



June 11 - 16 at the University of Massachusetts Amherst

**Mindful Eating, Healthy Lifestyle:  
From Mediterranean to  
Okinawa and Beyond**

## **Mindful Eating & Healthy Lifestyle: Orthodox Christianity and Sustainable Practices in Greek Tradition**

**Stefanos N. Kales MD, MPH, FACP, FACOEM**



**Professor, Harvard Medical School &  
Harvard Chan School of Public Health**



**HARVARD  
T.H. CHAN**

SCHOOL OF PUBLIC HEALTH





## Greek Diet: “Lamb, Lemoni and Baklava”





## Greek Diet: “Χόρτα, Όσπρια και Μπόλικο Λάδι”







**LADERA - ΛΑΔΕΡΑ** *Ladi - λάδι - olive oil*  
*Olive oil, Vegetables, Onions, Garlic, Parsley, Tomato*













**WWII October 1940- 1944**

**Greek Civil War 1944-1949**







# The Rockefeller Report

".....olives, cereal grains, pulses, fruit, wild greens and herbs... and fish consist the basic Cretan foods ... **Olives and olive oil contributed heavily to the energy intake ... food seemed literally to be 'swimming' in oil**".

*Allbaugh LG. Crete: a case study of an underdeveloped area. Princeton NJ: Princeton University Press, 1953*

[ slide credit Prof. Antonia Trichopoulou HHF]





# Ancel Keys: Seven Countries Study



## The 7 countries

The cohorts in the Seven Countries were chosen as cultures apparently contrasting in lifestyle, eating habits and risk factor levels.

» Learn about the selection process.





# Ancel Keys: Seven Countries Study

**1957: Field surveys begin in southern Italy & Crete**

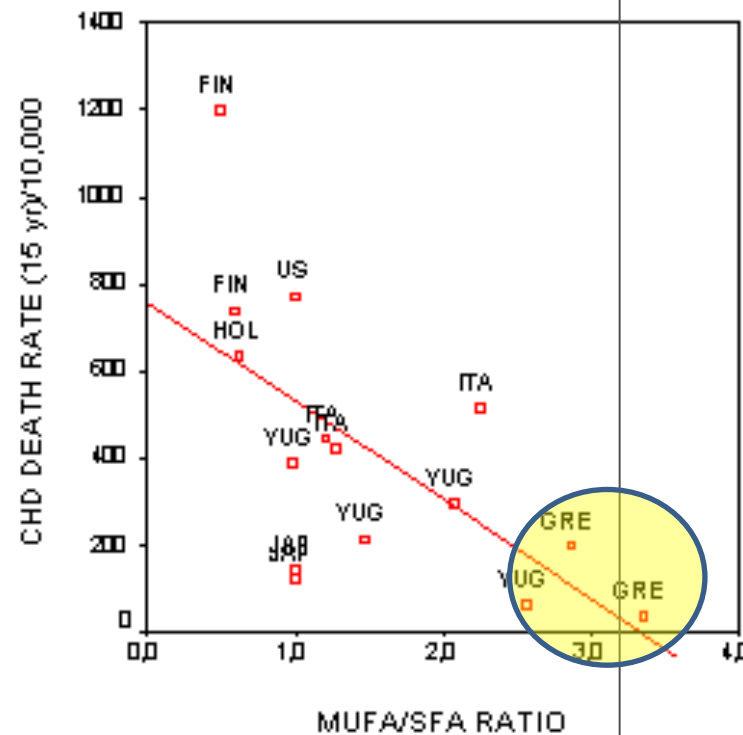
**1958: Dalmatian coast of Croatia (former Yugoslavia).**





