



#EdamameChamp 2022 Brings Food Education Opportunities to 1,682 Children Through Fun and Educational Events

FOR IMMEDIATE RELEASE

New York, NY – June 17, 2022 - #Edamame Champ, brought to you by TABLE FOR TWO USA, is an annual Spring campaign to promote healthy eating through Japanese cuisine with a focus on SOY to raise funds to expand our programs to even more students. Our partner organizations^(*) donate based on the number of participants. This year we hosted 56 events with participants across the United States. We also hosted an interactive social media campaign, the SOY PHOTO CHALLENGE, where participants posted soy-related foods with hashtag #EdamameChamp to bring our food education programs to 1 child. The 2022 campaign was a major success and we will be able to provide our Wa-Shokuiku Japanese inspired food education to 1,682 students. We have established new partnerships, connected with new people from around the world, had fun with chopsticks, cooked numerous delicious dishes using different soy foods, and together have made a step towards our vision of a world of healthier eating.



Partner Organizations: United States-Japan Foundation, JFC International, Nishiki, SMBC Global Foundation, ITOCHU International, Capitol Hill Community Foundation, Misuzu, and Mishima Foods U.S.A



The campaign kicked off in March with the Asian Study Center at University of Pittsburgh event “Japanese Soy-based Foods.” We additionally partnered with various organizations that hosted events including: Japan Foundation Los Angeles, Japan Societies, and The Embassy of Japan. Many schools around the country from kindergarten through university graduate programs participated in these fun and educational events. JOI (Japan Outreach Initiative) Coordinators throughout the country helped by hosting events in their



TABLE FOR TWO

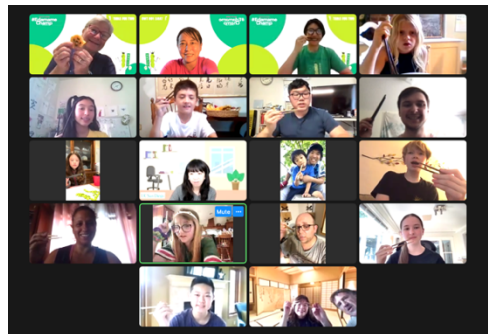




designated states. The Embassy of Japan in the U.S. hosted students from Whittier Elementary School in Washington DC for another exciting event with cooking, a chopsticks competition, and soy education. There were many in-person community events including the Sakura Matsuri Festival in Washington D.C., as well as spring festivals in San Diego, Virginia and Los Angeles.

The campaign ended with a chopsticks championship event held on June 4. Participants competed in two competitions:

1. Speed - Move edamame with chopsticks and make a circle in 1 minute
(The one who moves the most edamame wins.)
2. Creativity– Move edamame with chopsticks and make something creative in 2 minutes
(A judge will select the most creative ones.)



Speed Winners:

Kids Learners: Katelyn (46), Beatrix (12) **Teen/Adult Learners:** Dave (68), Alanis (41)

Kids Experts: Akemi (50), Yuzuki (47) **Teen/Adult Experts:** Max (78), Teruhiko (61)

Creativity Winners:

Jackson made a wonderful “Tun tun Star Wars” design and Kit made a cute “Cat.”



We had many soy-related photos on social media for the **Soy Photo Challenge**. There were a variety of meals and snacks created using different soy products including tofu, natto, soy milk, edamame, miso, soy sauce, and more. We selected 9 best photos including teen chef Kiara making miso paste, edamame cheddar crisps, crispy sesame tofu with vegetables, edamame and crawfish with Thai chilli, garlic and sesame glaze by Chef Johnnie G, a student excited with inari sushi, students enjoying onigiri, miso soup and tamagoyaki with egg substitute, sourdough soy-based pita bread, sourdough musical briocaccia and a baby eating tofu (her favorite food!).

Soy sauce adds umami to nutrient-rich foods like fish and vegetables. Natto helps promote healthy skin, GI system, heart, immune system, and more. Miso is a SUPER fermented food made from



koji that supports a healthy gut and blood pressure control. Tofu comes in as one of the most versatile plant proteins that can be transformed with flavors from all regions of the world. Edamame, a baby (immature) soybean, is the classic inspiration for our campaign as a bright-green, delicious, protein-rich food for all occasions.

We appreciate the many people that participated in various capacities to make #EdamameChamp 2022 a successful campaign. We look forward next spring to our 4th annual campaign to make a greater impact on teaching healthy eating to even more children.

About TABLE FOR TWO USA:

In our world of 7 billion, 1 billion suffer from hunger while another 2 billion suffer from obesity and other health issues related to unhealthy eating. TABLE FOR TWO USA (TFT) is a 501(C)(3) organization that rights this global food imbalance. As a non-profit organization that started in Japan and is expanding globally, TFT has started the unique programs, Onigiri Action and Wa-Shokuiku -Learn. Cook. Eat Japanese!- featuring Japanese food culture to tackle critical health issues. For more information, please visit: <https://usa.tablefor2.org>.

Media Contact

Amy Fuentes TABLE FOR TWO USA

Email: a.fuentes@tablefor2.org