



The Secret of Longevity

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**A trip to explore the unique food culture and lifestyle that has supported Okinawa's health and longevity**

Okinawa, Japan



# Why Do Okinawans Live Longer?

Situated in the Pacific Ocean about 400 miles from the Japanese mainland, Okinawa is the fifth-largest island in the country. Renowned for its warm subtropical climate, quiet way of life, and beautiful natural landscape, you might not be surprised to learn that Okinawa is recognized as a “Blue Zone” of longevity.

What does that mean exactly? It means those who are lucky enough to call this serene place home are known to live wonderfully long and satisfying lives. With approximately 68 per 100,000 Okinawans living to become centenarians – or celebrating their 100th birthday – researchers have long been fascinated by how this place keeps people so healthy.



# 'Ikigai' Ensures Everyone Has a Purpose

The philosophy of 'ikigai' dates back to the ancient Heian period but has rapidly grown in popularity outside of Japan over the last decade. While the concept is somewhat difficult to pin down, it involves the practice of self-acceptance and learning to live in the moment. As explained by Dan Buettner, founder of Blue Zones: "In Okinawa, there isn't even a word for retirement. Instead, there's 'ikigai,' which essentially means 'the reason for which you wake up in the morning.'"

As one of the main reasons researchers believe Okinawans live for such a long time, having a reason to get out of bed – even if it's only something small – is just as important as eating healthy and exercising. In fact, a 2008 study of 43,000 Japanese discovered that participants who practiced ikigai experienced a lower chance of developing cardiovascular disease and a reduced mortality rate.

By appreciating simple day-to-day pleasures and maintaining a sense of responsibility to keep the mind and body active, Okinawans draw great satisfaction from having a purpose in life.



# The Traditional Okinawan Diet is Farm-to-Table

Considering the longevity of Okinawan people, it's hardly surprising that locals eat a more nourishing diet than most. Although not entirely plant-based, a traditional Okinawan diet consists of around 90% whole-plant foods such as fruit, vegetables, nuts, and grains. In addition, Okinawan people tend to only consume a small amount of fish, meat, dairy, and eggs throughout the year.

One of the most defining features of the Okinawan diet is its smaller servings of rice compared to other parts of Japan. Instead, Okinawans pack their dishes with high nutritional value and low calories by basing many meals around tasty purple sweet potatoes. In fact, a typical Okinawan consumes 70% less sugar than the average Japanese person.

With Okinawan food considered supremely high in antioxidants and anti-inflammatory qualities, many of the ingredients used throughout these delicious meals are grown in backyard gardens. Across the bitter flavor of goya and the wonderfully zesty fruit known as shikuwasa, visitors will also find seaweed varieties such as kombu and mozuku in several unmissable dishes.





# Awamori Contributes to Longevity

What I would like you to experience is **Awamori's "brewing experience"** By having them experience not only the tour but also brewing, they will deepen their insight.

In addition to introducing "Awamori," the last distilled liquor unknown to the world, it will also be possible to work on regional revitalization. Examining the blood of people who are healthy and drink well and eat well at the ages of 80 and 90, it is found that HDL cholesterol is very high, and conversely, those who die prematurely are very low. It is known that HDL cholesterol (good cholesterol) has a function of removing fat adhering to blood vessels, and awamori has a function of increasing good cholesterol. Through Awamori, Okinawa's unique distilled liquor, we will unravel the secret of longevity.

There is also a take-out service for the sake brewery's original T-shirt and towel that you wore.



# Okinawan Mind “Thing will Work Out Somehow”

It is a one-day life experience to spend with a family living in Okinawa.

By becoming a member of the Okinawan family and experiencing the usual life without decoration, such as nature, culture, and contact with people, you will be able to create special memories.

We will explore the secret of Okinawa's longevity, which is also the "No. 1 in the happiness ranking by Japan prefecture" from the lifestyle of ordinary households, by having you experience the sanshin, walk around the area, and cook Okinawan food together.



# The Place Longed for karate lovers around the world

Karate is said to have been born around the 14th century by combining Kenpo, which was introduced from China, with the ancient Ryukyu martial art "hand".

Today, it is widely accepted around the world as a means of self-defense, sports and spiritual practice. Every year, many practitioners from overseas visit Okinawa, and some even foreign practitioners move to Okinawa for the sole purpose of karate.

Enjoy the experience of karate, which is adopted by Okinawa Prefecture as a means of promoting healthy longevity, at the birthplace of karate. Through the "first experience of karate," which even beginners of karate can learn with peace of mind and enjoyment, we will explore the secrets of longevity while training our skills and mind and body.

# Time Schedule

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## Remarks :

The theme is Okinawa's unique culture, lifestyle, and eating habits, which are different from those of mainland Japan.

It seems to be a material that sticks to the health-conscious Western Australia and the wealthy market in Asia.

While many tourists stay in the resort area of Onna village in the northern part of the main island of Okinawa, the area south of Naha is known only for tourist materials such as battlefields, so it can be provided in a short travel distance based on Naha. There are also advantages.