## The Seven Countries Study (Keys, 1970)

Keys et al  
Am J Epidemiol 1986;124:903

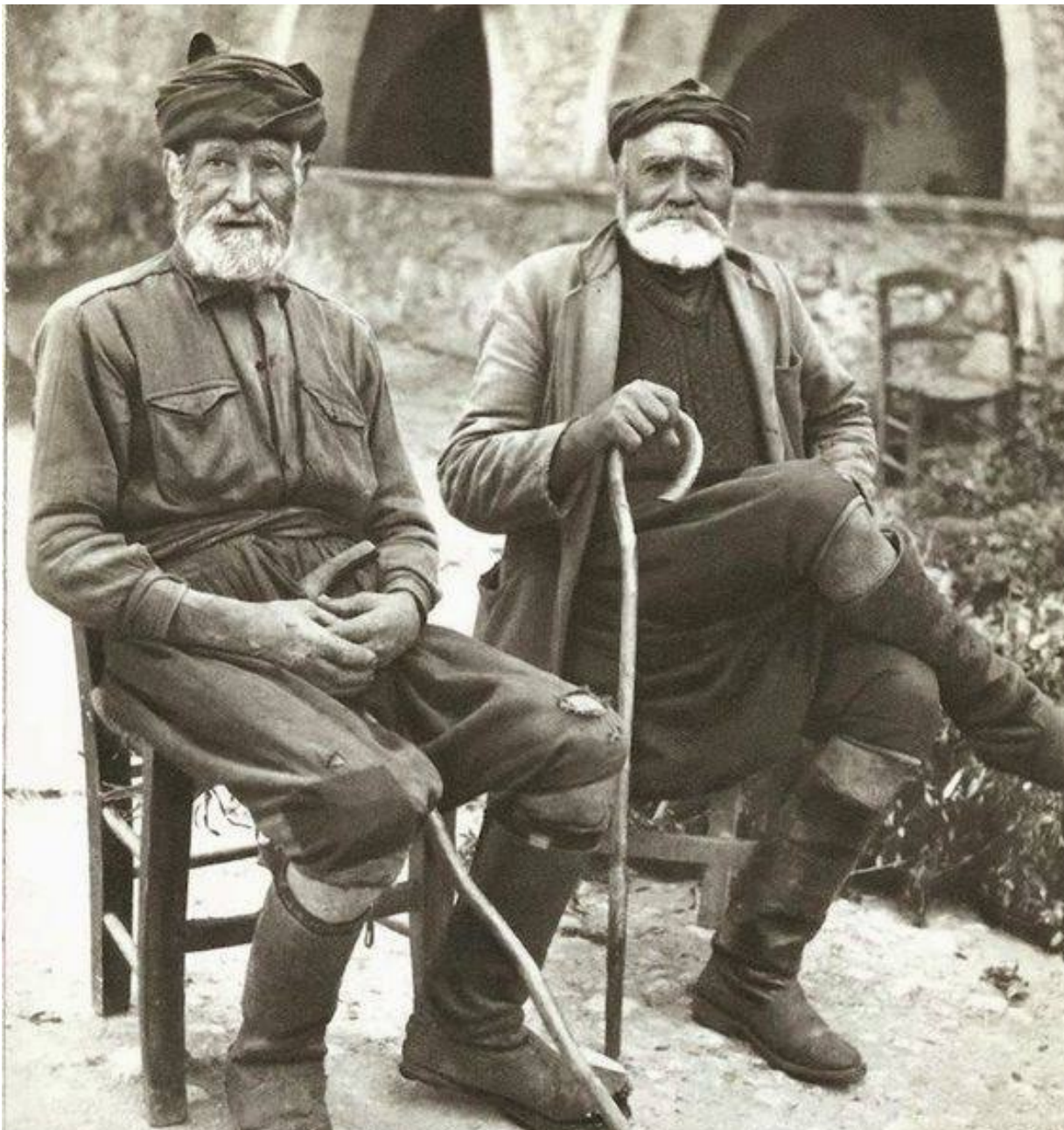


### Life expectancy / Disease Rates in U.S.A, Greece and Japan, In 1960's

		U.S.	Greece	Japan
Life expectancy at age 45 in years	(M)	27	31	27
	(F)	33	34	32
Coronary Heart Disease	(M)	189	33	34
	(F)	54	14	21
Cerebrovascular Diseases	(M)	30	26	102
	(F)	24	23	57
Breast Cancer	(F)	22	8	4
Stomach Cancer	(M)	6	10	48
Colon, Rectal Cancer	(F)	3	6	26
	(M)	11	3	5
Total Cancer	(F)	10	3	5
	(M)	102	83	98
	(F)	87	61	77

