

Onigiri — a product for marketing, a solution for hunger.

2611: Shibuya Makuhari Senior High School

Key words: Onigiri, In-flight meal, poverty, world hunger, washoku, japanese culture

1. Introduction

Inspired with the most local food we have in Japan, we propose a plan that aims to provide a sufficient solution for hunger while spreading the Japanese cuisine throughout the world. Knowing that the food situation in developed countries and developing countries are very different from one another, we realized that different plans which are best suited for the two areas are needed. Thus, we prepared two separate plans for each regions: spreading onigiri in developed countries starting by serving it as in-flight meals, and introducing onigiri in developing countries as a solution for hunger. We believe that these plans together will serve as a solution to reducing world hunger and making people's food life even more healthy and enjoyable.

2. Methods and Results

After looking at the characteristics of onigiri that attract many Japanese such as having unique and variable ingredients, its healthiness, and how it is very easy to carry around, we realized that serving them as an in-flight meal would be idealistic. It will be perfect for both airlines that wants to provide good meals so that customers have a comfortable flight, and for spreading onigiri to foreigners traveling to Japan. Therefore, we created a plan to serve delicious onigiri as in-flight meals to customers flying to and from Japan. In our plan, we provide customers with "Onigiri Leaflets" when serving onigiri, leaflets which introduces the features of onigiri raised above alongside with its history and nutrition. Customers will also be provided with a coupon of onigiri that they can use in popular Japanese food restaurants in the countries that they will be arriving at, after they post pictures of onigiri on social media. Thus aiming to make onigiri noticed among foreigners as much as sushi is. This plan will help foreigners realize through their flight experience and through social media the deliciousness of onigiri and its importance to the Japanese people.

Though many efforts are being made to reduce world hunger, it still is a major problem especially in areas of extreme poverty in developing countries. As we were doing research, we came across the Onigiri Action, a project by a NPO, TABLE FOR TWO that aims to solve world hunger. In this project, for each onigiri that gets posted on social media, 5 lunches will be provided to Asia and Africa. We thought that by spreading onigiri all over the world, people joining the Onigiri Action will increase, and as a result, reduce hunger in developing countries. Furthermore, we believe that by introducing onigiri in Africa and Asia using the ingredients that can be obtained locally, onigiri will become a solution against hunger in those places.

3. Conclusion

We firmly believe that our plan can change the world: not by money or fame, but through the most local food we have in our hands. Onigiri is a symbol of Washoku in which the food culture of Japan has developed and protected throughout its prolonged history. Our plan takes this food to its next level, as a solution of hunger and as a way to spread the daintiness of Washoku.

References

一般社団法人おにぎり協会 Onigiri Society 「おにぎりの歴史」 <<https://www.onigiri.or.jp/history>>
TABLE FOR TWO 「おにぎりアクション2018」 <<https://onigiri-action.com/>>