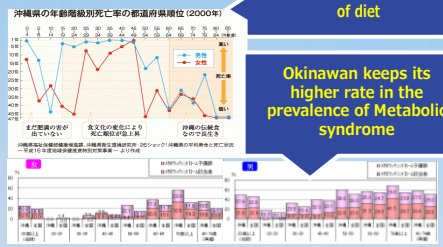
【2811】 Okinawa Prefectural Naha Kokusai Senior High School

“Kame, Kame” Mozuku Seaweed Project
Eating Mozuku to Promote Health and Tourism in Okinawa

Backgrounds



This shows an increase in the death rate by a change of diet

Okinawan keeps its higher rate in the prevalence of Metabolic syndrome

Research Question

Okinawan diet had been supported by simple dishes with local vegetables, pork and seaweed.

The old saying「ぬちぐすい」(medicine of life) is a philosophy of life in Okinawa, and these traditional foodstuff has supported the highest rate of longevity in Okinawa.

How can we improve our sense of well-being and change our eating habit?

↓

By paying attention to the positive effects of traditional foods and recommending the positive effects of traditional foodstuff

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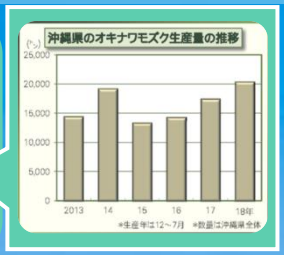
We focused on possibilities of a familiar food, **Mozuku seaweed**.

About Mozuku Seaweed

Thick Mozuku with a good texture is harvested only in our beautiful clear ocean in Okinawa. Mozuku seaweed is a remarkable food that has supported the health and longevity of Okinawans.

According to an OIST (Okinawa Institute of Science and Technology Graduate University) article, “The cultivation of this seaweed is a key element of the Okinawan economy…99% of this seaweed is produced in Okinawa, they are almost entirely farmed by humans.”

Therefore, Mozuku represents a traditional, highly-nutritious ingredient in Okinawa.

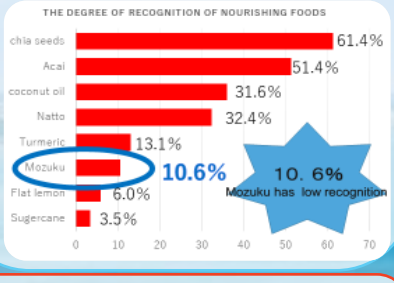


The principal ingredients of Mozuku

- Dietary fiber **(Fucoidan)** ➡ Restrain cancers
- Kalium ➡ Control salinity in the body
- Natrium ➡ Maintains mineral balance in the body
- Vitamin ➡ Help other nutrients work better (cannot be made in the body)
- Calcium ➡ Main constituent for healthy teeth and bones

The degree of recognition as a nourishing food

In a recent survey, Mozuku isn’t well known as a nourishing food or “super food” in Japan. However it can be worth it to realize that Mozuku is a traditional and nourishing food, and to make it a familiar local product for tourists.



Purpose

To use mozuku to improve health of citizens in Okinawa by spreading basic knowledge about nutrients of mozuku.

To improve publicity of mozuku to promote tourism in Okinawa.

Significance of this research

Promote the solution of Okinawan obesity

Prevention of obesity could possibly cause the cut of healthcare cost. As another long-term, positive outlook, Okinawa would win the health expectancy ranking again with a traditional local ingredient.

Expect the mediation of tradition to next generation

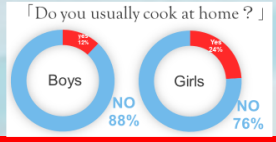
A good tradition should be delivered generation to generation

Promote Mozuku to the world: expanding the market abroad

Research methods

① Conduct a survey to Nahakokusai students
② Research on the current situation of Mozuku industry
→Interview with a) 沖縄県モズク養殖業振興協議会
b) イトサン（株）
③ Develop cooking movies of Mozuku dish
④ Plan a Mozuku tour for tourists

①Result of survey



80% of students do not cook by themselves

Most of them want to cook for themselves

They want to cook ✔quickly ✔easily

So we decided to make cooking videos!

