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Mediterranean Diet & Lifestyle in the Land of Hippocrates”

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RANKINGS

UMASS DINING NAMED BEST CAMPUS FOOD BY THE PRINCETON REVIEW FOR UNPRECEDENTED EIGHTH CONSECUTIVE TIME

August 28, 2024

CONTACT

[Jared Sharpe](#)

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The University of Massachusetts Amherst has once again been recognized for its exceptional campus dining experience, earning the coveted No. 1 spot on [The Princeton Review's list of Best Campus Food](#) for an unprecedented eighth consecutive year. The achievement

UMassAmherst

UMass Dining

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

Ο κ. Ken Toong

ΕΧΕΙ ΤΗΝ ΕΥΘΥΝΗ ΓΙΑ 50.000 ΓΕΥΜΑΤΑ ΤΗΝ ΗΜΕΡΑ !

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



Dissemination and Maintenance of Olive Oil & Wine Culture

(Fruits, Vegetables & Seasonality)

MAP of Ancient Greek Cities and Colonies (BLUE) 1200-200 BC





Olive oil, Greek Mediterranean diet heritage and honoring the past to secure our future: Priorities for research and education

TYPE Opinion

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“The Nobel prize winning Greek poet Odysseas Elytis wrote,

“If Greece is completely destroyed, what will remain is an olive tree, a vine and a boat; this is enough to begin again” (1).

Indeed, some plants, like the olive tree, and the grapevines, have evidently been in Greece forever.”



«ΚΑΛΛΙΟΝ ΤΟ ΠΡΟΛΑΜΒΑΝΕΙΝ Η ΤΟ ΘΕΡΑΠΕΥΕΙΝ» Prevention is Better than Curing (Hippocrates)

Προληπτική Ιατρική ή «Lifestyle Medicine»



Hippocrates divided Medicine into three branches,

1. Physics (Internal Medicine),
2. Surgery
3. **Dietetics (ΔΙΑΙΤΑ = way of life) (Lifestyle Medicine)**

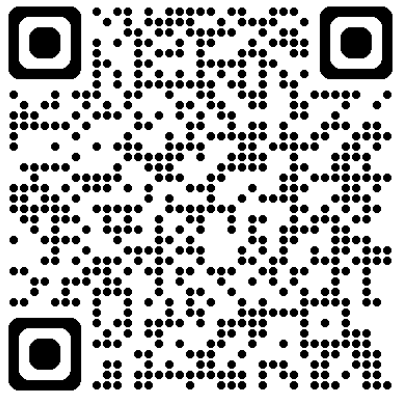
- Lifestyle choices are responsible for the vast majority of **CHRONIC DISEASE** (CVD, Cancer, DM, Obesity, etc)

Recognized the Environment's Impact on Health:

“On Air, Water and Places” (Περί αέρων, υδάτων, τόπων)

Textbook of Lifestyle Medicine

LABROS S. SIDOSSIS | STEFANOS N. KALES



WILEY Blackwell



FIGURE 8.1

The components of the Mediterranean lifestyle.

“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.**

«ΠΕΝΙΑ ΤΕΧΝΑΣ ΚΑΤΕΡΓΑΖΕΤΑΙ» Poverty devises skills.

THEOCRITUS



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]





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







Ancel Keys: Seven Countries Study

1957: Field surveys begin in southern Italy & Crete

1958: Dalmatian coast of Croatia (former Yugoslavia).

