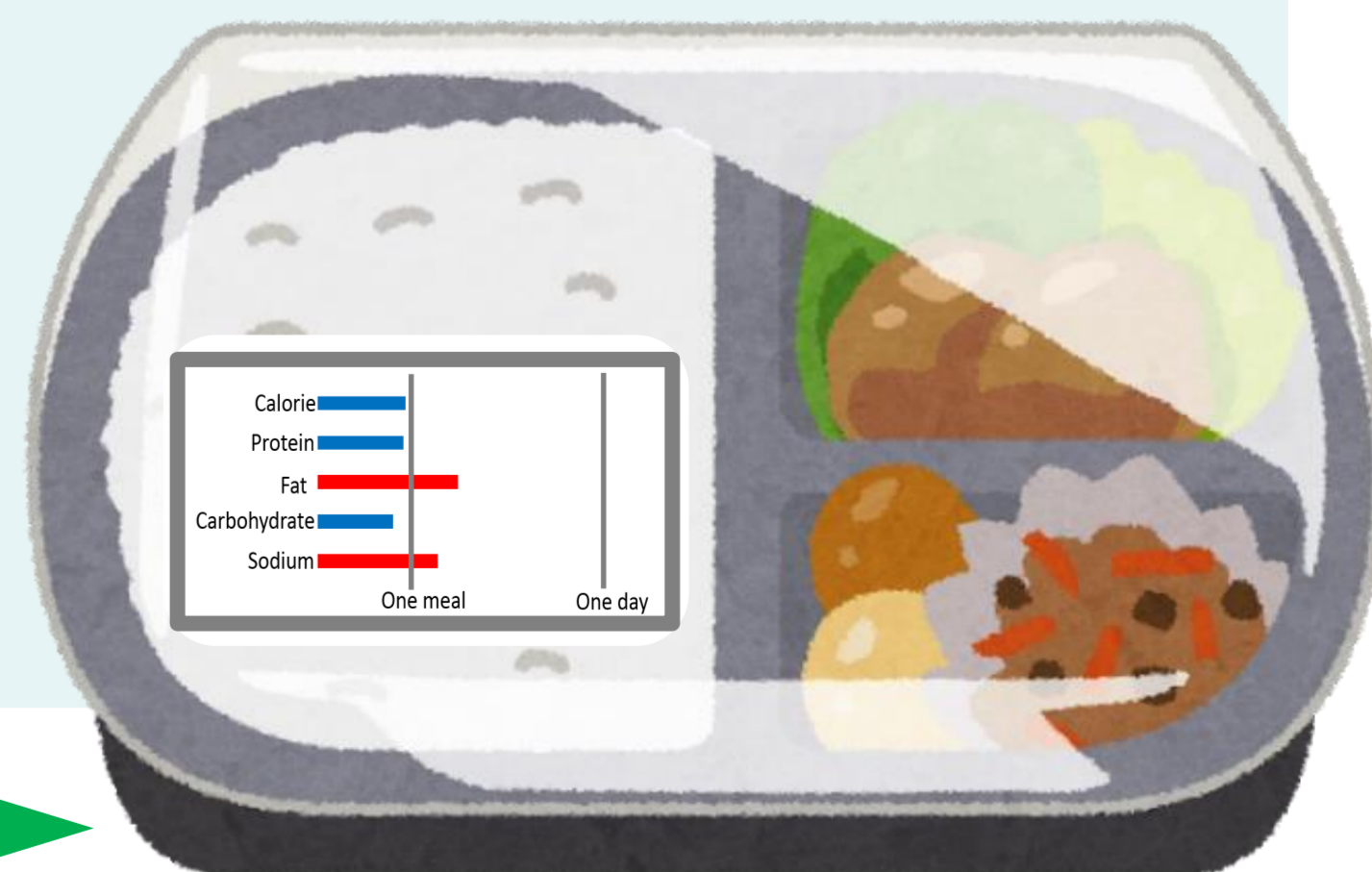
New Food Label ②

- For one day
- Based on "Japanese Food Guide Spinning Top"
- Can show the dishes
- For one meal & one day
- With bar graphs
- Can show the information of nutrition

Future View

Asking some convenience stores to use our labels

Realize healthy life!



Reference

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