② Research on the current situation of Mozuku industry

- There are 20,000 tons of Mozuku produced every year.
- 90% of Mozuku will be exported outside of Okinawa.
- Mozuku has not fully expanded abroad yet.

Precedent of Mozuku tour

Here is one example of previous projects to promote Mozuku. Four years ago, a local company “イトサン”, which produces Mozuku products, held tours at Kitanasiro beach on demand.

③ Making a cooking video

In order to spread the information of the true value of Mozuku, we made cooking movie of Mozuku dish and we spread this movie by using SNS.

The dish we cooked is called “Mozuku-don” which is one of the popular Mozuku dishes in Okinawa.
The stuffing Mozuku and some chopped vegetables are on the rice. The cost of making this is only 200 yen.

【Recipe of Mozuku-Don】

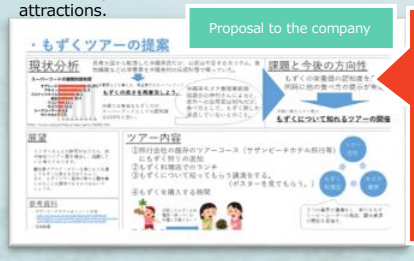
① Prepare stock by dried bonito.
② Wash Mozuku, remove wetness, and cut for easy to eat.
③ Chop carrot, onion, green pepper and red pepper. Cut kidney beans diagonally after boil using salt. Grate ginger
④ Put oil in a pan, cook ground pork, put vegetables except kidney bonito in it after ground pork is cooked, and cook it till pliant.
⑤ Put stock and seasoning in it and add corn, Mozuku, ginger, edamame and kidney beans.
⑥ Completion!

④Planning a Mozuku tour for tourists

We planned a tour to raise the recognition of Mozuku and introduce new ways of consuming Mozuku products based on the information we collected during our interview. The interview helped us to think about planning a tour. We expect people to know more about Mozuku through this tour.

At the Mozuku tour, the tour company, the Mozuku business industry, and the restaurant serving local dishes will cooperate with each other, to gain more frequent-consumers of Mozuku and to develop new tourist attractions.

Proposal to the company



Rough process of the tour we planned

①The tour participants go mozuku picking
②They enjoy a Mozuku lunch at restaurant while having a lecture about Mozuku
③They have time for buying Mozuku.

We were able to earn a better understanding from Mr. Oshiro, a representative of the company “イトサン”. So we are designing the details of our Mozuku tour on his advice.

Research Outcome

Our research methods successfully gained certain results with our on-going methods such as the Mozuku PR plan and broadcasting the cooking videos. We gained positive reviews from Nahakokusai students, so they have more interest in Mozuku and as a familiar food. Also, we could receive positive comments from Mr. Oshiro for our presenting plan, yet there are some concerns to put these plans into practice as a sustainable or profitable business plan. We will continue our research to have the actual state of these plans as visualized data or numbers

Initial Purpose and Future prospects

Our initial purpose of our project only focused on promoting the value of nourishment of Mozuku to the younger generation in Okinawa. As for future prospect, in addition to our original purpose, our research can be possibly transformed into a business model for foreign tourists. For example, we will deliver the cooking video in English and attract potential foreign tourists to the tour. By doing so, further recognition and consumption of Mozuku seaweed by potential foreign customers will be expected.

We will go to Hong Kong in January to give a presentation there. It will be a good opportunity for people in Hong Kong to acknowledge Okinawan traditional foods, such as Mozuku.

We will try to cook Chinese food and include Mozuku in the dish. Then, we want to try to make a cooking video in Chinese. Also, we want to improve our presentation introducing Mozuku to audience in Hongkong by making it more exciting.