Initiatives to provide a better knowledge for Japanese Consumers about the radioactive materials in food after the Fukushima Daiichi NPP Accident

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We have performed strategies to acquire a better knowledge of food safety for consumers in accordance with the Food Safety Basic Act (Low No. 48 of 2003), since the Consumer Affairs Agency (CAA) was established in 2009. Based on such achievement, we’d like to introduce our initiatives about report for the attitude survey results and dialogue with various stakeholders about the radioactive materials in foods (RAMs) after the Fukushima Daiichi NPP Accident.

1 The trend in the Japanese consumer's attitude to the RAMs
The Japanese consumer's attitude to the RAMs after the accident is not clearly known. Although the central and local governments cooperating with the related organizations conducting inspections to check the levels of the RAMs in foods, before shipment. CAA have conducted cross sectional surveys 12 times to explore the consumer’s attitude to the RAMs produced in the affected area since February 2013. This is the only survey that can check the trend of consumer’s attitude to the RAMs after the accident. We have monitored a total of 62,112 consumers aged from 20s to 60s who are living in the affected area and area where the main sale of regional agriculture, forestry and fishery products has continued then we collected information on consumer’s attitude to the RAMs using an internet-based survey.

2 Provision of information and dialogue with various stakeholders
To have the safe food practice, it is necessary for consumers to acknowledge risk in regard to the foods with precise information so that taking autonomous consume actions, by their own judgement. To provide correct information, CAA made two booklets which gathered questions and answers about the RAMs in the foods, cooperated with related authorities. In addition, we are promoting Risk Communication about food safety, in collaboration with local governments, consumer organizations and trade associations.

Keywords: radioactive materials in foods, consumer’s attitude, the Food Safety Basic Act (Act No. 48 of 2003)

REFERENCES