

PRESS RELEASE

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Ajinomoto Co., Inc. Launches Joint Project with OECD to Help Promote Well-being

Cooking and Sharing Meals to Foster Connectedness and Well-Being

TOKYO, July 10, 2025 – Ajinomoto Co., Inc. (“Ajinomoto Co.”) has launched a joint project with the OECD Centre on Well-being, Inclusion, Sustainability and Equal Opportunity (WISE) to help promote the well-being of human beings. Through this initiative, the company will explore the effects of cooking and sharing meals on people’s well-being, identifying innovative pathways to foster connectedness in families and communities.

Ajinomoto Co. identifies “achievement of well-being through food” as one of the Ajinomoto Group’s Material Themes. As a core initiative, the company promotes activities that contribute to people’s emotional enrichment (subjective well-being) by “encouraging the enjoyment of cooking and sharing meals.” In collaboration with Gallup, Inc., a U.S.-based research firm, the company conducted a global survey and published the report *Wellbeing Through Cooking* in December 2023, highlighting the relationship between the enjoyment of cooking, shared meals, and subjective well-being*. Additional analysis of this survey data was published in the *World Happiness Report 2025*. These findings confirmed that food contributes not only to the subjective well-being of individuals, but also to societal well-being by fostering social connections.

* Wellbeing Through Cooking: <https://www.ajinomoto.co.jp/company/jp/sustainability/wtc/>

The OECD WISE Centre has identified social isolation and loneliness as a global issue and is exploring the potential of food and cooking as one of the solutions that will be needed to address the issue. At the 7th OECD World Forum on Well-being held in November 2024, Ajinomoto Co. hosted a workshop where participants discussed how shared meals can help address loneliness and social isolation, contributing not only to individual well-being but also to social well-being. Building on these activities, Ajinomoto Co. is now launching a new initiative in collaboration with the OECD WISE Centre. Established in 2020, the Centre develops and publishes well-being indicators and facilitates information sharing on well-being measurement and policy application across countries. The joint project was launched in April 2025 and will run until August 2026 and has three primary objectives:

1. Establish the significance of food in improving well-being.
2. Develop practical guidance that policymakers, businesses, and others can use in formulating policy strategies that address loneliness and promote social connectedness.
3. Work with stakeholders in OECD countries to support well-being policy strategies centered on food.

The Ajinomoto Group will leverage the outcomes of this project guided by its purpose of “contributing to the well-being of all human beings, our society and our planet with “AminoScience”.

About the World Happiness Report

The report is jointly published by the University of Oxford's [Well-being Research Centre](#), Gallup, Inc., and the United Nations Sustainable Development Solutions Network. In 2025, for the first time, the report included a chapter dedicated to food, presenting findings that food contributes not only to individual subjective well-being but also to human connection and social well-being.

<https://worldhappiness.report/>

December 1, 2023 Press Release

Ajinomoto Co., Inc. Publishes Survey Report Showing the Relationship of “Cooking Enjoyment” and “Eating Together” with “Well-being”

https://www.ajinomoto.com/cms_wp_ajnmt_global/wp-content/uploads/pdf/2023_12_01E.pdf

For details about Ajinomoto Co., Inc. and the Ajinomoto Group, visit www.ajinomoto.com

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