



Contents Page

100th issue of "ILSI" publication	1
2nd plenary meeting of ISO/TC 34/SC 16, Workshop on "The International Trend of GMO Detection Methods"	2
Workshop on "East Asian Food Standards and Analytic Techniques Survey"	2
The latest research on hydration and future prospects for hydrate, June 17th	3
New Members of ILSI Japan Board of Trustees	4
Activities of CHP	5
General Assembly of ILSI Japan, 2010	6
Notice from Ilsi Japan Secretariat	
Fourth International O-CHA (TEA) Conference	6
Sixth International Conference on Nutrition and Aging	6
Editor's postscript	6

On the Publication of the 100th Issue of "ILSI"

ILSI Japan's Japanese Newsletter "ILSI" published its 100th issue in February of this year. The first issue was published in November of 1981, almost 30 years ago. Issue No. 1 was titled "Food and Life Science, Newsletter of the ILSI Operations Committee" in which ILSI Japan's first Director, Tetsujiro Ohara reported on activities and current Director, Shuichi Kimura also presented a report. As of issue NO. 22, the name was changed to "Food and Life Science", as of issue No. 31 the name was changed to "ILSI ILSI" (English and Japanese words together) and finally as of No. 70 (2002) the name was changed to the current name "ILSI" (Japanese word only, see photo). On September 18th and 29th of last year, people connected with the "ILSI" newsletter gathered for discussions about how to improve the newsletter.



Picture : from right to left representatives covers from the first 100 issues.

[The Purpose of the Newsletter]

ILSI was founded to assist policy making by providing accurate scientific information to the industrial-governmental-academic community so that they can consider food, health and safety information from a scientific perspective. As time has passed, the balance of the newsletter has changed. "ILSI" is not only a scientific publication, but is also a membership publication. It is difficult to keep the right balance. What is the purpose of this publication? Who is this publication for? What do the readers want from this publication?

[Ideas Offered for Improvement]

- "ILSI" is currently very good, but a column on issues ILSI would like to highlight would also be nice. In addition to summarizing the information from international meetings, the opinion of ILSI Japan should also be included.
- Series of articles should be included.
- There are very few reports from members. It would be good if members would write about their businesses. In other newsletters, there have been articles about visits to research laboratories.
- If possible, it would be nice to set up a searchable database of articles.
- ILSI Japan's specialist translated publication "Nutrition

Reviews" is published quarterly. The "Science and Policy Making" section of the British publication Nutrition Reviews is very unique and insightful, therefore it would be nice to include a translation of this in the Japanese version. (This is currently under consideration.)

[Increasing Distribution and Visibility]

Currently, there are 600 copies of each issue of "ILSI", which are distributed to members, related research institutes, academia, government offices and libraries. Although many members pass around the issues they receive for others to read, other members do not. We would like members to renew their efforts to pass each issue around and thus make "ILSI" as widely available as possible. "ILSI" articles are now available for searching in the JST and Ichushi databases. "ILSI" is also available in the National Diet Library.

[Congratulations on the 100th Issue]

Finally, a few words from a senior member. "Other branches of ILSI do not produce publications like "ILSI". With the publication of the 100th issue, I feel great pride. Currently, it is unclear what direction Japanese politics will take. I hope that from a rational and international standpoint the food regulatory system in Japan, including the Consumer Affairs Agency, makes rapid progress in producing a workable structure."

GMO

2nd Plenary Meeting of ISO/TC 34/SC 16, February 9 to 11, 2010.

Behind the global developments, ISO/TC 34 (Technical Committee on Food Products) established ISO/TC 34/SC16 “Horizontal Methods for Molecular Biomarker Analysis” as its subcommittee in May, 2008, which promotes international standardization of biomarker detection technique. Then the 2nd plenary meeting of ISO/TC 34/SC 16, was held in Tokyo, on February 9 to 11, 2010.



What's the current GMO situation?

GM crops have been grown worldwide, and about 125 million hectares in 25 countries have produced GM crops in 2008. In the world major producers of maize, soybean, and rapeseed, GM crops dominate most of the output of these productions. When we look at the world trade, the farm products are extensively being traded, so its trade expansion is giving GM crops, crops varieties, and potential pathogens a chance to travel around the world. In contrast, biomarker detection technique has remarkably been advanced for GM crops. For instance, this technique is available for the quality control of agricultural products, bringing worldwide attention to its importance.



ILSI Japan Workshop “The International Trend of GMO Detection Methods” February 12th, 2010

The ILSI Japan workshop “The International Trend of GMO Detection Methods” was held in Tokyo, Japan on the 12th of February, 2010, as a post workshop of the 2nd plenary meeting of ISO/TC34/SC16 (Horizontal Methods for Molecular Biomarkers Analysis).