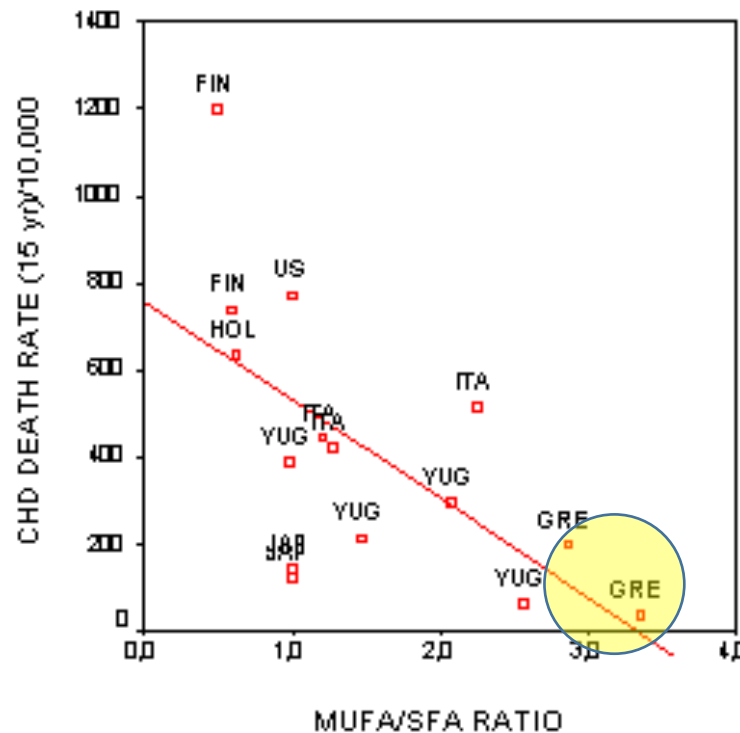
Comparison with US, Finland, Holland & Japan



The Seven Countries Study (Keys, 1970)

Keys et al
Am J Epidemiol 1986;124:903

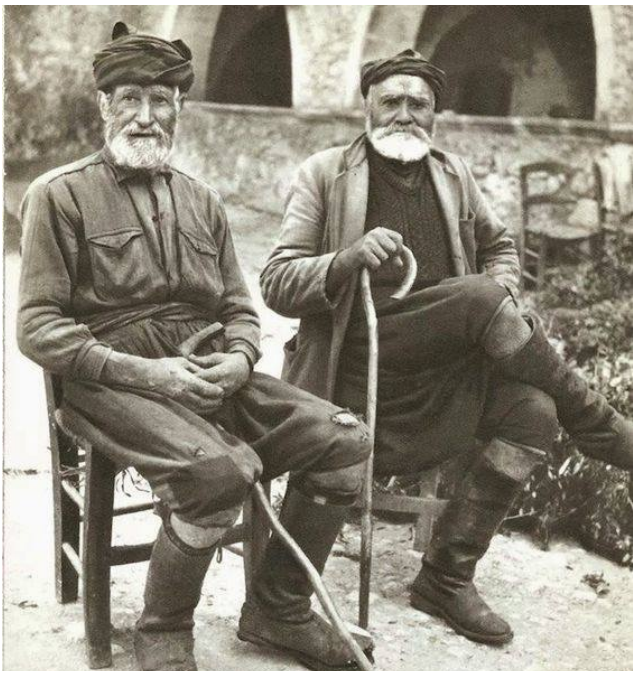
MED Zones
High Consumption
of Olive Oil
(MUFA) & Low
Incidence of CHD



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.”

