

CHALLENGE ME!

全米エダマメ選手権

#Edamame Champ

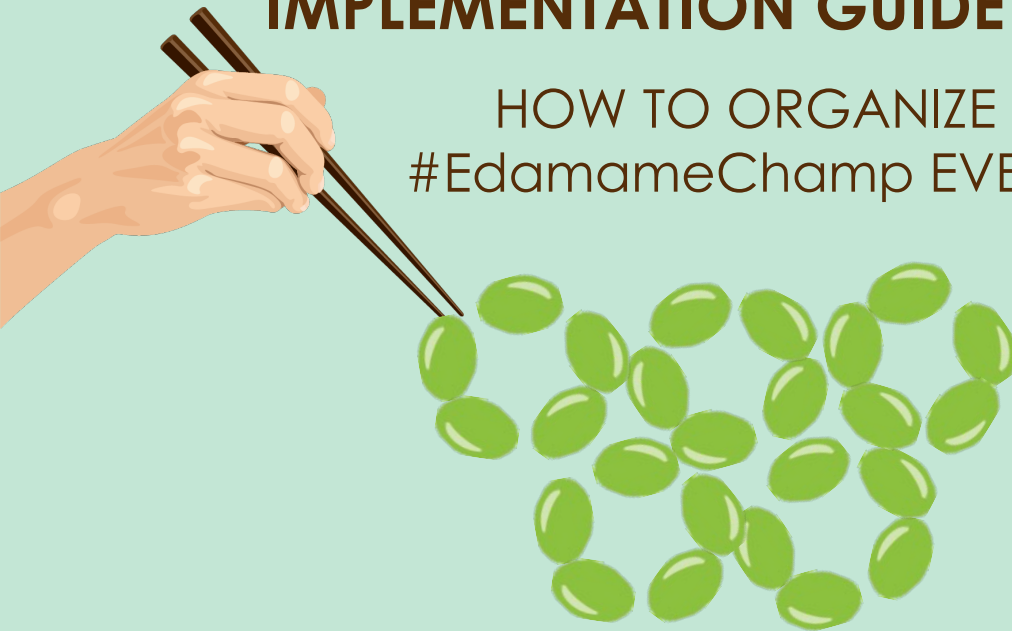
by Wa-Shokuiku.org

March 17 to May 19, 2024



IMPLEMENTATION GUIDE 2024

HOW TO ORGANIZE
#EdamameChamp EVENT



What is #EdamameChamp?

#EdamameChamp is an annual campaign to **promote healthy eating** through Japanese cuisine focusing on **SOY**



[Watch more on YouTube](#)

Edamame is a baby soybean!



OVERVIEW

By participating in **fun events** such as the **Chopsticks Competition**, you can **help spread food education** to children and **learn about healthy eating** yourself.