The workshop provided the following information;

1. The development situation of the detection methods for GMOs.
2. GMO testing in Japan, China and the US.
3. The standardization of the methods in Codex-CCMAS and ISO.

This workshop was supported by the Ministry of Agriculture, Forestry, and Fisheries of Japan (MAFF), National Food Research Institute (NFRI), Food and Agricultural Materials Inspection Center (FAMIC), ILSI-IFBiC and CropLife International.

⟨ILSI Working Together⟩

“Investigational Commodity Food Standards and Analytical Methods in Asia” Workshop

March 29, 2010

In June of last year, among the 29 initiatives open to 2009 Food Industry Competitiveness Funds from the Japan Ministry of Agriculture, Forestry and Fisheries General Food Policy Bureau as part of the East Asia Food Production Overseas Development Support, ILSI Japan successfully proposed the following project “Investigational Commodity Food Standards and Analytical Methods in Asia”.

As this is one of the topics of importance to the East Asia Branch of ILSI, ILSI Japan will participate in the reinstated International Cooperation Committee, along with the Korea, China and Southeast Asian ILSI offices to form a joint survey team. In order to share the results of this study, a workshop was held in Tokyo in March 29 of this year, and a final report was presented to the Japanese Ministry of Agriculture, Forestry and Fisheries at the end of the same month. The report is available in Japanese at

<http://www.ilsijapan.org/ILSIJapan/COM/Com-W.html>

⟨Work Shop⟩

Around 170 Attendees

170 people from the east Asian region attended the workshop. As the focus of the survey was the commodity standards in each country, what items should be included for standardization, and the development of a framework for food regulations focusing on individual food standards including common standards such as additives, residual agricultural chemicals and food sanitation were discussed. Case studies included comparisons of country standards for instant noodles, carbonated beverages, and frozen foods.



Japan and Korea – countries with similar food regulations

Three members of ILSI Korea attended and the Director of ILSI Korea, Myeong-Ae, gave a presentation. The similarities between Japanese and Korean food regulations are many.

A Complicated and Developing Framework in China

There was a presentation from Li Yu of Mars Food (China). Currently, the Chinese food administrative framework is undergoing reform. Therefore it is extremely difficult to get a clear picture of the entire process.



ASEAN

The administrative frameworks of many countries in unique situations such as Singapore (a food importer), Malaysia (a food exporter) and The Philippines (situated in the Far East) were introduced. In response to a theme of harmony for ASEAN countries by ILSI Southwest Asia

office, there was a call for a constructive framework in the ILSI Southeast Asia Region.

East Asia Food Production Overseas Development Support 2nd Phase Effort

Although the workshop and final report are complete, in June ILSI Japan received approval to continue this project during 2010. We therefore plan to broaden the scope of the survey to cover countries not included in the initial phase such as Thailand, Indonesia and Vietnam. We would like to continue this effort along with our east Asian counterparts.



(Shuji Iwata / ILSI Japan)

The Latest Research on Hydration and Future Prospects

ILSI Japan, ILSI North America

On June 17th, a scientific meeting was held at Happo-en in Shiraganedai, Minato Ward, Tokyo. ISLI Japan is involved in research, surveys and other activities with many other countries worldwide. This meeting was held in cooperation with ILSI North America and consisted of presentations and a panel discussion on the latest research on hydration and future prospects for hydration. Some of the presentations were ;

“Hydration - Science and Knowledge” which was given by Dr. Maxime Buyckx(The Coca Cola Company), “Sport Drinks and Exercise Performance: Scientific Evidence” given by Prof. Mindy Millard-Stafford, School of Applied Physiology,(Georgia Institute of Technology),” Dehydration, Rehydration and Physical Strain” given by Dr.Akira

Takamata (Department of Environmental Health Nara Women’s University), and “Future perspectives on Hydration and Health” given by Dr. Laurent Le Bellego,(The Danone Company).

About 130 people attended and there were lively discussions. As part of this meeting, there were discussions concerning the proper hydration during recreational and competitive sports, as well as the importance of maintaining proper hydration as a part of everyday life.



New Members of ILSI Japan Board of Trustees



Kao Corporation
TAKUJI YASUKAWA
Executive Officer President - Global Food
& Beverage Business Group
Global Human Health Care Business Unit

While I was in my company's research division, I served as a member of ILSI's management committee and the board of directors. In 2004, I stepped down from the ILSI board due to a transfer within my company. Therefore, after a 6 year absence, I am happy to be back at ILSI.