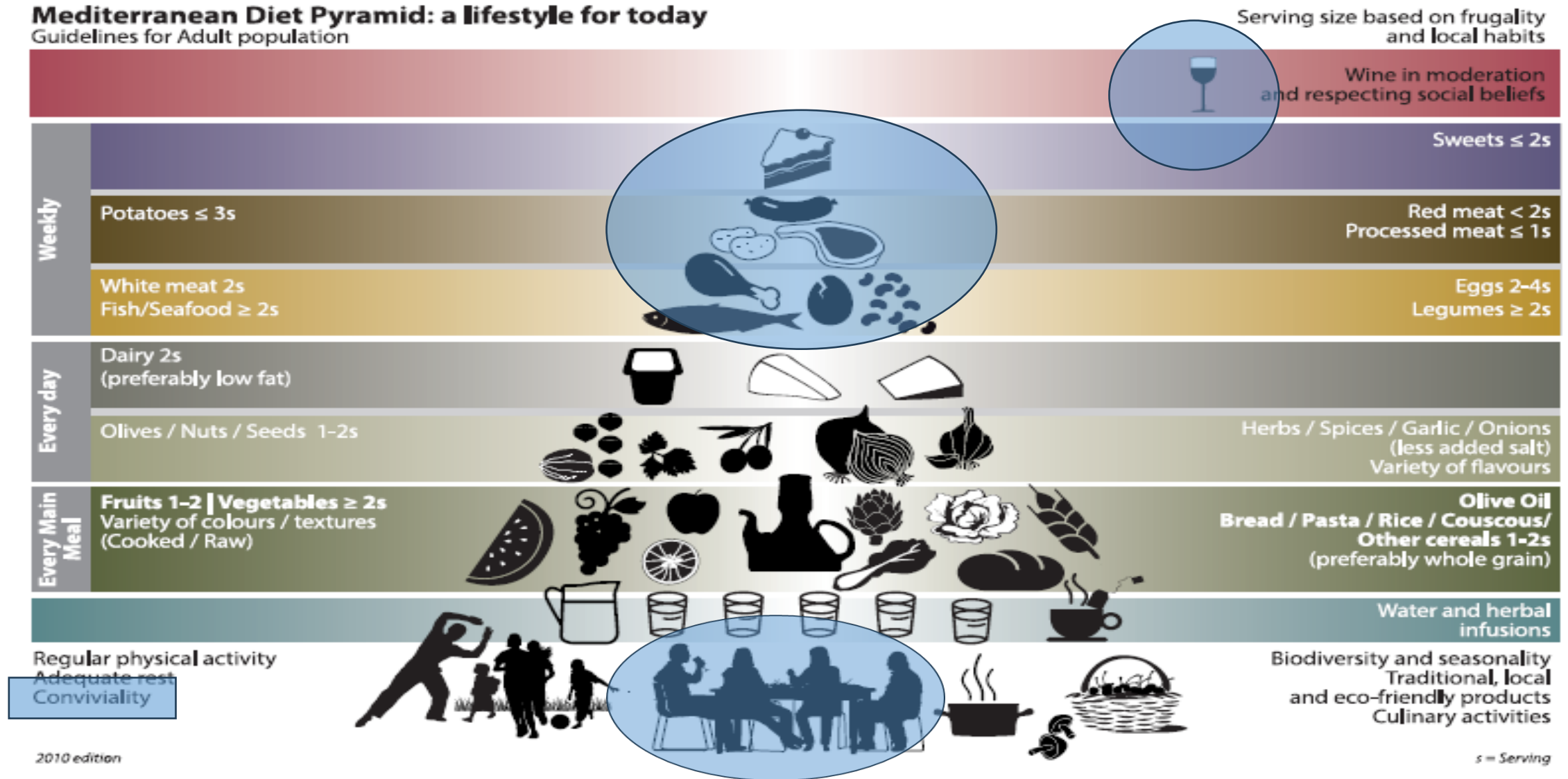
Sofi et al. BioFactors, 39(4):335–342, 2013



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.”

Mediterranean Diet Pyramid: a lifestyle for today

Guidelines for Adult population



© 2010 Fundació Dieta Mediterrània
The use and promotion of this pyramid is recommended without any restriction

«ΒΙΟΣ ΑΝΕΟΡΤΑΣΤΟΣ ΜΑΚΡΑ ΟΔΟΣ ΑΠΑΝΔΟΧΕΥΤΟΣ»

Life without festivity is a long journey without refuge - DEMOCRITUS

«ΟΥΚ ΑΕΙ ΘΕΡΟΣ ΕΣΣΕΤΑΙ ΠΟΙΕΙΣΘΕ ΚΑΛΛΙΑΣ» (Κάθε πράμα στον καιρό του..)

