

# A Letter from the President

# Dear TABLE FOR TWO USA Partners and Supporters,

We appreciate your continued support for TABLE FOR TWO USA in 2021. Thanks to your generous support, we brought many smiles to children around the world by and food education opportunities.

In 2021 we provided our food education program "Wa-Shokuiku - Learn. Cook. Eat Japanese!" with inperson, hybrid, online live and ages including from preschool to with these flexible class models, we of 3,000 students through 171 classes and on-demand programs.

As a new initiative, we started to advocate the importance of food

education. Our team presented our Wa-Shokuiku program's experience and impacts at The Food and the World's largest meeting of food created a film to introduce and food practices.

Lastly, the 7th Annual #OnigiriAction campaign was a huge success! We provided almost 1.4 million school and our generous partner total photo posts 1,397,795 school need.

I look forward to continuing fun and impactful collaborations with you all.

Sincerely, Mayumi Uejima-Carr



#### TABLE FOR TWO USA ANNUAL REPORT 2021

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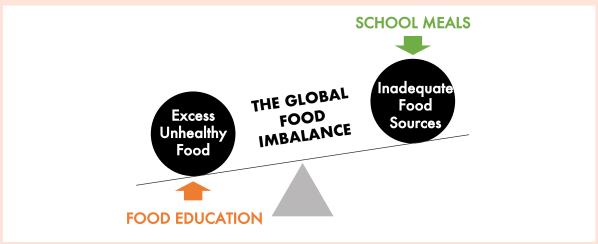
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# **OUR MISSION**



# Aiming To End Global Hunger

# TABLE FOR TWO USA seeks to tackle both sides of **GLOBAL FOOD IMBALANCE** by providing **SCHOOL MEALS** and **FOOD EDUCATION** to those in need.





related to unhealthy eating

#### Hunger



# While about 821 million go hungry,



Globally more than 821 million people faced hunger in 2018; an increase over 3 consecutive years since 2015.



42

In 2020, 42 million people struggled with hunger in the United States.

1in6

1 in 6 children may not know where their next meal is coming from.

Feeding America. The Impact of the Coronavirus on Food Insecurity in 2020. Web accessed May 20, 2021.

#### Obesity



# 2 billion suffer from obesity and other health issues related to unhealthy eating



Adult population with a BMI of 25 or higher increased from 0.47 billion in 1975 to 1.95 billion in 2016.



1in5

The prevalence of obesity was 20% in children aged 6-19 in 2017-2018

**42**%

**Adults** 

The prevalence of obesity was 42.4% in adults over 20 years old in 2017- 2018

NCHS Data Brief No360 February 2020, Web accessed May 24, 2021. WHO Data: https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight

# 2021 AT A GLANCE



#### Achievements in 2021

#### Wa-Shokuiku

2,967
people

participated in our Wa-Shokuiku program.

#### wa-shokuiku

171 classes/events

were provided all over the US.

#### wa-shokuiku

Continued and Increased Online Classes

Wa-Shokuiku ondemand for university students was launched.

## ONIGIRI ACTION

About 273K photos

were posted during the campaign (International\*).

## ONIGIRI ACTION

Photos from

41
States

were posted for the Onigiri Action.

#### school. Meals

1.4M school meals

were delivered to children in need (International\*).

#### Sustainable School Gardens

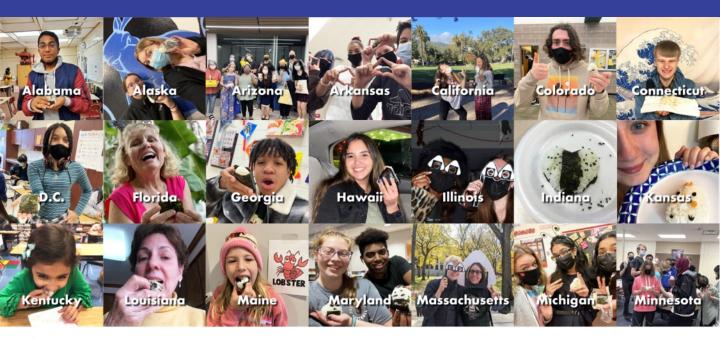
874K School meals

were delivered to children through the sustainable school garden project.