DATE

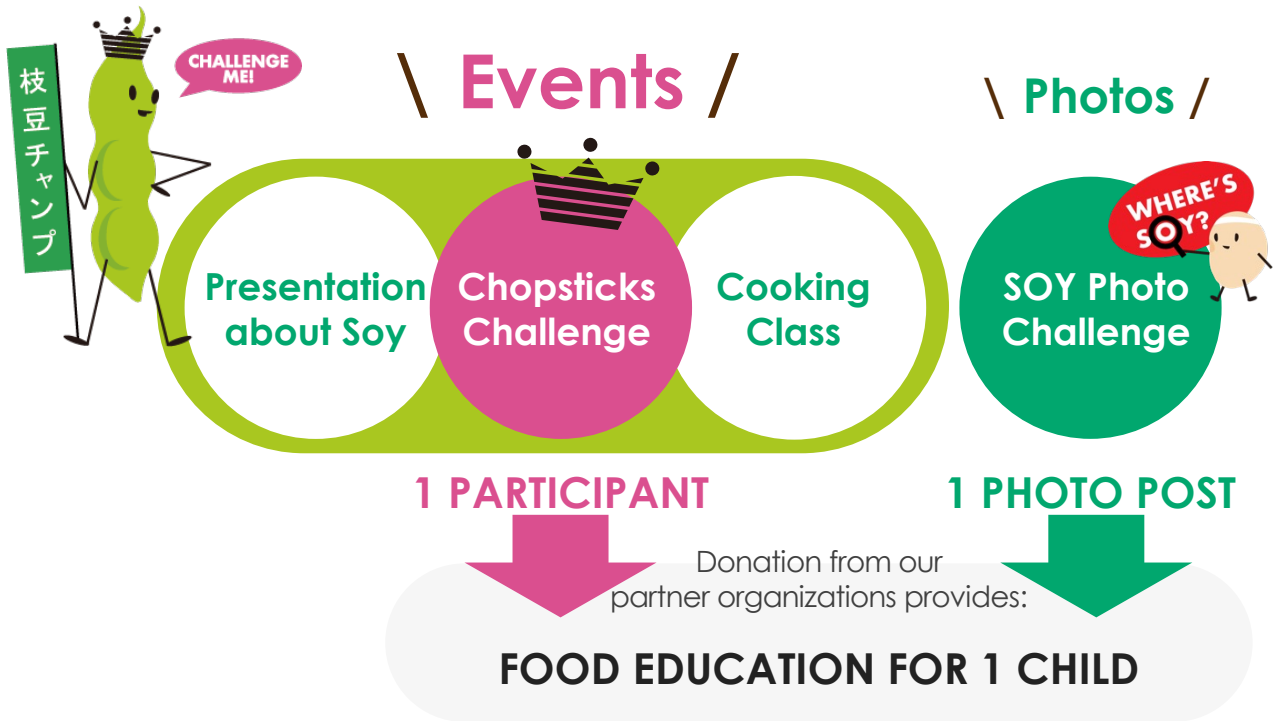
#EdamameChamp 2024 March 17 to May 19

How & Why participate in #EdamameChamp?

HOW TO PARTICIPATE

Two ways to participate:

“Join Events” and / or “Post Photos”



CAUSE

Your **event participation** or **SNS photo post** can help to bring **food education classes to children!**



*Based on the # of event participants and # of photos posted, our partner organizations will donate to bring food education opportunities to children.

How to join #EdamameChamp events?

Join our **official events** or organize **your own events**
 and **challenge your chopsticks skills!**



Check official events on our website, FB, Instagram! >>> [Check events](#)

Organize your own events! >>> [See next page](#)



The US Final Championship winners get original #EdamameChamp items!

Organize your own #EdamameChamp event

as a classroom / club activity!

Before Event

Register your event [here!](#)

and send your winners to
the US final championship!

*Please have more than 10 participants to be a registered event.

*Required information: School/organization name, contact information, planning status

Plan Your Event

You can host
an **online** event,
an **in-person** event,
or a **hybrid** event!

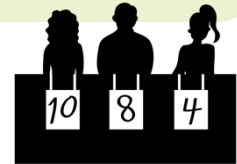


Find fun ideas for your event >>> [Optional event Ideas](#)

Not only the chopstick contest...

You can combine additional activities as well

>>> [Optional Activity Ideas](#)



After Event

Report the event results! on the same registration form

*Please find the edit link on the e-mail sent to you upon registration.

Required information:

- a. Event details (date, location, number of participants)
- b. Winner's score, (name, contact information)
- c. Event photos/screenshots including
 - i. a photo during the chopsticks challenge
 - ii. a photo of the winner's scorecard
 - iii. a group photo of the participants (if possible)

Once your event result is reported, winners will be invited to the US Championship!

NEW!

Chopsticks Challenge Rule

The one who moves the most edamame in 1 minute wins!

What to prepare (per person)



- 1) **25+ shelled edamame** or any beans, [edamame snack](#), or [pom-poms](#)
- 2) 1 pair Chopsticks
- 3) 1 small cup & 1 plate or **Score Sheet** ([see appendix](#))


Rule

Divide the participants into two categories (Learner* and Expert**).


*Learner = Did not use chopsticks growing up **Expert = Grew up using chopsticks

Cup & plate ver.