It won't always be summer, harvest while you can - HESIOD

Seasonality &
Biodiversity

Mediterranean Diet Pyramid: a lifestyle for today
Guidelines for Adult population

Serving size based on frugality
and local habits



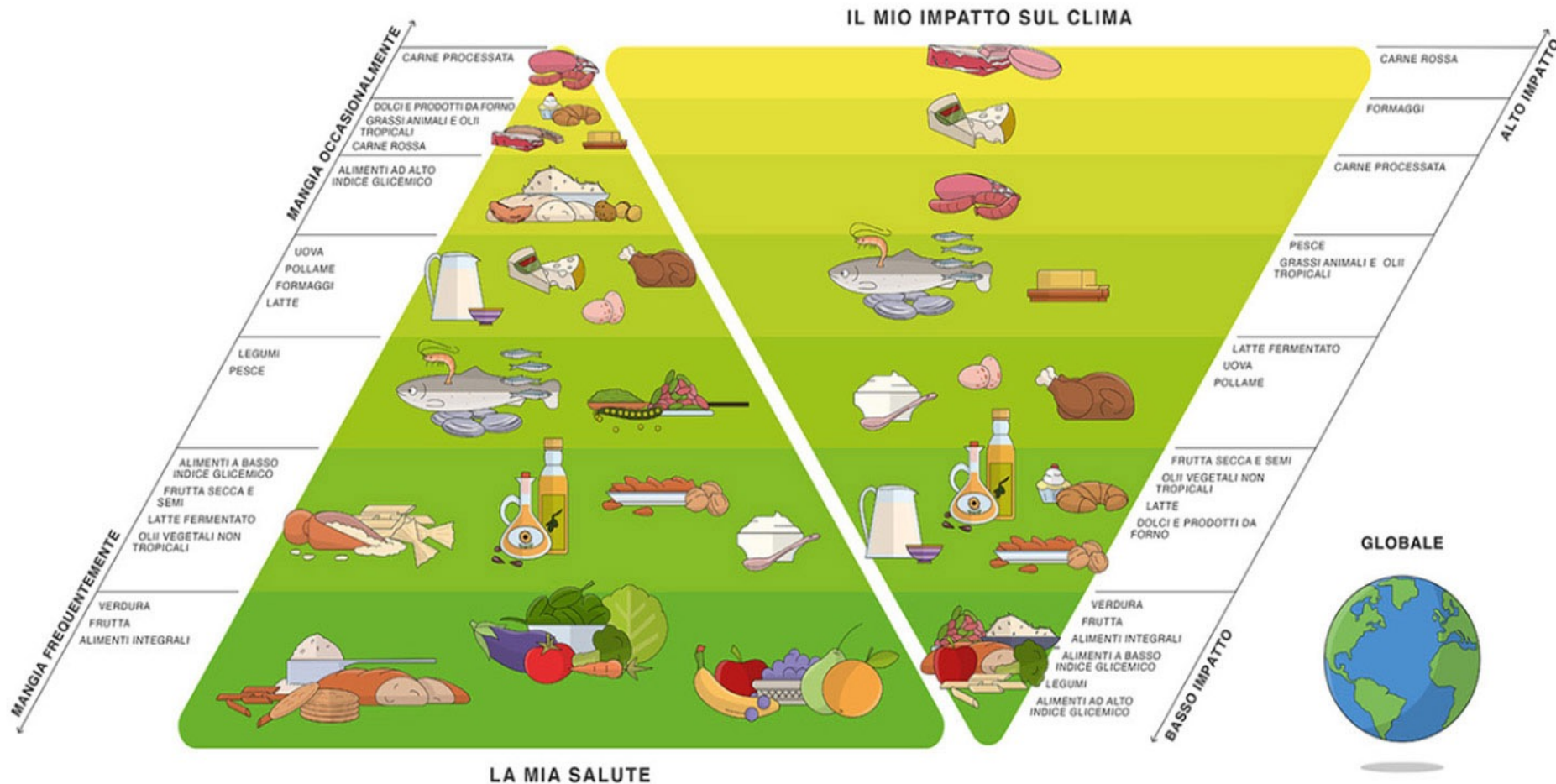
© 2010 Fundación Dieta Mediterránea
The use and promotion of this pyramid is recommended without any restriction

