



## #EdamameChamp 2023 Brings Food Education Opportunities to 2,490 Children Through Fun and Educational Events

FOR IMMEDIATE RELEASE

New York, NY – June 13, 2023 - #Edamame Champ, brought to you by TABLE FOR TWO USA, is an annual Spring campaign to promote healthy eating through Japanese cuisine with a focus on SOY foods to raise funds to expand our programs to even more students. Our partner organizations<sup>(\*)</sup> donate based on the number of participants. This year we and our partner organizations hosted 70 events with participants across the United States. We also had an interactive social media campaign, the SOY PHOTO CHALLENGE, where participants posted soy-related foods with #EdamameChamp to bring our food education programs to 1 child. The 2023 campaign was a major success, and we will be able to provide our Wa-Shokuiku Japanese inspired food education to 2,490 children and community members. We have established new partnerships, connected with new people from around the world, had fun with chopsticks, cooked numerous delicious dishes using different soy foods and together have made a step towards our vision of a world of healthier eating.



**Partner Organizations:** JFC International, Nishiki, SMBC Global Foundation, ITOCHU International, Capitol Hill Community Foundation, Misuzu, Mishima Foods U.S.A and San-J.



The campaign kicked off in March with a Chopsticks Challenge event at the Japanese Friendship Garden in San Diego's Cherry Blossom Festival. Our Shojin Ryori Event Series with Japan Foundation Los Angeles and 8 Japan Societies that featured Reverend Daiko Matsuyama of Taizo-in Buddhist Temple of Kyoto was a major success, attracting more than 230 participants total. Moreover, students from ages kindergarten through university participated in many fun and educational events across the country, including with 240 Kindergarteners in Washington D.C. and Maryland Public Schools. JOI (Japan Outreach Initiative) Coordinators throughout the U.S.

helped by hosting events in their designated states. As part of the Embassy Adoption Program,



fifth grade students went to the Embassy of Japan in the U.S. to cook inari (tofu pocket) sushi, participate in a chopsticks competition, and learn about soy. There additionally were many in-person community events including the Sakura Matsuri Festival in Washington D.C, a Spring Festival at the United Nations International School in New York, and an international exchange cooking workshop with students from Showa Boston Institute and the British International School of Boston. We also had cooking and chopsticks events at the KID Museum in Maryland and LPL Financial in California for Asian American Pacific Islander Heritage Month.



The campaign concluded with a Chopsticks Championship event held on May 21. Participants competed in two competitions:

1. Speed - Move edamame with chopsticks and make a circle in 1 minute  
(The one who moves the most edamame wins.)
2. Creativity– Move edamame with chopsticks and make something creative in 2 minutes  
(A judge will select the most creative ones.)



**Speed Winners:**

**Kids Learners:** Jayden (25), **Teen/Adult Learner:** Dave (45), **Teen/Adult Expert:** Sherry (48)

**Creativity Winners:**

Stephanie made a coffee cup with steam and Paige wrote “edamame” in Mandarin Chinese.



We had many soy-related photos on social media for the **Soy Photo Challenge**. There were a variety of meals and snacks featured that used different soy products including tofu, natto, soy milk, edamame, miso, soy sauce and more. We selected 8 best photos including an Arizona Diamondbacks mascot with an Edamame Champ sign, students in a nutrition class at University of Nebraska participating in a Chopsticks Challenge, a woman wearing a Yoshi character hat participating in a Chopsticks Competition, artwork from a Kindergartener who participated in an Edamame Champ class, chipotle barbeque tofu, a natto and cheese sandwich, tofu



avocado carpaccio with beet infused ponzu and vegetable tajine with miso.

Soy sauce adds umami to nutrient-rich foods like fish and vegetables. Natto helps promote healthy skin, GI system, heart, immune system, and more. Miso is a SUPER fermented food made from koji that supports a healthy gut and blood pressure control. Tofu comes in as one of the most versatile plant proteins that can be transformed with flavors from all regions of the world. Edamame, a baby (immature) soybean, is the classic inspiration for our campaign as a bright-green, delicious, protein-rich food for all occasions.

We appreciate the many people that participated in various capacities to make #EdamameChamp 2023 a successful campaign. We look forward next spring to our 5<sup>th</sup> annual campaign to make a greater impact on teaching healthy eating to even more children.

### **About TABLE FOR TWO USA:**

In our world of 7 billion, 1 billion suffer from hunger while another 2 billion suffer from obesity and other health issues related to unhealthy eating. TABLE FOR TWO USA (TFT) is a 501(C)(3) organization that rights this global food imbalance. As a non-profit organization that started in Japan and is expanding globally, TFT has started the unique programs, Onigiri Action and Wa-Shokuiku -Learn. Cook. Eat Japanese!- featuring Japanese food culture to tackle critical health issues. For more information, please visit: <https://usa.tablefor2.org>.

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