Willet W. Science 1994





## Review Article

### Mediterranean diet and health

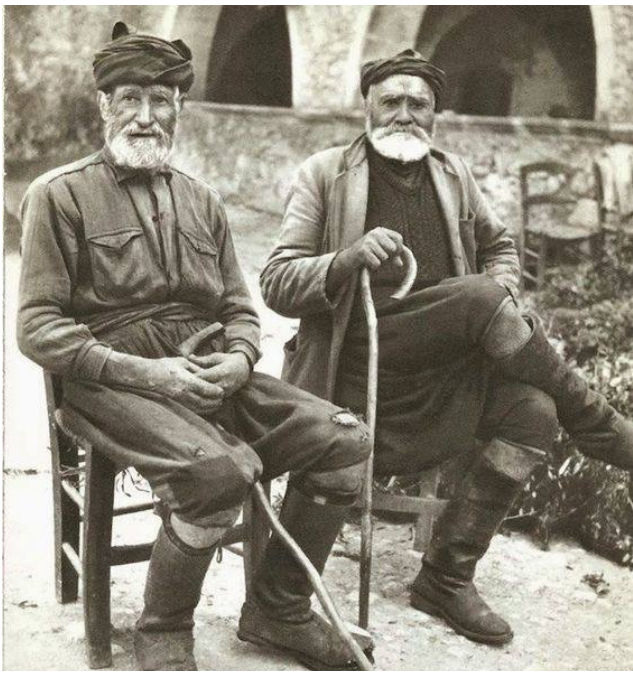
Ancel Keys: "Seven Countries Study"

"The concept of the Mediterranean diet dates back to the 1960s', when Ancel Keys coined the term following the results of an epidemiological study, which demonstrated that the populations (Italy and Greece) that overlooked the Mediterranean Sea had a reduced incidence of cardiovascular disease and cancer in comparison to the other populations."

Sofi et al. BioFactors, 39(4):335–342, 2013







## Review Article

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**UNESCO: “First publicized in 1975 by the American biologist Ancel Keys and his wife, chemist Margaret Keys, the Mediterranean Diet as a unique lifestyle, determined by the climate and by the Mediterranean area, is also manifested through related festivals and celebrations.”**



# Olive Oil: Key Element of the Med Diet



At 25 liters/capita, Greece leads in worldwide consumption

## KEY



PERCENTAGE OF WORLD PRODUCTION OF OLIVE OIL BY COUNTRY



PERCENTAGE OF WORLD CONSUMPTION OF OLIVE OIL BY COUNTRY



CONSUMPTION OF OLIVE OIL PER CAPITA (APPROXIMATE LITERS)



## Letter to the Editor

The Seven Countries Study in Crete: olive oil, Mediterranean diet or fasting?

“Professor Christos Aravanis...responsible for...the Seven Countries Study in Greece...confirmed that, in the 1960s, 60% of the study participants were fasting during the 40 days of Lent, and strictly followed all fasting periods of the church...”

Sarri and Kafatos, 2005





# ORTHODOX CHRISTIAN FASTING

Abstain from Meat & Dairy/ Allow Plants, Shellfish, Snails

>/=180 days per year

Most Wednesdays and Fridays + Four Fast Periods:

**Nativity: Nov. 15 - Dec. 24**

**Great Lent & Holy Week (Lead to Easter (Pascha))**

**Apostles' (Peter & Paul): June 11 – 28**

**Dormition of the Theotokos or Virgin: Aug. 1 -14**

<http://orthodoxinfo.com/praxis/father-seraphim-rose-fasting-rules.aspx>

[Liturgics - Fasting & Fast-Free Seasons of the Church - Orthodox Church in America \(oca.org\)](http://oca.org)