«Η ΦΥΣΙΣ ΜΗΔΕΝ ΜΗΤΕ ΑΤΕΛΕΣ ΠΟΙΕΙ ΜΗΤΕ ΜΑΤΗΝ»

(Η φύση δεν κάνει τίποτα άσκοπα) Nature makes nothing imperfect or useless

ARISTOTLE

Mediterranean Diet as Sustainable



THE ART & SCIENCE OF OLIVE OIL: NUTRITION, MEDICINE AND PLANETARY HEALTH

*Securing the Future of a World Cultural Heritage,
Casina Pio IV, The Vatican, May 3-4, 2022*



THE PONTIFICAL ACADEMY OF SCIENCES

The Hellenic Center for Excellence in Health & Wellness in Collaboration with GRECOTEL announces its goals and first steps



Hellenic Center for Excellence in Health & Wellness

Overall goal of preventing chronic disease and promoting environmental sustainability by promoting healthier diets and lifestyles.



Hellenic Center of Excellence for Health & Wellness



1. Will Operate as a Non-Profit Entity in the USA
2. Has World-leading scientific and gastronomic advisors (Harvard, Yale, Cleveland Clinic, Culinary Institute of America, Athens Academy, Spain, Italy, etc)
3. These pre-eminent advisors create expanded opportunities for interdisciplinary & international research, education and collaborations
4. Operational Business Model is a smart Collaboration with the Greek Hotel Chain, GRECOTEL

⁵ Greotel has a strong base in CRETE with the flexibility of 40 HOTELS IN 12 TOP GREEK DESTINATIONS



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Boutique Resort

PALLAS ATHENA, ATHENS

VOULIAGMENI SUITES

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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

