



# National Convention on Shokuiku Promotion in TOKUSHIMA

**Sat. June 7 -  
Sun. June 8, 2025**  
**Venue: ASTY Tokushima**

Will include a talk show, seminars,  
cooking events, booths  
(exhibits, food tastings, merchants, etc.),  
and an official ceremony!

**Free  
admission**

*We can't wait  
to see you  
there!*



Tokushima  
Prefecture's mascot  
Sudachi-kun

## Convention theme

### The Power of Food is Limitless!

Shokuiku - Connecting Tokushima to the Future.



The power to eat is the power to live, and it is universal. Looking ahead to the future, this convention is a place where people can learn and experience the limitless power of food.

## Concept

A concept that allows people to share various issues and experience the limitless possibilities of food to the fullest.

**Sustainable  
food**

**Food for  
healthy living**

**Spreading the  
appeal of  
Tokushima's food  
with a global  
perspective**

## 8 Categories

These categories were created with the hope that with these eight powers of food, everyone will be able to secure food reliably and safely, and enjoy food while maintaining a healthy mind and body for many years to come.

### Food Security

Learn about the various measures to ensure food security.

### Food Safety

Get accurate information about food products and food poisoning prevention.

### Food Loss and Waste Reduction

Learn how to avoid food waste and put to good use food that can still be eaten.

### Food Technology

Learn about business models that utilize new food technology.

### Healthy Eating Habits

Become aware of your own health challenges and learn about health strategies through food.

### Food Diversity

Learn about the characteristics of food of different regions and how to handle allergies, dysphagia diets, etc.

### Food Culture & Legacy Local Production for Local Consumption

Share the appeal of local specialties and food culture that makes the most of regional features with the next generation.

### Enjoy Food

Find the tools to enjoy food: ingredients, tableware, cooking methods, travel, etc.

**Event Organizers:** Ministry of Agriculture, Forestry, and Fisheries, Tokushima Prefecture, and the Tokushima Prefecture Executive Committee for the 20th National Convention on Shokuiku Promotion  
**For inquiries, please contact the Tokushima Prefectural Government, Department of Agriculture, Forestry, and Fisheries, Green Strategy Promotion Division. Phone: 088-621-2488**

Convention  
homepage▶