<sup>\*</sup> The number of meals is total of number of meals provided through TFT International and TFT USA

#### Onigiri Action throughout the US



#### **UNITE THE STATES WITH ONIGIRI!**





For 2021 Onigiri Action, we launched a new campaign called "Unite the States with Onigiri," in which we asked people to submit photos of their state onigiri. As a result, this year's campaign received onigiri photos from 41 states!

#### **New Normal**

Increased Needs for Initiatives to Promote Healthy Eating and Prevent Obesity in Childhood.



# The Impact of Obesity

People with obesity and associated diseases tend to become sicker and are more likely to die when COVID-19 strikes.



# The Importance of Healthy Eating

The importance of good nutrition is even more critical because a well-balanced diet of nutritious foods helps support a strong immune system.

#### **Our Actions**

to provide opportunities to re-connect while promoting healthy eating and preventing obesity

Flexible
class model
(Online, in-person, hybrid)

Nationwide school participation



We accommodated our class implementation method.



Nationwide grades from Elementary to University participated.

Food education advocacy



We presented online the" Wa-Shokuiku impact" at Food and Nutrition Conference Expo.

# **OUR PROGRAMS**



#### **Programs & Campaigns**

#### **School Meals**

Year Around

# Meal-Sharing Program





TFT partners with corporations, schools, restaurants and consumer product companies by designating a healthy "TFT Meal." For every "TFT Meal" sold, \$0.25 is donated to provide one healthy school meal in local schools in the U.S. and East Africa.

Autumn Campaign

#### 2. ONIGIRI ACTION





TFT fans and supporters submit photos of their Onigiri related photos to the campaign website or their own social media with #OnigiriAction every fall.

Sponsor companies donate 5 school meals per photo submitted.

#### **Food Education**

Year Around

#### 3. Wa-Shokuíku

Learn. Cook. Eat Japanese!



Wa-Shokuiku – Learn. Cook. Eat Japanese!- is a unique food education program targeting American students. Children will learn about Japanese food and food ways through in-person / online activities to strengthen their bodies and minds.

Spring Campaign

#### 4. #EdamameChamp



#EdamameChamp is our newly launched campaign to promote healthy eating through Japanese cuisine with soy foods and to raise funds for teaching healthy eating to more children.



## 1: Meal Sharing Program

Internationally we partnered with corporations and organization to provide healthier options in cafeterias, restaurants, and vending machines. Twenty-five cents from the proceeds are donated to provide school meals in areas of need.

#### **Highlighted Partnerships**



#### Genji Sushi Bar in Whole Foods Markets across the U.S.

Genji Sushi Bar, which organizes sushi bars in over 160 Whole Foods Market locations across the US, created a custom "TFT Roll" with brown rice, quinoa, avocado, and cucumber and "TFT Happy Bento".





#### **National Food Band:**

Calbee North America provided healthy snacks to events and schools. For every bag, Calbee donated 25 cents, enough to feed 80,000 children.

# **Vending Machine Program:** Companies, organizations, and schools work with their vending machine contractors to provide healthier snack options. A portion of the proceeds from the healthy TFT Vending Machine is donated to supporting our programs.









**Bento:** Our partner Harmonious Kitchen and BentOn Café introduced healthy Bento.

**Restaurants:** When you dine at partner restaurants, and order a TFT menu item, 25 cents is donated.



#### 2: ONIGIRI ACTION

Onigiri Action is our fall annual social good campaign. Since its launch in 2015, the Onigiri Action campaign has fed millions of children in need around the world.

#### How ONIGIRI ACTION Works

Every time someone takes a photo of a Japanese rice ball and posts with #OnigiriAction during the campaign,

# Five School Meals are Donated to Children in Need

by Our Sponsoring Organizations.



#### New Feature in 2021



#### Unite the States with Onigiri!

This year we wanted to spread Onigiri Action across the country with posts from every state to increase participation and have fun with creative onigiri to bring even more school meals to children in need. We encouraged participants to post "State Onigiri" photos with #OnigiriAction + #StateOnigiri!