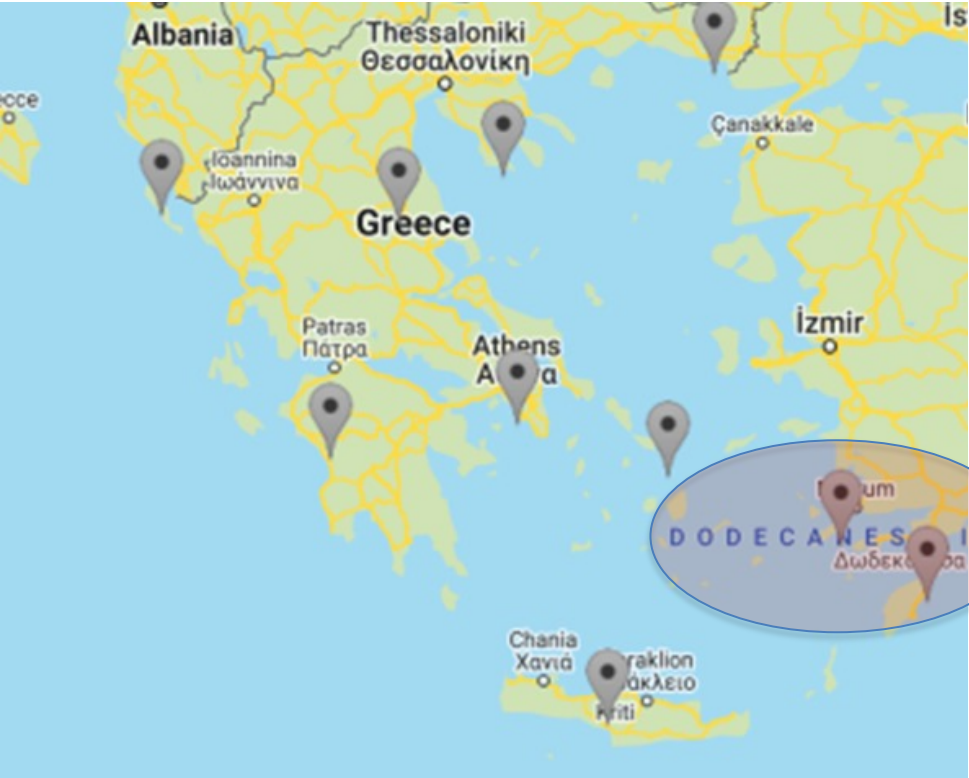
OLYMPIA OASIS
Lux Me Resort

ILIA PALMS
All In Lifestyle Resort

CASA MARRON

FILOXENIA KALAMATA

Non-Profit USA & Strategic Partnership with Grecotel



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NEW: CASA MARINA & AQUA PARK
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RETHYMNO

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Hippocrates, the Father of Western
Medicine in his Birthplace,
the Island of KOS



4th International Conference
Lifestyle Medicine:
Hippocratic Tradition & Modern Applications

GRECOTEL Kos Imperial, KOS, Greece

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More Details Forthcoming Soon...



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Health & Wellness

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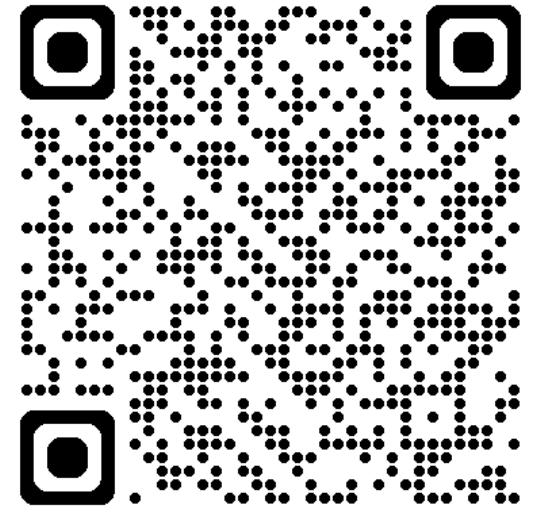
KOS, Oct 29-Nov 3, 2025

**Lifestyle Medicine:
Hippocratic Tradition
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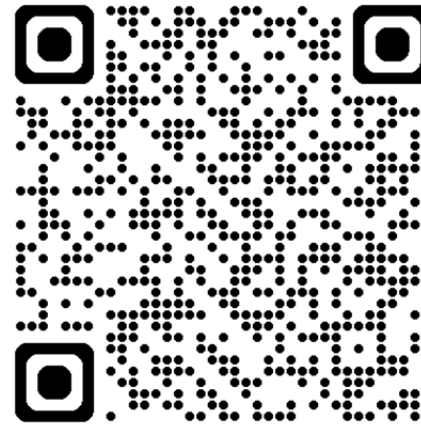
www.mediterraneanhealth.org

