



Tokyo **Vegefood Festa** 2011

Planning Paper



September 16, 2011

Tokyo Vegefood Festa 2011 Organizing Committee

<http://tokyo-vegefest.com>

Tokyo Vegefood Festa 2011

▶ About the event

A food court style event with around 100 food stands and shops etc., providing vegefood and environmentally friendly goods etc.



Name of the event : Tokyo Vegefood Festa 2011

Date : Oct 15 (sat) and 16 (sun) 10:00~17:00

Organizer: Tokyo Vegefood Festa 2010 Executive Committee, c/o Veggie Culture Network

Venue: Keyaki Namiki St., The Yoyogi Park, Tokyo

Cosponsors;

- Chuich-Sosyokuten, Kenfuku (to be expected)
- Loving Hut (to be expected)
- Saniku Vegetus Co., Ltd. (to be expected)

Supporting Organizations;

- Consumer Affair Agency
- Ministry of Foreign Affairs
- Japan Tourism Agency
- Japan Vegetable Protein Foods Association
- NPO The Holistic Medicine
- NPO Japan Vegetarian Society
- Veggy STEADY GO! (KIRASIENNE Inc.)

Number of Exhibitors : About 100

Expected visitors (For 2days) : 30,000



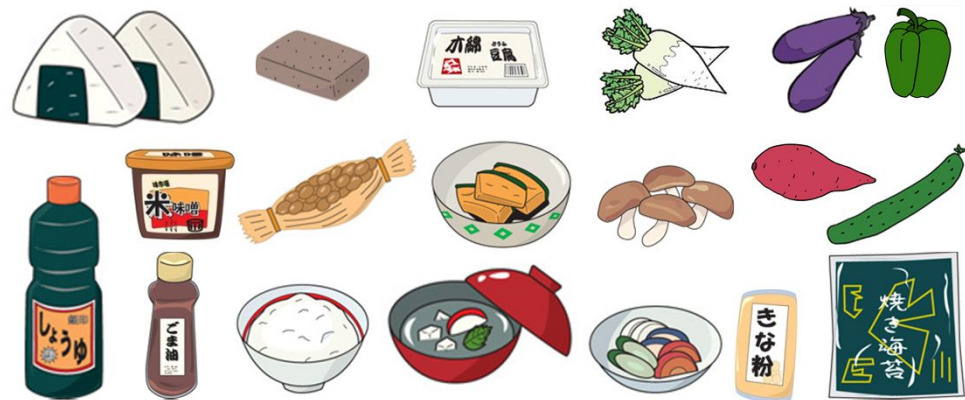
▶ **What are vegefoods ?**

We define the term veg food as foods or meals with plant (vegetable) origins. Veg foods include some of Japanese traditional foods mostly with rice, other grains, seaweed, and beans including “Shojin cuisine” traditionally developed out of Buddhist temples utilizing rice, whole grains, seaweeds, and beans.

Veg foods, compared to usual diet, can be safely eaten by many people including those with dietary restrictions because of cultural/religious reasons etc.

Examples for vegefoods :

Grains (rice, wheat, etc), vegetables, beans, nuts, potatoes, fungus, seaweeds, soy sauce, miso, herbs, spices and so forth.



▶ What Tokyo Vegefood Festa can contribute to the society.

We will enhance attractiveness of veg foods for foreigners living in Japan in contributing international relationship and restoration from the Great East Japan Earthquake

Some surveys show that 4% of people in the U.S, 5% in the U K, 40% in India, and 18 million people in China are vegetarians. It is also estimated that ten to thirty percent of people in Taiwan are vegetarians. We need to provide foreign visitors from abroad with more information on veg foods.

Some visitors from abroad are showing dissatisfaction with the vegetarian foods in the restaurants and hotels in Japan. Furthermore, after the Great East Japan Earthquake, we have less visitors from abroad. Promoting veg foods available in Japan to foreign visitors should benefit Japanese tourism industries as well. For this, we believe it helps to provide information concerning veg foods in Japan and promote “barrier-free” environment for the various food cultures.

Some government organizations have started to take actions for diversity of food cultures in Japan. Ministry of Tourism published “The manual for foreign customers with a variety of cuisine diet” on their website in 2008. This manual mentions the importance of improving the services for the variety of cuisine cultures including veg food related diet.

Ever escalating medical costs, environment crisis, self-sufficiency in food.

In recent decades, due to westernization or disorders of our eating habits, the number of adults and children who suffer from lifestyle related diseases and obesity has been increasing, resulting in the escalation of medical costs. Besides, the rapid growths of the food related industries have been causing huge consumptions of energy and resources and such environmental constraints as crisis for biodiversities. The deteriorating food self-sufficiency has been the alarming issue, too.

The effectiveness of increasing intake ratio of veg foods

We propose to increase the intake ratio of veg foods in everyday meal in order to help solving these problems. When people eat crops or beans, they need only one tenth or several fractions of crops compared to the cases when taking the same calories by eating livestock, without affecting the balance of the dietary pyramid and we must gain the same nutrition including proteins and calories as we can take from animal foods. This leads to improving food self-sufficiency and helping to lighten the burden on the natural environment and biological balance, resulting in reduction of the medical costs.