# ONIGIRI ACTION 2021 Worldwide Campaign Results











273,876 photos



To children in need around the world

1,397,795 meals





#### **Key Points**

Point

273,876 photos posted worldwide



<sup>\*</sup>Number of ONIGIRI photos posted during the campaign

Point 2

#### Participants from all over the US





#### Sponsoring organizations from various fields



#### **Highlighted Partnerships**



#### **SCHOOLS**

We worked with schools around the United States from elementary to college level to hold Onigiri Action events, where students could make a difference while learning about Japanese food culture.



#### **Highlighted Partnerships**

#### JAPAN-RELATED ORGANIZATIONS

We worked with Japan-related organizations to hold Onigiri Action events and asked them to share our annual social good campaign.



#### **CORPORATIONS**

Companies generously supported our events financially, and with product donations. Companies sent volunteers to join us in our efforts to make a difference.





#### Health Issues



**27**% → **4**%

(% of students who have physical development problem)

#### **Dropout Rates**

**34**% → **1**%



Children who eat properly in the school meals program increase concentration, enabling us to have longer classes.
Students' grades have improved by about 20% compared to the ones before the school meals started. I feel happy when they do their best when studying.

- Vincent (Teacher, Rwanda)







#### 3: Wa-Shokuíku

Wa-Shokuiku - Learn. Cook. Eat Japanese! is a unique Food Education Program in which American students learn about healthy eating through Japanese food, known as one of the world's healthiest diet.

#### Unique Wa-Shokuiku Program













Learn

Students learn about each topic



Cook

make a few recipes to prepare a bento box



**Eat**and enjoy eating!



#### Our Goal

Our goal is that students will be equipped with practical knowledge and skills regarding

**Healthy Eating Habits** 

to

# Strengthen their Bodies and Minds

to prevent issues related to unhealthy eating.

#### Japanese-Inspired

Wa-Shokuiku combines two Japanese words



#### **WA SHOKU**

= Japanese food

#### Why Food Education?

1 in 5 Children

We promote healthy eating by providing "Wa-Shokuiku" Japanese-inspired food education, targeting students in the US, where about 1 in 5 children are considered obese.



# Lacking Nutrition Education

Students only receive an average of 7 hours or less per year. This is well below the recommend 40-80 hours to promote behavior change.

Students learn Japanese cooking, nutrition, and manners.

#### Japanese Recipes

- Rice (Onigiri rice balls)
- Seafood & Seaweed (Tuna roll)
- Vegetables (Vegetable CHA-HAN)
- Soy Products (INARI-Sushi)
- B-class Cuisine (Ramen, Okonomiyaki)
- Japanese School Lunch (Nikujaga)
- Sweets (Dorayaki, Anmitsu)



#### Food Education



"Japanese food" & "food education."



#### **SHOKU IKU**

= food education



#### Why Japanese-Inspired Food Education?

## Balanced Diet & Longevity

Japanese food, which has been registered as a UNESCO Intangible Cultural Heritage, is known as one of the healthiest diets in the world and is of great interest to people.

#### Shokuiku Experience

Japan is the only country in the world to implement the "Basic Law of Shokuiku" and have food education as a mandatory curriculum to cultivate a healthy mind and body.

#### Rich Food Culture

In Japan, food education has multiple goals, not only to eliminate obesity, but focusing on gratitude for food, inheritance of a rich food culture, and addressing foodrelated problems in the world.

We promote respect towards food, hygiene, food-related issues, and much more.

#### Japanese Food Culture & Concepts

- > 5 colors (balanced meal)
- > Harahachibu (eat to 80% full)
- Itadakimasu (appreciation for food)
- Mottainai (importance of not wasting)



#### Impact of Food Education Program

# of Wa-Shokuiku class/event provided in 2021

171 classes/events
2,967 students

Our post class surveys show



#### Identify a Balanced Meal

The percentage of students who could correctly identify a balanced meal nearly doubled from 57% to 94%.



#### Confidence in Cooking

The number of students who reported confidence in their Japanese cooking ability nearly doubled up to 85%.



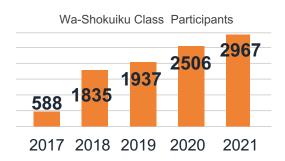
# Understanding Itadakimasu & Mottainai

92% of the students understand the meaning behind the concepts of appreciation towards food "itadakimasu" "gochisosamadeshita." 89% of the students understood the mottainai concept.