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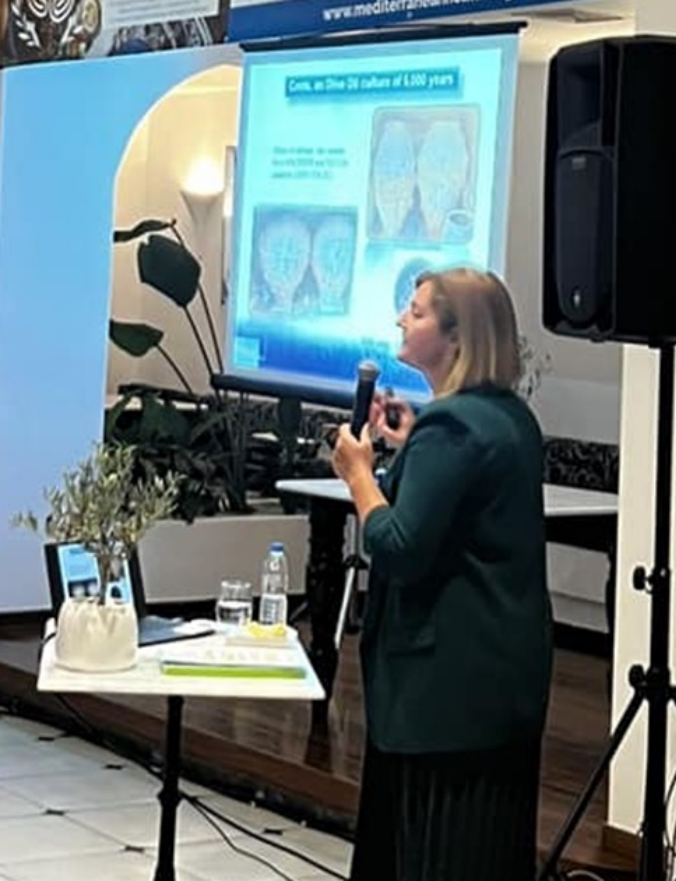
George Chrousos, MD, MACP, MACE, FRCP

Emeritus Professor of Pediatrics & Endocrinology Director, Univ. Research Institute for Maternal-Child Health and Precision Medicine UNESCO Chair, Adolescent Health & Medicine, National & Kapodistrian Univ. of Athens President, Hellenic Pasteur Institute, Distinguished Investigator Emeritus, NICHD, NIH

Introduction to the Keynote speaker:

Dr. George Chrousos is the world's leading scientific authority of stress and stress physiology. He is a member of the Athens Academy. Born in Patras, Greece, he is a Greek-American pediatrician, endocrinologist, neurobiologist and one of the world's foremost medical clinical researchers. He serves as Professor of Pediatrics and Endocrinology Emeritus and at the National and Kapodistrian University of Athens School of Medicine, Athens, Greece and as Director of University Research Institute of Maternal And Child Health & Precision Medicine. He currently also holds the UNESCO Chair on Adolescent Health Care. He is one of the 250 most cited scientists internationally (ISI highly cited), included not only in the list of Clinical Medicine, but also in that of Biology and Biochemistry, and is the highest cited clinical pediatrician or endocrinologist in the world.









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AWARDS



KOS, Oct 29-Nov 3, 2025- Lifestyle Medicine: Hippocratic Tradition & Modern Applications