Score Sheet ver.




- 1 Place edamame in a cup on a table and set a plate behind it.



- 1 Place edamame below the 1/3 line.

- 2 Set a timer for 1 minute.



- 3 Pick up edamame with chopsticks and make circles with 5 edamame forming each circle on a plate/above the line.

- 4 Continue moving edamame until one minute has passed, then put down your chopsticks.

Don't hold the cup!

Pick up Edamame!
Don't Drag!

Select winners from each category, depending on the size of your event.

Up to **29** participants = **2 winners** / category

More than **30** participants = **3 winners** / category

Optional Event Ideas for Chopsticks Challenge

Announce Winners

Announce winners! As you like you can use our award certificate template.



Prepare #EdamameChamp Merch for Prizes!

[Check #EdamameChamp Merch](#)

Prepare Pompoms

If you prefer non-food item for the chopsticks challenge, you can use pompoms too!

[Find pompoms at Amazon](#)



Play Campaign Theme Song 🎵

"Mame" means beans in Japanese. Enjoy the "Mame" song at your event!

🎵 Song: [Mame](#) (by [Cook Robinson](#))

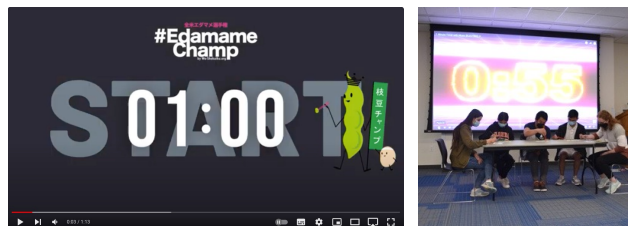
[Get Mame Song on Amazon](#)

Prepare Score Board

Make a big score board!



Use Official Countdown Timer!



[YouTube link for the Countdown Timer \(landscape\)](#)

[Download Countdown Timer \(vertical\)](#)

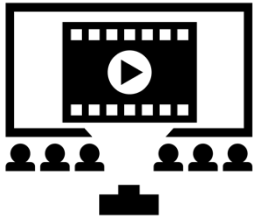
To learn more about the event, check the videos!

[Video 1](#) / [Video 2](#)

Optional Activity Ideas for Open Events

Play Video!

Show the videos below to participants before you start the competition! If you can't show a video during an event, share the video links by e-mail etc.



[Rule & Purpose](#)

2 min



[Soy Overview](#)

4 min



[Soy Cookoff](#)

6 min (optional)

*Presentation slides on soybeans and #EdamameChamp are available too. Download a [class-style presentation \(10 min\)](#)!

Cook & Eat Soy Dish

If your setting works, have a simple cooking activity using soy such as making: Inari sushi, Miso soup, Miso ramen and more.. Recipes available on the campaign website.



Big Chopsticks Game!

Let's pick up the giant edamame with the longest chopsticks! You need just "Water blaster" and "Tape" to make the longest chopsticks in the world! You can make a big edamame ball by using papers and green tapes.



[Find water blaster at Amazon](#)



Edama-megane & Edamame Photo Props!

Provide edamame photo props and Edama-megane (glasses) so that participants can enjoy taking pictures!

[Print Edama-megane](#)





FAQ for Organizing Event

Q. Do I have to apply in advance to organize an event?

A. You can organize an event by yourself. It is necessary to register the event so that we can send a final championship invitation to your event winners. Please register your organization from the link below for more information.

Q. Will there be any support from Table for Two?

A. We will be happy to consult with you and guide you in planning your program. We are available to answer any questions

Q. Can I get financial support?

A. Please understand that we don't have budget to fund your event nor offer cooking ingredients. Fundraising will be a part of your event planning. You may collect a fee from the participants, or you may find a local sponsor.

Register your organization!

<https://form.jotform.com/220329336171046>

Check our website or contact us if you have further questions!