#### **Key Points**



The program has been reaching about 10,000 students since its launch!



2

Super Flexible Model (in-person, hybrid, online live, online on-demand)



3

#### Classes through partnerships





Photo: (Left) Outschool (Right) Ouchigohan with Japan Societies

#### New Features in 2021

#### Food Education Advocacy

## Food & Nutrition Conference & Expo: Poster Session

Presented at the world's largest meeting of food and nutrition experts organized by Academy of Nutrition and Dietetics.



#### School lunch film

Created a film which outlines the structure and organization of the Japanese school lunch program in collaboration with University of Saskatchewan in Canada and Yamagata University.



#### New Lessons

### **Spring**Chirashi sushi

Introducing Japanese food culture related to spring and benefits of eating food in season.





#### **Tea** Matcha cake

Introducing tea culture and its health benefits.



#### New Feature in 2021



#### Online On-Demand Program for University students













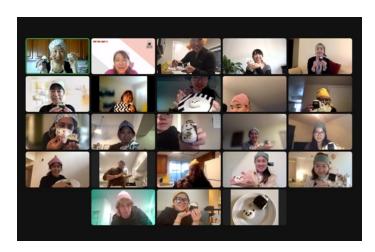
We started a pilot program by partnering with Japanese language programs at several colleges. The on-demand program consists of four 10unit lessons (Rice, B-kyu gurume, Soy and Bento). Students learn at their own pace. Each lesson contains fun educational videos, which were well received and engaging.







Along with the on-demand program, online live workshops were provided.







## 4: #EdamameChamp



#EdamameChamp is a campaign to promote healthy eating through Japanese cuisine with soy foods and to raise funds for providing food education opportunities to children.

#### How #EdamameChamp Works



#### TWO WAYS TO PARTICIPATE

# Join Virtual Events

to challenge your chopsticks skills using edamame and learn all about soy and cooking!



**1 PARTICIPANT** 

# Soy Photo Challenge

Participants find "soy" related food and post on Instagram or Facebook with the hashtag #EdamameChamp.



1 PHOTO POST



Donations from our partner organizations provide:

#### **FOOD EDUCATION FOR 1 CHILD**

Your event participation or SNS photo post

can help to bring food education classes to children!









\*Based on the number of participants and number of photos posted, our partner organizations donate to bring food education opportunities to children we serve.

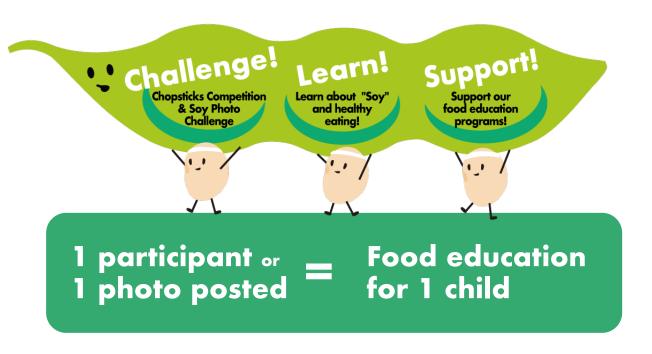


# We partnered up with numerous organizations and held 35 #EdamameChamp events in a month and half from Apr 1st to Jun 15th 2021.

**Our Partners**: JICC, Embassy of Japan, The Consulate-General of Japan in Nashville, US Army Family association, DC Public Schools, ITOCHU International, UCLA, MIT, Japan-America Society of Washington DC/Georgia/Boston/Minnesota, The Japan Foundation LA, US JETAA, National Japan Bowl, Novi Library, Belle Isle Conservancy, etc.



# Have fun with challenges, learn about soy and support our mission of teaching healthy eating to more children for a healthier world!



Our partner organizations donate based on the number of #EdamameChamp event participants and #EdamameChamp photos posted.

# **OUR STORY**





Katie W. on Feb 3

\*\*\*\*

Solomon had a wonderful time taking the class, He really enjoyed learning about the traditional Japanese foods and nutrition before the cooking lesson and loved cooking for the family and sharing what he made!