**Physical activity- an essential practice through chores and walking many kilometers daily**

**They drank local wine at most meals in moderation, and they socialized with friends**

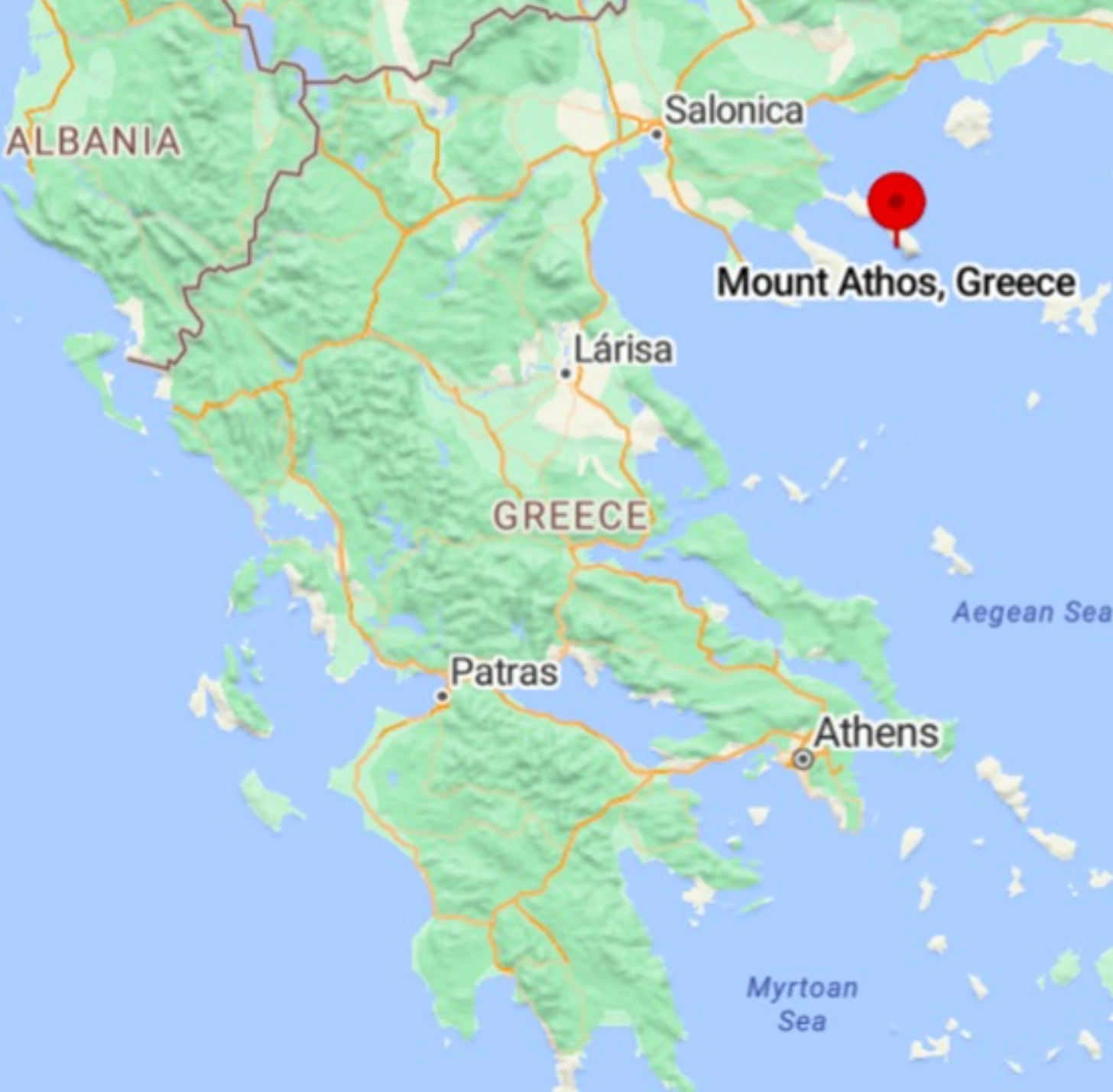
**An afternoon siesta was the norm**













# Mt. Athos: the Monks Eat NO Meat

Plant-based foods and Shellfish, Wine

Feast Days- eat Fish and Vegetables

Tahini when Olive Oil restricted

Eat twice a day in silence

“the only sound is a monk reading from sacred texts.”



<https://www.greece-is.com/mt-athos-monastic-diet-food-soul/>







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# **“Mediterranean diet”**

- 1. Eating habits historically followed to varying degrees in all countries bordering the Mediterranean Sea (Olive Trees)**
- 2. Most closely associated with the traditional diet and essential foods of Greece and Southern Italy during 1950-1960s. (Crete = Prototype)**
- 3. High intake of extra virgin olive oil, fruits, vegetables, other plant proteins and fibers (nuts and legumes), unrefined whole grains, and fish;**
- 4. Moderate intake of dairy, eggs and lean meats; moderate alcohol intake with meals (usually wine);**
- 5. Low red meat and sweet consumption.**