TABLE FOR TWO OFFICIAL SITE
<https://usa.tablefor2.org>

#EdamameChamp CAMPAIGN SITE
<https://www.wa-shokuiku.org/edamamechamp>

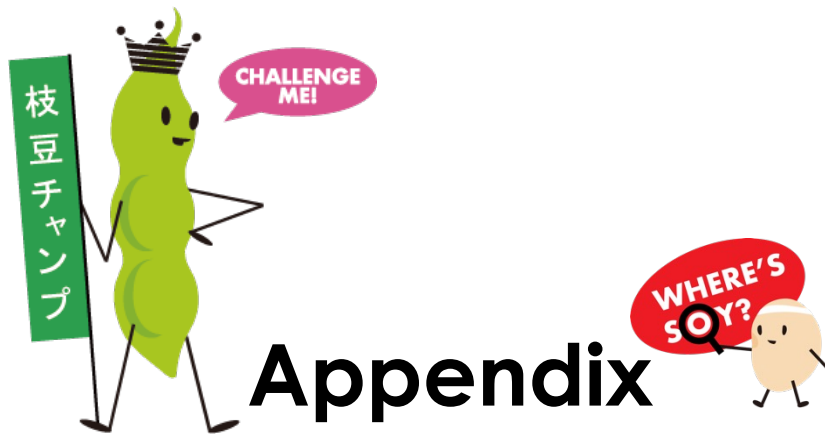
E-mail to: wa-shokuiku@tablefor2.org



全米エダマメ選手権

#Edamame Champ

by Wo-Shokuku.org



How “Soy Photo Challenge” work?

Post SOY related photos on SNS!

Even if you are not able to organize or participate in an event, you can still contribute to the campaign by posting SOY photos!

1 Take a “SOY” related photo!

2 Post with #EdamameChamp

3 Bring our food education program to one child!

Each photo posted helps bring our food education opportunity to one child!

Find and try SOY foods new to you

SOY turns into so many foods such as soy milk, soy sauce, tofu, miso, natto, soy donuts and more!!



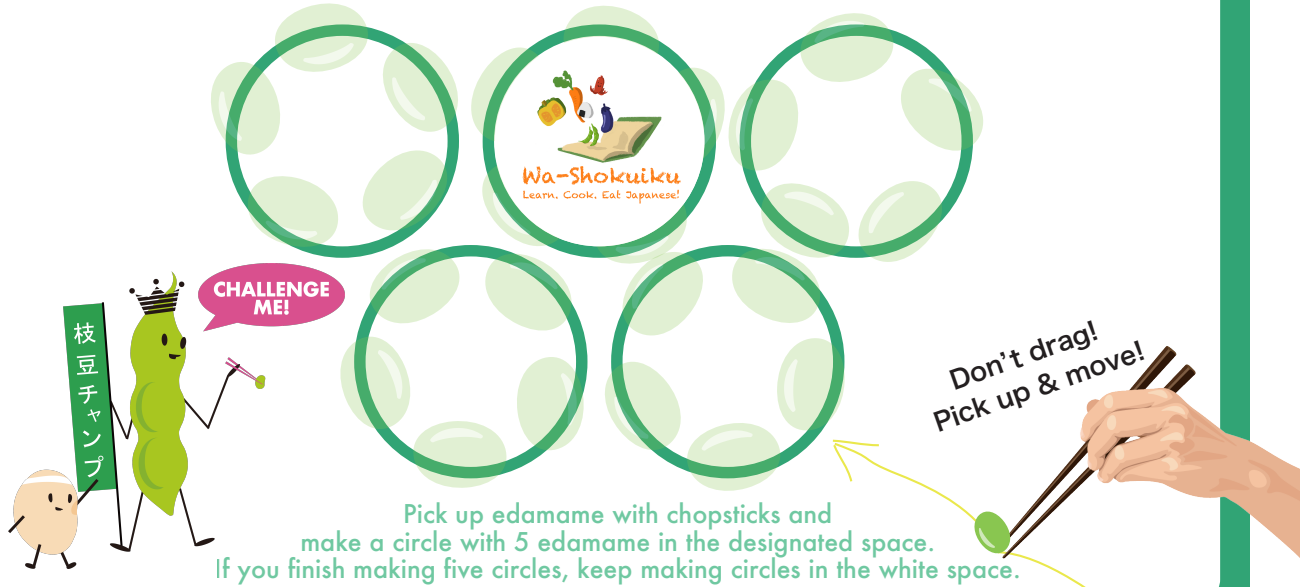
Winners get a prize!