This kind of initiatives, just like “modal shift”, a shift to a transportation method that is more environmentally friendly, can be implemented more effectively if the public and private sectors cooperate with each other.

Tokyo Vege Food Festa' s mission

Based on the benefits of veg foods mentioned above, we will host Tokyo Vege Food Festa to promote the merits of veg foods and to help bringing about a society where people including veg food lovers can have better life and **various revitalizations in post the great earthquake era**. We believe this event will also contribute to realization of the article eleven of the International Covenants on Human Rights A, stating the necessity of improvements for the production methods, conservation and distribution of food.

▶ Plans and contents

Main plans of event space (we are planning to make about 100 booths)

Store's booths

Foods

Restaurants of vegetarian cuisine and macrobiotic, sales of organic fruits and vegetables, bakery which uses natural yeast etc.

Goods:

Organic cottons and goods, cosmetics of stores and organizations that sells products which are considered for environment and human.

Exhibition booths

Exhibition booths featuring veg food related activities, ranging from wellness, anti-aging, health care cost containment, to food security, environment ecological diversity

Event booths

Stage

- Presentations by exhibitors
- Interviews from veg food lovers
- Interactions

Exhibitions of vegefoods related materials

Veg food related materials ranging from wellness, anti-aging, health care cost containment, to food security, environment ecological diversity, are posted.

Kids booth

Space for children to play. This booth is for food education through playing.

Organizational Committee booth

Information, questionnaire collection, sales of goods related to the festival (eco bags, badges etc.) and so on

Resting and communication space

Space for communication from children, elders, to foreigners. There is a lot of useful information about health and environmental problems



Foods booth



Vegetables direct from the farm



Goods and cosmetics



Catering car



Resting place



Kids space



Garbage collection station



Stage

※Above photos are as of Oct. 2010

▶ Tokyo Vegefood Festa 2011 Executive Committee

- Organizer for Tokyo Vegefood Festa 2011. (Yuuki Osada, Executive Director <http://tokyo-vegefest.com>)
- Organizing body NPO Veg Culture Network. (<http://veg-culture.net>)
- The committee will host the event and dissolve just after the event within 2011

The Vege Culture Network (<http://veg-culture.net>) is promoting and contributing to the deeper understanding of vegefoods and the related information to general public through Tokyo Vegefood Festa. The Vege Culture Network will also be initiating international interactions by affiliating with prominent organizations, experts (regardless of overseas or domestic) by hosting the events to realize a society where all people of the earth can live better and healthier life.

Activities (to be scheduled) ▶

Organizing Tokyo Vegefood Festa (Once a year)

Held in Yoyogi National Park.

Distributing information on veg foods via Email magazines (Once a month)

We are providing our subscribers with information on wellness/environment friendly products and relating news, books, and restaurants. (Japanese)

Fellowship gathering (irregular)

Hold a dinner gathering at various types of veg food oriented restaurants to deepen the recognitions for food barrier free concepts in practicing food educations.

Seminars (irregular)

Schedule to hold seminars for business persons involving food industries and relating business.

Board and Executive members of Veg Culture Network

Chairman Yuuki Osada (Tokyo Vegefood Festa 2011 Director)

Vice Chairman Koji Takahashi (Tokyo Vegefood Festa 2011
Deputy Director)

Vice Chairman Tetsuro Mori (Tokyo Vegefood Festa 2011
Public Relations)

Director Yuuka Kanemoto

Director Yukiko Sugihara

Director Yuki Yoshida

Director Misao Watanabe

Supervisor Fumiko Kusama

The organization is comprising of sub divisions for the events as Tokyo Vegefood Festa and for other related activities and public Relations.

Organizing Committee for Tokyo Vegefood Festa 2011, Veg Culture Network

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TEL 03-5318-5078 FAX 03-5318-5088 Email: info@tokyo-vegefest.com URL: <http://tokyo-vegefest.com>

▶ The recollections of Tokyo VegeFood Festa 2010




東京ベジフードフェスタ2010

Date: Oct. 16(Sat)~17(Sun), 2010 at 10:00~17:00

Location: Keyaki St.(in front of NHK Hall), The Yoyogi Park.

Number of exhibitors : 101

Number of visitors : Around 30,000 (For 2 days)

Supporting organizations : Ministry of Foreign Affairs, Japan Tourism Agency, Consumer Affair Agency, Japan Vegetable Protein Foods Association, Veggy STEADY GO!, SIPA BALED CLONE、Grow Process Co.,Ltd.、 NPO Japan Vegetarian Society

Sponsors : Chuich-Sosyokuten, Kenfuku、 Loving Hut Co.,Ltd., Saniku Vegetus Co.,Ltd, Glory International Co.,Ltd., etc.