# Today's #1 Diet is based on Greek Philosophic & Cultural Traditions: Rich in Olive Oil, fruits, vegetables, fish, wine and “all things in moderation” (Μέτρον ἄριστον)

Cardiovascular Disease Reduced by 20-45%

Cancer Reduced by 20-30%

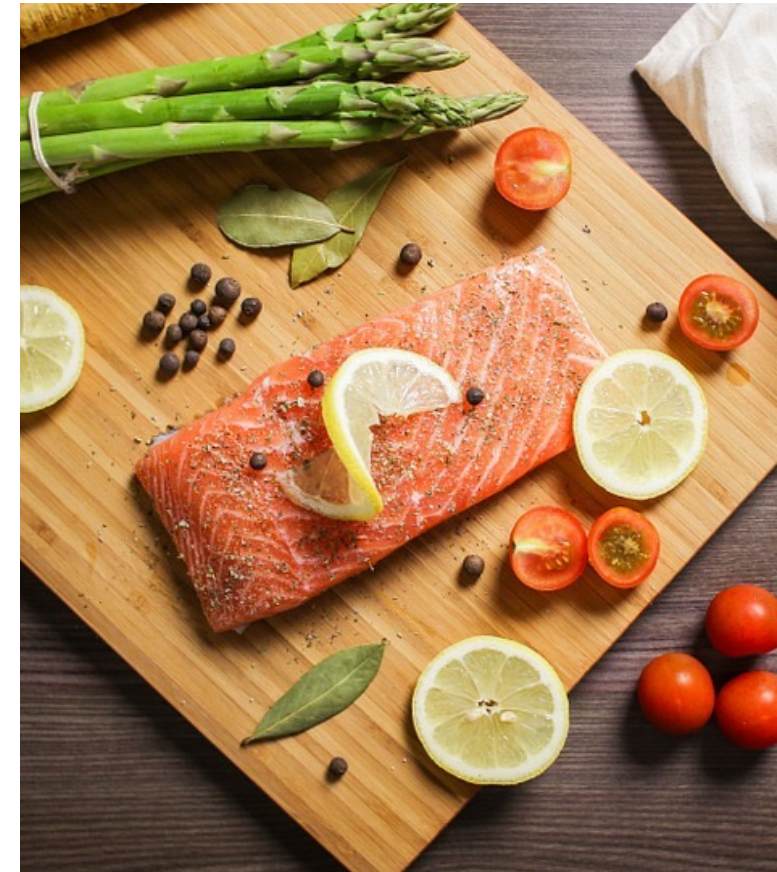
Depression Reduced by 15-30%

Decreased risk of:

- Metabolic syndrome
- Diabetes
- Hypertension
- Cognitive Decline

Improved Sleep & Sexual Function

Increased longevity











## **Scientific Report of the 2015 Dietary Guidelines Advisory Committee**

*Advisory Report to the Secretary of Health and Human Services  
and the Secretary of Agriculture*