There are many major events affecting the food industry. I would like to reemphasize the importance of this unique organization as a member of the academic-industrial community. I would also like to concentrate on communicating of the functions food has in preventative medicine as well as food safety.

With the recent introduction in Japan of the world's first special annual physical examination system aimed at preventing the development of life-style related diseases, there is an opportunity to use the entire country to validate the field of preventative medicine. As the idea of prevention has become more widely promoted, Japanese people's health awareness has also risen. Accordingly, the need for new ways to maintain and improve health by lifestyle modification and not just by medical intervention has increased. I believe there is a need for new foods with preventative functions which can serve as health solutions.



Kikkoman Corporation
Asahi Matsuyama
Managing Officer R&D

Although up to this time, I have not had any direct involvement with ILSI Japan, being named a director and to the board of trustees is an honor and a great responsibility. Every single day, there is news about food safety or food function from somewhere in the world. Since its formation, this organization has used its global structure to provide accurate information on food and to secure food safety. There are vital contributions made by members both from academia and from industry.

To say that food has globalized means that food cultures have intermixed, and this will no doubt continue. I expect ILSI Japan to greatly contribute to the understanding of essential food functions as well as to the setting of world standards for food safety. As director and as a member of industry, I would like to remove any organizational barriers and make progress wherever possible. I would also like to assist in global and national exchanges and help researchers use creativity in their activities. I look forward to working with all of you and will be grateful for any support you provide.



Suntory Holdings LIMITED **Hideo Tsujimura**
Managing Executive Officer Chief Operating Officer R&D Planning Division

Safety and reliability, living of a long and healthy life, and environmental protection, these are the human goals upon which business activities should be based. Especially for the food industry which produces products that people actually put in their mouths, safety and reliability are absolutely essential. It is also imperative to conduct business in an environmentally friendly manner.

Under these conditions, ILSI Japan's role will continue to increase in importance. I would like to reevaluate ILSI Japan's mission as well as the details of all ILSI Japan activities. I look forward to working with you.



Nichirei Foods Inc.
Kazuaki Masuda
Managing Executive Officer

Over the past several years there have been a number of food safety crises, not only the frozen food incident, which have increased public concerns about food safety and food reliability. As food producers, it is imperative to regain public trust and provide a stable supply of food containing verified ingredients, while at the same time reducing environmental impact. This is not the job of just one company, instead the wisdom of various food companies can be organized by way of ILSI Japan, and thus be of great benefit to all. ILSI Japan's main strength is providing reliable scientific information to clearly explain current issues. ILSI Japan should continue such activities in the future.

I would like to use the knowledge and experience I have obtained, to help ILSI Japan achieve its mandate of improving health and nutrition, ensuring food safety and improving the environment for both Japanese and all people of the world. In this effort, I will welcome any assistance or guidance you may have to offer.



Morinaga Milk Industry Co.,Ltd.
Mitsunori Takase
Executive Managing Officer & General
Manager Nutritional Science Institute

At Morinaga Milk Products, infant formula research is a pillar of our Infant Food Research and Development Division. In order to improve the quality of infant formula, we conduct research in such areas as components of mother's milk (such as lactoferrin), intestinal flora and oligosaccharides, and milk allergies.

Currently, the CODEX guidelines on infant formula are undergoing revision. As a representative of the Japan Office of the International Dairy Federation, I have served as a Japanese government technical advisor to the CODEX meetings. During these meetings I have been able to observe first hand the positive effects NPOs (such as ILSI) have in facilitating such meetings.

In Japan, the number of food related problems have increased. Life-style related diseases have increased, juvenile obesity, the connection between underweight mothers and childhood obesity, food allergies, BSE and Foot and Mouth Disease have all become issues in recent years. Many incidents resulting from lapses in proper food safety measures have also occurred.

In order to fulfill its mission, ILSI Japan promotes nutrition and health, food safety, improved environmental conditions by sponsoring research and other activities, and collecting the latest scientific research to help solve or improve problems such as those mentioned above, as well as communicating this information and possible ways of dealing with these problems to the general public. I look forward to and will do my best to help forward the mission and activities of ILSI Japan.

Activities of CHP ~ Project PAN ~

Project PAN (Physical Activity and Nutrition) has developed the “LiSM10!® (Life Style Modification) Program” aimed at minimizing the risk factors for lifestyle-related diseases of employees in the workplace, and the “TAKE10!® Program” for the elderly to help maintain QOL throughout later life and prevent the elderly from becoming bedridden. Both programs have been scientifically validated for effectiveness through large-scaled intervention trials by teams of specialists consisting of university professors and other scientists.