Media Listings

【Radio】 Oct. 12, 2010 TOKYO FM 80.0MHz 「AGRISM(YAMADA Hisashi)」

Oct. 14, 2010 Radio Nippon AM 1422kHz 「Ohayo Spoun by MIYAKAWA Masasu」

Oct. 16, 2010 FM COCOLO 765 「THE MAJESTIC SATURDAY」

【Magazines】 ・Tokyo Walker ・BeasUp ・CUTIE ・JTB『Aki-toku Rurubu 2010』

【WEB】 ・OzMall ・Rurubu.com ・Enjoy Tokyo ・Shibuya TV. ・ECOCORO ・Yahoo! (Magazine) ・Natural Quest

・Yoga Generation ・Kiz Event ・Walker Plus ・MYLOHAS Henshub-Blog ・goo (Regional edition) ・Machi-Hapi Shibuya

・Shinshu Liveon ・ELLE ONLINE (Blog) ・PostingJoy ・COCOLOG News ・Tokyo Gourmet News ・Nifty News

▶ Past activities

We started outdoor event titled “Tokyo International Vegefood Culture Fair” at Yoyogi Park in 2006 and renewed the title as “Tokyo Vegefood Festa” in 2009 to make ourselves familiar with more people.

Tokyo Int’l Vegetarian culture fair 2006 Sep.9(Sat) ~ 10(Sun)
Yoyogi Park Keyaki Avenue in front of NHK Hall

Contents: Exhibiting booths for foods, beverages, Small Talk show (anti-aging, macrobiotic, Shojin Cuisines, Yoga, etc...)、recitation (a work of Kenji Miyazawa)、Mini Concerts、Veggy’s free market (Vege furima)、and raffles.

Supporting organizations: Ministry of land infrastructure, and transport. Minato-ward Int’l exchange committee, Japan Vegetarian Society, Japan CI Association.

Related events:
Exhibition 「Food alternatives-health, environment, Veg foods for society II」
Aug.29(Tue) ~ Sep.9(Sat)
Location: U.N. Bldg.1F Global environment partnership gallery.

Tokyo Int’l Vegetarian culture fair 2007 Sep.29(Sat) ~ 30(Sun)
Yoyogi Park Keyaki Avenue in front of NHK Hall

Contents: Exhibiting booths for foods, beverages, Small talk show (macrobiotic, vegetable sweets, wellness, bioethics), Mini concerts, raffles.

Supporting organizations: Ministry of land infrastructure, and transport. Minato-ward Int’l exchange committee, Japan Vegetarian Society, Japan CI Association.

Tokyo Int’l Vegetarian culture fair 2008 Oct..18(Sat) ~ 19(Sun)
10:00~17:00
Yoyogi Park Keyaki Avenue

Cosponsors: Sakurai Foods Co.,Ltd. Karuna Co.,Ltd. Japan Vegetarian Society.
Supporting Organizations : Public Tourism Dept. , Ministry of Land, infrastructure, and transport Japan Vegetarian Society.

Exhibitors: 70
Casts/performers on the stage; TTL.16 groups
Attending visitors (For 2days): Over 15,000

Tokyo Vegefood Festa 2009 Oct..17(Sat) ~ 18(Sun)
10:00~17:00
Yoyogi Park, Keyaki Avenue

Cosponsors: Otokomae Tofu Co.,Ltd., Ginza Kissui, NPO Japan Vegetarian Society, Saniku Vegetas Co.,Ltd., Sakurai Foods Co.,Ltd.

Supporting organizations: Japan Tourism Agency, NPO Japan Vegetarian Society, Veggy STEADY GO!, Growth Process Co.,Ltd.

Exhibitors: 96
Attending visitors (For 2 days) : Over 27,000

▶ Veg food related festivals in other countries



Thailand (Phuket)
The world's biggest vegefood event called "Puket Vegetarian Festival" is held within the Buddhist temples and shrines.

China (Beijing)
Two vegetarian events happening during 2004–2005 had generated 150000 visitors and 350000 visitors, respectively.

India (Karnataka)
International vegan festival is held in every year.



England (West midlands)
"West midlands Vegan Festival" is held annually claiming good for health, animal friendly, and eco-conscious.

England (London)
Annually, "London vegan festival" is held in London on 7th of September. Other similar events, besides Sep.7th, are also held.

Italy (Rome)
Annually, Vegetarian festivals are held from 9:00 to 20:00 on every Sunday of May.



USA (Seattle)
A vegetarian festival so called "VegeFest" is held having more than 200 exhibitors with more than 500 vege recipes.

USA Massachusetts)
Annually, "Boston Vegetarian Festival" is held with more than 100 exhibitors featuring the demo by famous chef, and counseling from the professional dieticians.



USA (San Francisco)
Annually, "World vegetarian festival weekend" is held in Golden Gate Park.

New Zealand
Annually, One of the famous World Vegetarian Day event, so called "Vegetarian food & life style Festival" is held in over 3 places in New Zealand on September