**Recognize and Recommend the  
Mediterranean Diet as a healthy option  
for Americans**



**Dietary  
Guidelines  
for Americans**

# **2020 - 2025**

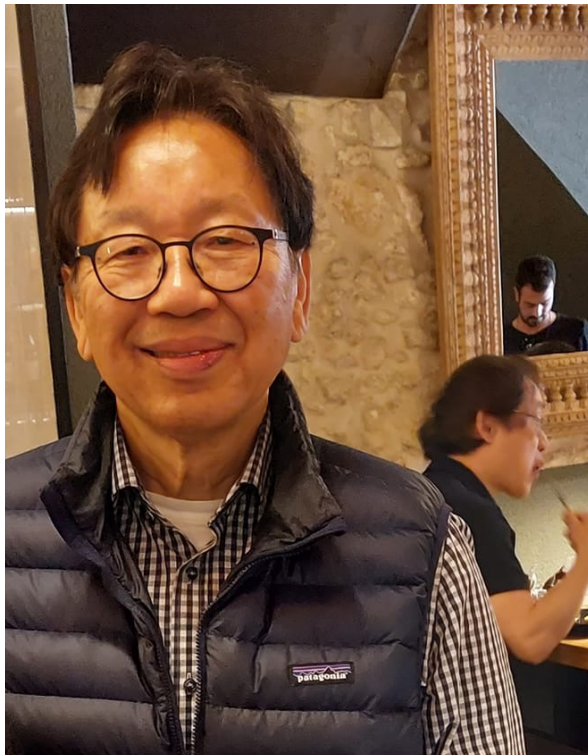


# University of Massachusetts Dining: Led by Ken Toong – a major Olive Oil & Greek Diet Proponent

## Princeton Review named UMASS # 1 best campus food for five consecutive years (2017-2022)

**Ο κ. Ken Toong ΕΧΕΙ ΤΗΝ ΕΥΘΥΝΗ ΓΙΑ 50.000 ΓΕΥΜΑΤΑ ΤΗΝ ΗΜΕΡΑ !**

**" Χρησιμοποιεί Ελληνικό λάδι, όσπρια AGRINO, Λαβράκι Κεφαλλονίας, και πολλά άλλα**





# Hellenic Center for Excellence in Health & Wellness

Continuing Professional Education

Wellness/Medical Tourism

“Farm Store”



Olives & Olive Oil Education & Research

Wine, Wine Cellars and  
Wine Education & Research





- ATTICA  
CAPE SOUNIO, SOUNIO  
*Boutique Resort*

PALLAS ATHENA, ATHENS

VOULIAGMENI SUITES

NEW: GRECOTEL ACROPOLIS  
*Boutique Resort*
- CORFU  
World of Kommeno  
CORFU IMPERIAL, KOMMENO  
*Luxury Beach Resort*

THE VILLAS OF KOMMENO  
PENINSULA

LUX ME DAPHNILA BAY, DASSIA  
*Lux Me Resort*

EVA PALACE, KOMMENO  
*Luxury Beach Resort*

DANILIA VILLAGE

NEW: COSTA BOTANICA, ACHARAVI  
THE COUNTRY HOUSE  
THE SUMMER HOUSES
- RHODES  
LUX ME DAMA DAMA, FALIRAKI  
*Lux Me Resort*

- MYKONOS  
MYKONOS BLU, PSAROU  
*Boutique Resort*

MYKONOS BLU VILLAS, PSAROU  
*Boutique Resort*

MYKONOS LOLITA, AG. SOSTIS  
*Boutique Resort*
- HALKIDIKI  
MARGO BAY & CLUB TURQUOISE  
*Luxury Beach Resort*
- ALEXANDROUPOLIS  
ASTIR\*EGNATIA
- LARISSA  
LARISSA IMPERIAL
- KOS  
LUX ME KOS IMPERIAL, PSALIDI KOS  
TOWN  
*Lux Me Resort*