LiSM10!® Program

The LiSM10!® Program, which is aimed at **minimizing the risk factors for lifestyle-related diseases and reducing of medical costs** in the workplace, was started in 2001. Through three intervention studies led by Professor Arao of Waseda University, the LiSM10!® Program has undergone a number of changes and improvements. The results of intervention studies and details of this program have been publicized in scholarly journals. In April 2009, The Ministry of Health, Labor and Welfare initiated new administrative guidelines on annual health examinations and new health guidance designed to counter metabolic syndrome. The details of the LiSM10!® Program fit perfectly with these new health examination guidelines.



〈Details of LiSM10!®〉

The LiSM10!® Program mainly consists of individual, periodic counseling based on medical examinations and surveys to promote physical exercise and improve nutritional status as well as support programs both in the workplace and for individual families. Individual counseling consists of encouraging behavioral change based on behavioral science. Participants are encouraged to set personal goals, among which constantly working to improve health related habits should be the priority. The LiSM10!® Program uses self monitoring to determine if the goals related to daily behavior have been achieved in order to facilitate the ability of each participant to care for him or herself. In the LiSM10!® Program, the counseling period was determined in order to allow for adequate development of each participant's ability to self-manage him or herself. The long-term benefits from lifestyle-related disease prevention using self-management can be expected after the completion of this program.

〈Expansion of LiSM10!®〉

Nichirei Foods Corporation started to **commercialize the LiSM10!® Program** last year and developed the computer system now used by the program. The LiSM10!® Program was adopted for use by Nichirei's own health insurance association, and is now accepted as a standard for lifestyle-related disease prevention by other companies. The LiSM10!® Program continues to be adopted more and more widely. ILSI Japan CHP plans to prepare a counselor manual and encourage wide adoption of the LiSM10!® Program by the end of this fiscal year.

TAKE10!® Program

The TAKE10!® Program aims to **promote “healthier longevity”** among the elderly and to **reduce the costs of the national health care program** by minimizing care needs. This program features **the combination of physical activities and nutrition education** for the elderly to prevent the need for future nursing care. ILSI Japan started development of this program in 2001, and its efficacy has been scientifically validated through a large-scale intervention study on 1400

elderly people in the Nangai district of Daisen City, Akita Prefecture in a collaborative research project with Tokyo Metropolitan Institute of Gerontology.

Muscle training to prevent falls among the elderly is the main intervention in “The Program for Minimizing Nursing Care”. However, adequate nutritional status in older age is also an important factor that affects healthy life expectancy.

〈Details of TAKE10!®〉

ILSI Japan published a **textbook** detailing the concepts of the TAKE10!® Program, which includes many illustrations. It introduces not only how to properly conduct stretching exercises and muscle training, both of which can easily become daily habits for the elderly, but also the importance of consuming various foods and maintaining an accurate record using the record sheet and calendar provided, both of which are designed to encourage regular activity. (The record sheet was introduced as part of the NHK TV program “Tameshite Gatten” on April 28, 2010.) In addition, information about oral health care and food labeling are also included. ILSI Japan also made two **DVDs**, “Basics” and “Advanced”, which explain how to perform each exercise to allow people to train by oneself at home. As support material, we have published a recipe book called “TAKE10!®'s Kantan Gohan (Simply Cook with TAKE10!®)” to provide ideas about how to enjoy cooking, because daily cooking can become a chore for the elderly.



〈Expansion of TAKE10!®〉

ILSI Japan has been holding “Sumida TAKE10!®” classes for beginners and follow-up classes at 6 venues for 5 years as a public service commissioned by the Sumida Ward Office. Beginner classes are held 5 times/venue and follow-up classes are held 9 times/venue (84 classes/year in total). The benefits of this program have been seen by enhanced sense of well-being, improved dietary patterns and fitness habits, maintenance of muscle strength, etc. among the participants. Classes held in Sumida Ward, Tokyo are the only ones conducted directly by CHP employees, therefore any organizations wishing to learn more about this program are encouraged to observe “Sumida TAKE10!®” classes and use them as a model.

In order to put this program to practical use for the wider population, ILSI Japan has published a **training manual**. We are also encouraging local governments or other public or private entities to introduce the TAKE10!® Program using this manual. For instance, we have initiated “Minimizing Elderly Healthcare Needs” training sessions and workshops to train qualified instructors in approaches to minimizing health care needs at the Masuda Silver Human Resources Center (Masuda City, Shimane Prefecture) and the Tsuwano Silver Human Resources Center (Tsuwano Town, Shimane Prefecture). Consequently, the participants have taken direct roles in expanding the TAKE10!® Program locally and have themselves held workshops called “Masuda TAKE10!” and “Tsuwano TAKE10!” for these communities. We start a similar project later this year to train people who do community work in Iwakuni City, Yamaguchi Prefecture.



