

Asari Education Academy Group Launched a Dietary Education Program that Utilizes Local Ingredients

July 4, 2024 — Hokkaido, Japan

Launched a Dietary Education Program that Utilizes Local Ingredients

Asari Education Academy Group (President: Kenji Asari, Sapporo), which operates 13 nursery schools, kindergartens, and certified childcare centers in Hokkaido, will implement a dietary education program for all its schools, providing school lunches that utilize local ingredients.

The decision to implement this program was based on the hope that by providing school lunches using local ingredients, children would become more interested in the community and food. We hope that this will not only provide an opportunity for children to learn how food is produced, but also for parents to deepen their understanding of our school lunch and food, and increase conversation at home.

First Menu is Shiraoi beef

The first one is Shiraoi Beef in Shiraoi-cho, the birthplace of the Asari Education Academy Group. Mr. Gichi Asari, the first chairman of the board of directors, is also deeply involved in its beginnings. Our own nutritionist develops the menu, prepares it at the school, and serves it in the best. Shiraoi beef is provided by "Super Kumagai," a supplier of foodstuffs for our corporate lunches.

In addition to this initiative, we are also developing dietary education programs by harvesting vegetables in the school's field and holding baking classes. Through overseas training and dispatch of staff members, we will plan various dietary education programs to help children develop an interest in food and acquire "confidence to excel" while learning about food culture and dietary education around the world.



Schedule:

18th July, 2024 (Thu.) (9 schools)

(Kitago Ayumi Kindergarten, Atsubetsu Sakuragi Nursery School, Taihei Azusa Nursery School, Shiraoi Sakura Kindergarten, Shiraoi Kobato Nursery School, Tomakomai Momohana Kindergarten, Tomakomai Sumire Nursery School, Tomakomai Mirai Nursery School, Tomakomai Nanohana Nursery School)

23th July, 2024 (Tue.) (4 schools)

(Miyanomori Maple Nursery School, Nishimachi Satsuki Nursery School, Chitose Kasuga Nursery School, Chitose Kasuga Nursery School Pocket)

Number of Meals Served:

Asari Education Academy Group 13 schools

996 for children / 246 for staff / Total 1,242

Menu: Shiraoi beef curry

About the History of Shiraoi Beef

Shiraoi was not suitable for field agriculture due to its coarse-grained Usu-type volcanic debris soil and low temperatures, so they focused on the mountainous area of Shimane Prefecture, which has similar climatic conditions and produces a thriving black Japanese beef cattle industry.

Around 1951, when Gichi Asari, the first chairman of the board of directors, was mayor of Shiraoi Town, he established an epoch-making system called the "Calf Return System," under which calves were loaned to farmers free of charge to be raised and returned once the female cows were born. In October 1954, 44 of black Japanese beef cattle were introduced from Shimane Prefecture for the first time in Hokkaido, and the production of "Shiraoi beef" began.

About School Lunch of Asari Education Academy Group

~Comprehensive School Lunch for a Healthy Body and Mind~

We provide daily school lunches and snacks handmade by our in-house nutritionist. Our school lunch is freshly made and nutritionally balanced, supporting children's dietary and energy needs.

- Nutritionally balanced menu prepared by a nutritionist
- Providing warm, safe, and complete school lunches prepared by our own kitchens
- Menu items that are not only tasty, but also individually tailored to meet the needs of baby food, allergies, and aspiration prevention.
- Ingenious and original menus, including new menus devised by the corporation's nutritionist

Asari Education Academy Group

The Group is based on a kindergarten attached to Hokkaido Nihon University High School (currently Sapporo Nihon University Gakuen School Corporation), which was established in 1969, and a federation of three corporations: Asari Kyoiku Gakuen Educational Corporation, Asumoe Social Welfare Corporation, and Jiyu sozo Gakuen Educational Corporation. As of 2024, the Group oversees 13 certified childcare centers, kindergartens, and nursery schools (approximately 1,100 children and 300 staff), mainly in the central region of Hokkaido, through the acceptance of local government projects for the privatization of nursery schools and new construction to reduce the number of children waiting for daycare. Based on the educational policy "Ah – So – Bo!", the Group's vision is to nurture children with sensitivity toward gaining independence. The Group's mission is to provide society with people who are flexible, strong, and equipped with confidence to excel.

HP: <https://www.nissho-asumoe.com/>