we will select best soy photos and announce the winners at the us final championship on **May 19th 2024**

#EdamameChamp



全米エダマメ選手権



CHALLENGER NAME:

STATE/CITY

CATEGORY

SCORE

- Learner
 Expert

*Expert = Grew up using chopsticks **Learner = Did not use chopsticks growing up

HOW MANY EDAMAME CAN YOU PICK UP in 1 MIN?

- 1 Place edamame below this line
- 2 Set for 1 min timer
- 3 Pick up & move edamame with chopsticks

01:00

Take a photo of this sheet after your challenge to share your score!

SHARE YOUR SCORE!



Share your photo/movie with #EdamameChamp #Score and tag us!

LEARN!

Visit our website to learn about soy and healthy eating through Japanese cuisine!

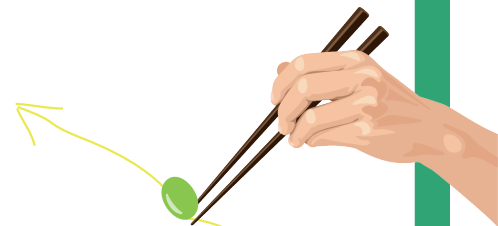
DONATE!

Text "EDAMAME" to 443-21 to support food education if you enjoyed!

Facebook: @tablefor2 Instagram/Twitter/TikTok: @tablefor2_usa
For more info www.wa-shokuiku.org/edamamechamp

#EdamameChamp

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Score Sheet for Kids

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CATEGORY

SCORE

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For more info www.wa-shokuiku.org/edamamechamp

NEW!



**Print & Cut
Edama-megane!**

MORE WAYS TO SUPPORT US

1) Get #EdamameChamp merch!

*All profits go to provide food education to child.en.

<https://www.bonfire.com/store/tablefor2>



2) We appreciate your donation!

DONATE!

to support "Wa-Shokuiku"
if you enjoyed the event!



Text "EDAMAME"
to 443-21

Or visit <https://secure.givelively.org/donate/table-for-two-usa/edamamechamp>

3) Follow us on SNS!

 Facebook

[@tablefor2](https://www.facebook.com/tablefor2)



 Instagram

[@tablefor2_usa](https://www.instagram.com/tablefor2_usa)



 X

[@tablefor2_usa](https://www.x.com/tablefor2_usa)



What is TABLE FOR TWO USA

OUR MISSION

Eliminate Global Hunger & Reduce Health Issues Related to Unhealthy Eating



TABLE FOR TWO USA (TFT) is an award-winning 501(C)(3) organization. First established in Japan in 2007, the organization has expanded to 14 countries, including the United States.

In our world of 7 billion, 1 billion are hungry, while 2 billion suffer from obesity, diabetes, and other health issues. In the U.S., 12 million Americans children* (One sixth of the total US child population) live in food insecure households. **TABLE FOR TWO USA rights this global food imbalance by promoting healthy eating and providing healthy school meals and food education to children in need.** As one of the most well-known NPOs in Japan, a country known for the longevity of its people, we promote healthy Japanese eating culture as a framework to tackle these critical issues.

#EdamameChamp is an annual spring campaign to promote healthy eating through Japanese cuisine focusing on soy and to raise funds for teaching healthy eating to more children. Our partner organizations donate based on the number of participants and photos posted. 1 participant or 1 photo posted = food education for 1 child.

We also run the "Wa-Shokuiku: Learn. Cook. Eat Japanese!" program. It offers a Japanese-inspired food education curriculum for K-12 students in the United States. Please contact us if you are interested in learning more!

*<https://www.feedingamerica.org/hunger-in-america>