〈Promotion of Remote Participation〉

In order to increase adoption of this program, ILSI Japan CHP and Sapporo Medical University (Hokkaido) have undertaken a joint study to measure the effectiveness of a **remote participation study of the TAKE10!® Program by correspondence**. As it is quite difficult for the elderly in rural

areas or areas with heavy snowfall to meet together and participate in health promotion programs, the development of alternative methods is necessary. We are conducting an

intervention study to prove the feasibility in Sapporo City and surrounding areas this year.



ILSI Japan General Assembly was held February 22th

ILSI Japan held its 2010 General Assembly on February 22th (Monday, 10AM) at Showa Women's University in the large meeting room. The meeting commenced with 46 members attending (25 in person and 21 by proxy) of the 74 total committee members.

Measures one (the 2009 Activity Draft Report), two (the 2010 Activity Draft Report), three (the 2009 Budget Draft Report), four (the 2010 Budget Draft Report) were approved.

Concerning the 3rd item of the 2009 Budget Draft Report, although Director Chieko Machida approved the audit report, she made the following comment - ILSI Japan expenses have exceeded receipts for several years running. This puts the continuation of the current activities of ILSI Japan in serious doubt. Measures to remedy this situation

must be put in place with all due haste. Based on this, the Revitalization Committee was formed. A report from this committee will be prepared before the end of the year.

Other noteworthy items:

Following board members were selected at the Board of Directors held on February 16.

Board of Trustees:

(Reappointment) Mutsuo Iwamoto, Shuichi Kaminogawa, Shuichi Kimura, Tamotsu Kuwata, Shuhei Kobayashi, Takashi Sakata, Takashi Togami, Toru Nishiyama, Aki Hukushima (New) Mitsunori Takase, Hideo Tsujimura, Kazuaki Masuda, Asahi Matsuyama, Takuji Yasukawa
Auditor Chieko Machida (Reappointment), Toshiaki Aoyama (New)

Fourth International O-CHA (TEA) Conference

ILSI Japan participates the Fourth International O-CHA Conference to be held on October 26-28, 2010 at Shizuoka City, Japan. The title of ILSI Japan session is "Tea of the World and Activity of the ILSI Japan" which is held on October 27, 16:00-18:00.

Sixth International Conference on Nutrition and Aging

There was also a call for cooperation and assistance with planning for the Sixth International Conference on Nutrition and Aging to be held as part of the activities related to ILSI Japan's 30th Anniversary.

Editor's postscript

Is it necessary to be the world's best? Is number 2 not good enough? Business classifications can be very interesting. Vested interests are very strong. From where should money for promotion of science and technology be taken? Tax money is generally used to fund science, and that is the system we all know, so it is hard to vary from this way of doing things. But is there any room to rethink funding for research? After someone supports the merits of research, does he or she become responsible for the results? "History will judge" is the common counter argument, but that is not satisfying.

Of course there have been problems related to the government financing of science and technology. There is no question that funds have gone to organizations associated with former bureaucrats, but if these grey areas are all eliminated, would that actually be beneficial? We might be the cutting a shoot which would otherwise produce

significant results. The distinction between useful and useless is very difficult. Technology is generally thought to be "useful" in leading to an easier life. Or put another way, basic scientific research or social science that does not have visible results is considered to be a failure. The term "useful waste" might not be a technically accurate term, but if one thinks about it that way, doesn't it add to the country's general science and technology strength? A third party evaluation system could be set up for scientific research, but that would be difficult to adapt to. Do research managers find it difficult to remain true to the spirit of scholarship? For businesses, the amount that is budgeted for useful waste is less than in academia. Nevertheless, there are still many examples of managers taking the long term view that useful waste nurtures the business' core technology and thus supports business fundamentals such as actually making products.

ILSI Japan Newsletter

President : Shuichi Kimura, Ph.D.

Edited by : Kazuo Sueki
Seiko Iwai



ILSI JAPAN

International Life Sciences Institute Japan
Kojimachi R · K BLDG, 2-6-7, Kojimachi,
Chiyoda-ku, Tokyo 102-0083, Japan
Tel : +81-3-5215-3535 Fax : +81-3-5215-3537
E-mail: ilsijapan@ilsijapan.org