#### 5th grade teacher

"Thanks so much for another wonderful workshop. I just had a parent reach out to say that she had a really great time! Of course my students kept saying how much they enjoyed it!! Although one student shared that she had a wonderful time but confessed her cooking skills were lacking. You brought so much joy to my students today and for that I appreciate you!! ... I hope we can do this again next year!"

# "Bento" class attendee's parent

"It was a great experience for my daughter. She got so enthusiastic about it that she made some more the day after with her sister! I am hoping this will encourage them to eat healthy and be able to pack their own lunch box in the future! Thank you Wa-Shokuiku team:-)"



Wendy M. on Jun 25, 2021

\*\*\*\*

Wonderful class. My daughter is really happy with the results.

#### Afterschool attendee's Parent

"I just wanted to say thank you for the wonderful opportunity to have our daughter learn Japanese cooking with you. She was so excited each week to bring home her meals and creations, and share them with the family. Even her willingness to try new foods has gone up since she began. The bento box she brought home on her final day was also such a lovely gift and very generous of you. Thanks again!"

#### Towards a Sustainable World



At the schools we support in Malawi, Zambia and Tanzania, innovative sustainable school gardens with irrigation pumps powered by solar energy have been built. Schools along with community members can grow vegetables and maize and sell the crops to purchase enough maize for school meals. Plus, children and community members can learn about agriculture practices, food, nutrition education and environmental conservation.









School meals provide a chance to acquire knowledge to get out of poverty





We try to end hunger by providing school meals to children in need





We teach how to eat healthy and provide balanced school meals





Providing school lunches increases the school attendance rate





Donating to schools in need reduces inequality





Refuse-derived fuel is used to prepare school meals to protect the forest





Internationally, we partner with about 1,000 organizations

We are achieving
7 of
17 goals of
SDGs
through our activities

# **FINANCIALS**

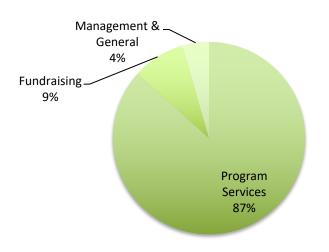


#### **Financial Information**

#### **INCOME**

#### **EXPENSES**





Earmarked for Grants \$160,000

Earmarked for Operations \$159,353

Events Revenue \$34,859

Other Revenue \$3,973

Total \$358,185

Program Services \$280,415

> Fundraising \$28,574

Management & General \$14,571

Total \$323,560

<sup>\*</sup>This is preliminary data and final data will be published after the financial review is completed.

# **OUR PARTNERS**



#### **Sponsoring Organizations**



















































#### Implementing Partner Organizations













Embassy of Japan, Japan Foundation Los Angeles, The Ministry of Agriculture, Forestry and Fisheries of JAPAN (MAFF), The Japan External Trade Organization (JETRO) Los Angeles, JPP, Japan-America Society of Washington DC/Houston/Boston/Georgia, National Geographic, NYC Department of Education, DC Public Schools, Sanrio-Tanaka Farms, Children's Museum of Manhattan, Japanese Friendship Garden, Japanese Exchange and Teaching Program, HAA, JAA, Consulate General of Japan in New York, Mitsui, U.S.-Japan Council, NY JA Lions Club, and NY de Volunteer, University of Texas at San Antonio, Baroody Camps, Baltimore Sister Cities, Harvard Reischauer Institute, Japan America Society of Colorado, US JETAA, National Japan Bowl, JOI, Novi Library, Belle Isle Conservancy

#### Supporters

Misaki Harada, Hakubai, Taco Grill, Walt Whitman High School, Paros Verdes Peninsula High School, Thomas Jefferson High School for Science and Technology, Globalize DC, Nancy Castro

## **ABOUT US**

TABLE FOR TWO was initiated by and is an official affiliate of the World Economic Forum's Young Global Leaders. As a non-profit organization which started in Japan and has expanded globally, TABLE FOR TWO USA has started the unique programs, Onigiri Action and Wa-Shokuiku -Learn. Cook. Eat Japanese!- featuring Japanese food culture to tackle the critical health issues.



#### **Timeline**

2021 ONIGIRI ACTION STATE ONIGIRI CAMPAIGN STARTED

TABLE FOR TWO USA encouraged all the states to participate and a total of 41 states joined Onigiri Action.