Keynote: Prof. George Chrousos

President, Hellenic Pasteur Institute

Athens Academy, UNESCO CHAIR, Distinguished Investigator Emeritus, US NIH



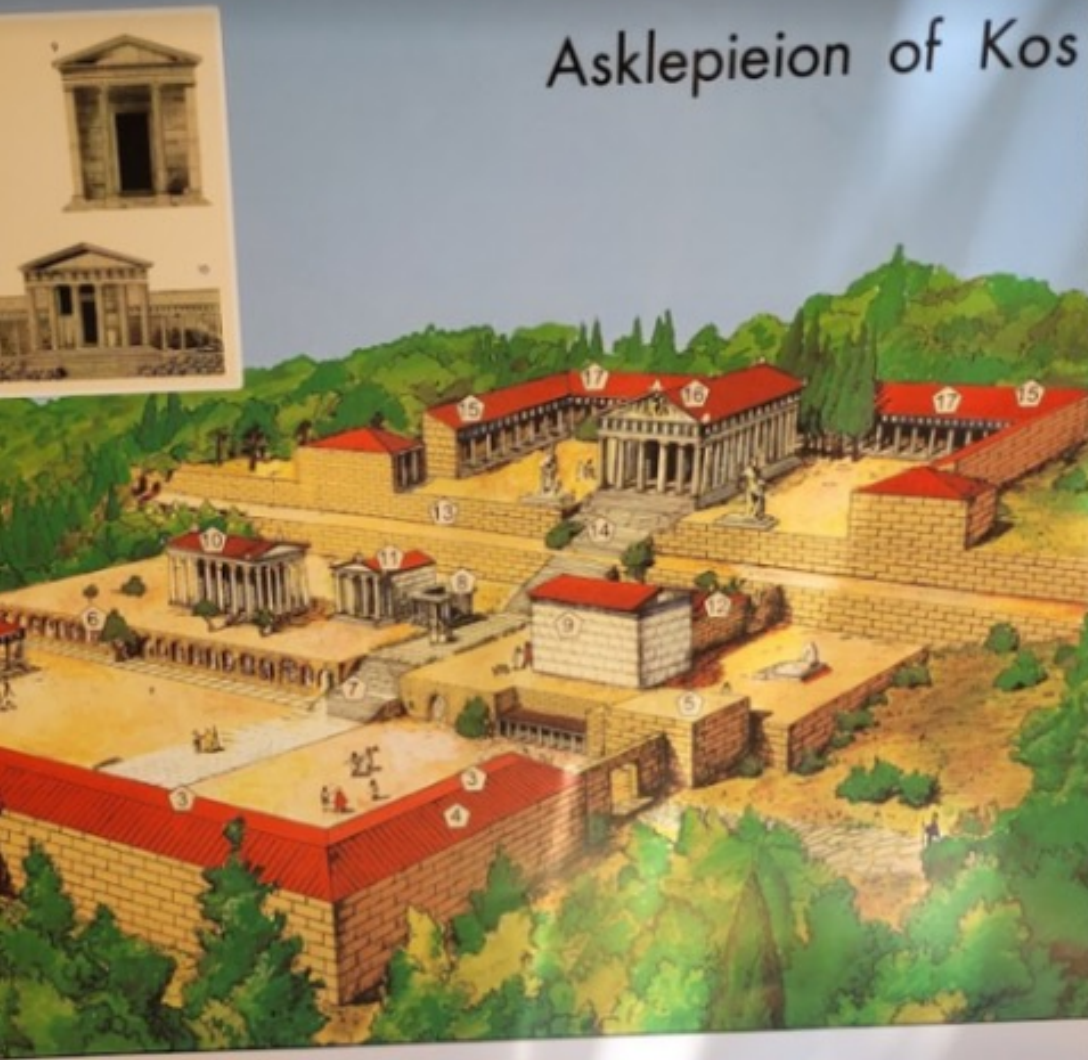
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Asklepieion of Kos



greeka



Basilica and Beach of Agios (Saint) Stefanos



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Lifestyle Medicine: Hippocratic Tradition & Modern Applications
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The Conference will couple Elite educational offerings with Hands-On Immersion

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





Hellenic Center
for Excellence in
Health & Wellness

SAVE THE DATE!

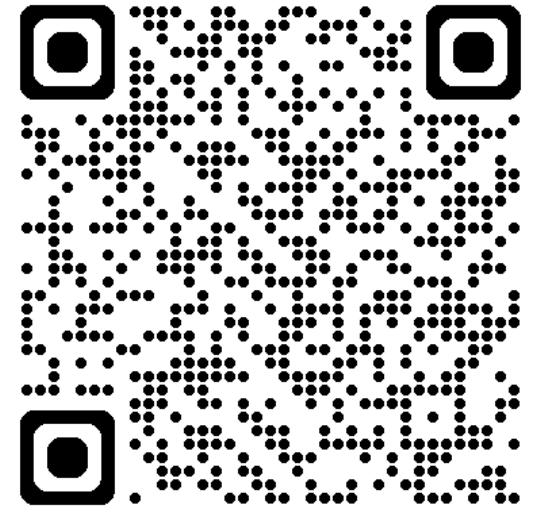
KOS, Oct 29-Nov 3, 2025

**Lifestyle Medicine:
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