NEW: CASA PARADISO, MARMARI  
*All In Lifestyle Resort*

- PELOPONNESE  
RIVIERA OLYMPIA, KYLLINI  
MANDOLA ROSA  
*Boutique Resort*

LA RIVIERA  
*Luxury Beach Resort*

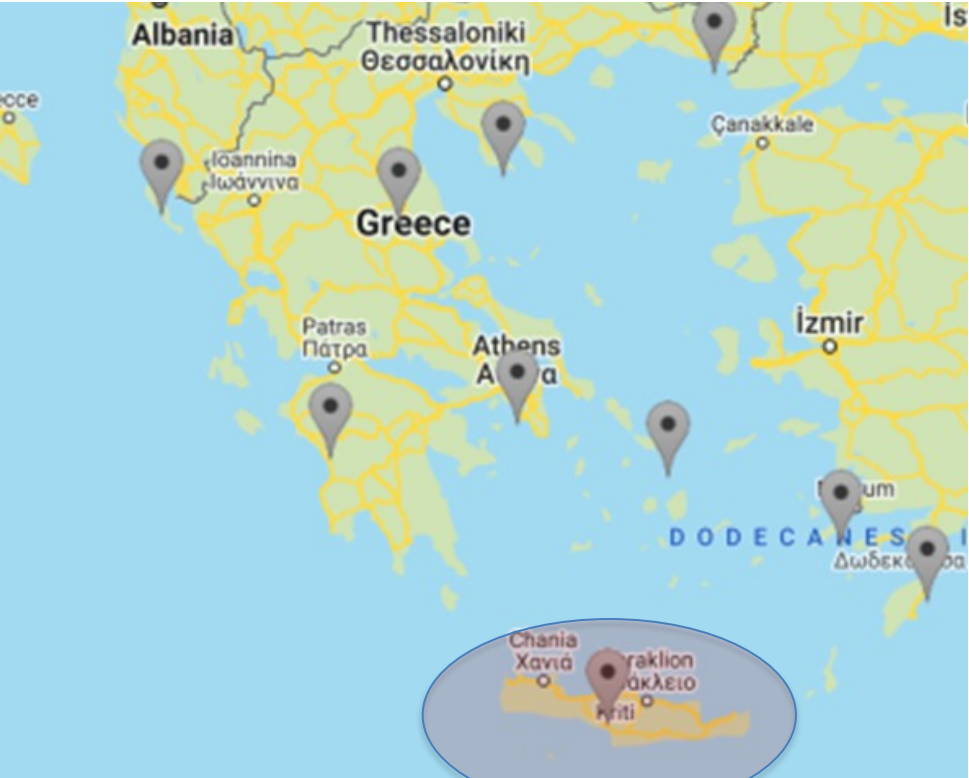
OLYMPIA OASIS  
*Lux Me Resort*

ILIA PALMS  
*All In Lifestyle Resort*

CASA MARRON

FILOXENIA KALAMATA

# Non-Profit USA & Strategic Partnership with Grecotel



- CRETE  
AMIRANDES, HERAKLION  
*Boutique Resort*

CRETA PALACE, RETHYMNO  
*Luxury Beach Resort*

LUX ME WHITE PALACE, RETHYMNO  
*Luxury Beach Resort*

CARAMEL, RETHYMNO  
*Boutique Resort*

MARINE PALACE & AQUA PARK,  
PANORMO  
*All In Lifestyle Resort*

NEW: CASA MARINA & AQUA PARK  
*All In Lifestyle Resort*

MELI PALACE, SISSI LASSITHI  
*All In Lifestyle Resort*

PLAZA BEACH HOUSE, RETHYMNO

GRAND LEONIKI RESIDENCE,  
RETHYMNO

VILLA OLIVA, RETHYMNO





# Cretan Lifestyle

## Mediterranean Tradition & Modern Applications

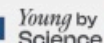
Experiential Conference  
November 7-11, 2022, Rethymno, Crete



**GRECOTEL**  
HOTELS & RESORTS



Co-Organized by the [Region of Crete](#) with the [World Olive Center for Health \(WOC\)](#),  
in collaboration with the [Hellenic Center of Excellence for Health & Wellness](#)



[www.mediterraneanhealth.org](http://www.mediterraneanhealth.org)



A world map showing the distribution of the B language. The map is color-coded by region: North America (orange), South America (light orange), Europe (yellow), Africa (light orange), Asia (yellow), and Australia (light orange). Blue smiley faces are placed in Canada, the United States, Brazil, France, Germany, Poland, Sweden, Finland, and Japan. The map includes labels for major countries, oceans, and seas.

















Pre-existing Infrastructure includes the  
Experiential Organic Farm and Restaurant,

**AGRECO FARMS**



**AGRECO FARMS**  
ΟΙΚΟΣ ΕΛΛΗΝΙΚΩΝ ΑΓΑΘΩΝ





**NOVEMBER 7-11, GRECOTEL, CRETA PALACE, RETHYMNO**

## **Cretan Lifestyle: Mediterranean Tradition & Modern Applications**

**The Conference will couple Elite educational offerings with Hands-On Immersion**

**Visitors will see, hear, taste and live unique and unforgettable experiences in Crete inspired by the land, people and their history.**





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## Cretan Lifestyle Mediterranean Tradition & Modern Applications



**Stefanos N. Kales  
MD, MPH**

Professor, Harvard Medical  
School & Harvard Chan  
School of Public Health



# SAVE THE DATE

November 13-18, 2023, Rethymno, Crete

2<sup>nd</sup> Mediterranean Diet & Lifestyle  
Conference with US/International  
Speaker and Immersion Experiences

[www.mediterraneanhealth.org](http://www.mediterraneanhealth.org)

  
**GRECOTEL**  
HOTELS & RESORTS

  
AGRECOFARMS  
SINCE 1988 BENEVOLENT

  
HELLENIC CENTER  
FOR EXCELLENCE IN  
HEALTH & WELLNESS

  
**10<sup>th</sup>**  
KPONIA  
tourism  
AWARDS