2020 #EDAMAMECHAMP LAUNCHED

TABLE FOR TWO launches the #EdamameChamp campaign, an annual social good campaign to help more children learn to eat healthy.

2019 RECEIVED TWO PRESTIGIOUS AWARDS

FROM THE JAPANESE GOVERNMENT

The ONIGIRI ACTION campaign received the Deputy-Chief's Award at the third Japan SDGs awards ceremony held at the Prime Minister's Office. TFT also received the 71st "Health and Culture Award". Honoring the award, TFT was invited to an audience with their Majesties Emperor and Empress.

2017 WA-SHOKUIKU PROGRAM LAUNCHED

In schools across the United States, we launched our Wa-Shokuiku – Learn. Cook. Eat Japanese! program to bring Japanese-inspired nutrition and cooking education to American students.

2015 ONIGIRI ACTION LAUNCHED

TABLE FOR TWO launches the worldwide "Onigiri Action" campaign, an annual social good campaign to feed children in need by taking a photo.

2013 SCHOOL MEALS PROVIDED IN USA

TABLE FOR TWO USA began partnering with local schools to provide healthy school options to American students.

2010 TABLE FOR TWO USA STARTED

TABLE FOR TWO USA was launched in New York. A launch event was held at Columbia University featuring Professor Jeffrey Sachs.

2008 MEAL SHARING PROGRAM LAUNCHED

The first TABLE FOR TWO Meal Sharing program was launched in Japan.

TABLE FOR TWO STARTED
A group of young global leaders met at "Forum of Young Global Leaders" established by the World Economic Forum to begin developing the concept for TABLE FOR TWO.

#### Our Team

#### Executive advisor

#### **Professor Jeffery Sacks**

Director of the Earth Institute; Quetelet Professor of Sustainable Development at Columbia University; Special Advisor to UN

#### Ambassador Motoatsu Sakurai

Former President of Japan Society New York; Former President of Mitsubishi International Corporation; Former Ambassador and Consul General of Japan in New York

#### **Board of Directors**

#### Satoru Murase

Partner, Mayer Brown LLP

#### Masahisa Kogure

Executive Director, TF International

#### Atsushi Kuromatsu

President, Mitery Associates

#### Hideharu Kojima

Managing Director, KPMG

#### Fumitsugu Tosu

Programme Officer, UN World Food Programme

#### **Daniel Goldstein**

Business Development, Yamamotoyama

#### TABLE FOR TWO International: Founders

#### James Kondo

President, Asia Pacific Initiative Foundation; Chairman, International House of Japan; Co-Chair of World Economic Forum

#### Motohisa Furukawa

Member of the House of Representatives

#### Nobuo Domae

Former Group Executive Vice President at Fast Retailing Co., Ltd.

#### Keiichiro Asao

Former Member of the House of Representatives

#### Syokei Suda

President of Enigmo Inc.

#### Kohey Takashima

President of Oisix ra daichi Inc.

#### Kumi Fujisawa

Co-Founder of SophiaBank

#### Chikara Funabashi

Chairman of WiLL Seed Co. Lt

#### Kota Matsuda

Founder of Tully's Japan

#### Our Team

#### Core Members

Mayumi Uejima-Carr President of TABLE FOR TWO USA

**Debra Samuels**Curriculum Development

Nazumi Takeda Program Officer

Sanae Uchinaka Communications Planner

Miwako Felix Partner Development & Program Coordination

Amy FuentesCommunicationsTorie SilverstoneCommunications

#### **Advisors**

Merry White Academic Consultant

Masa Kogure Executive Director, TABLE FOR TWO International

Katsura OmoriProfessor at Yamagata University in JapanKoji OtaniTeacher at Thomas Jefferson High School

Chef Andy Matsuda Sushi Chef Institute Owner

**Chef Nobu Yamazaki** Sushi Taro Chef

#### Instructors & Class Assistants

Yumiko Tarr, Yumi Komatsudaira, Hiroko Deegan, Chisato Kinoshita, Seiko Nishida, Noriko Imura, Kana Koide, Setsu Matsuda, Kayoko Sakon





# THANK YOU SO MUCH FOR YOUR SUPPORT

TABLE FOR TWO USA 2021 ANNUAL REPORT

https://usa.tablefor2.org/