

As a healthcare company that contributes to people's wellbeing, Otsuka engages in nutrition education by providing information on building a proper understanding of health through diet, nutrition, and hydration.

Health

Nutrition Education



Otsuka Pharmaceutical: Study session led by a local nutritionist for the general public about diet and the use of soy products

Extracting the Power of Soy

For many years the Otsuka Group has conducted scientific-based dietary education showcasing its functional foods and beverages, which maintain and improve good health. Through CalorieMate, which makes it easy to obtain the five major nutrient categories anywhere, anytime, Otsuka advocates the importance of breakfast and educates people that a well-balanced meal, not just sugar, is important to stimulate the brain.

The Group also promotes the possibilities of soy through its Soyolution (Soy + solution) concept, which emphasizes the potential of soybeans to contribute to better health worldwide, resolve nutritional problems, and help sustain the environment. The promotion is based on a multifaceted form of nutrition education that values the succession of food culture and contributes to the environment.

With health and nutrition in mind, Otsuka is developing soy products, creating new forms and flavors so that people around the world, even those who are not accustomed to eating soy, can benefit from the nutrition of soy presented in convenient and great tasting forms. The soy bar SOYJOY is made from whole soy dough mixed with ingredients such as fruits and nuts. Today it is sold in 11 countries and regions as a delicious low-glycemic index food, in which carbohydrates are absorbed slowly and less likely to lead to weight gain. Efforts are also being made to develop flavors suited to the cultures and diets of different countries. Additionally, Otsuka offers a range of other products, such as SoyCarat, a healthy soy snack that provides a fun and delicious way to get the nutrition of about 50 soybeans from one bag.

Furthermore, Otsuka Pharmaceutical holds seminars in cooperation with dietetic associations and public health nurses around Japan to widely convey the



Otsuka Pharmaceutical: An event at which children harvest soybeans

health value of soy and the current situation in which more people could benefit from eating soy. The company also conducts awareness building to stimulate interest in soybeans among children. In cooperation with retailers throughout Japan, it hosts dietary education events in which children can plant seeds or seedlings and then harvest soybeans to stimulate their interest in learning about the possibilities of soy.

Soybeans also hold high potential to contribute to preservation of the global environment. For instance, soybean production emits only 1/12th the carbon dioxide (CO₂) required to produce beef,^{*1} consumes 1/50th the amount of water and 1/20th the amount of energy.^{*2} Also, producing one kilogram of beef requires 10 kilograms of grain including soy. Eating soybeans can help reduce the world's environmental problems.

However, no more than 6% of soybeans grown worldwide are eaten directly by people.^{*3} Even among the Japanese, who are said to have the largest soybean consumption in the world, the amount eaten by people in their forties or younger tends to be below the national average.^{*4} Going forward, Otsuka will strive through its promotion of the Soyolution concept to spread a new food culture via soy products in novel forms.

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*1: Calculated based on energy and emission intensity data using input-output tables for Japan, from the Center for Global Environmental Research Center of the National Institute for Environmental Studies

*2: Professor David Pimentel, Cornell University, U.S.A.

*3: U.S. Department of Agriculture

*4: From "2010 National Health and Nutrition Survey," Ministry of Health, Labour and Welfare