Food Science Hills Story

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Shizuoka Prefecture

; is located in the middle of Japan.

; is the standard model of Japan in terms of politics, economy and culture.

- Manufacturers can study general consumers trends and estimate product sales by conducting marketing tests in Shizuoka.
- Therefore, economy in Shizuoka is regarded as an epitome of Japan's economy.

Strong Economic Base

- **Population:**

  3.7 million

  Ranked 10th (among 47th)

  (2015, Ministry of General Affairs)

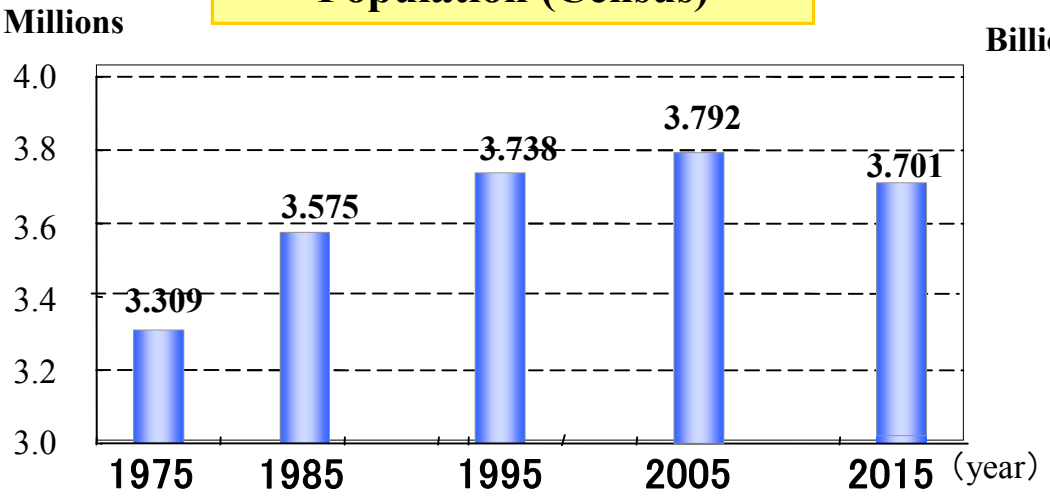
- **Product Shipment Value :**

  147billion US dollars

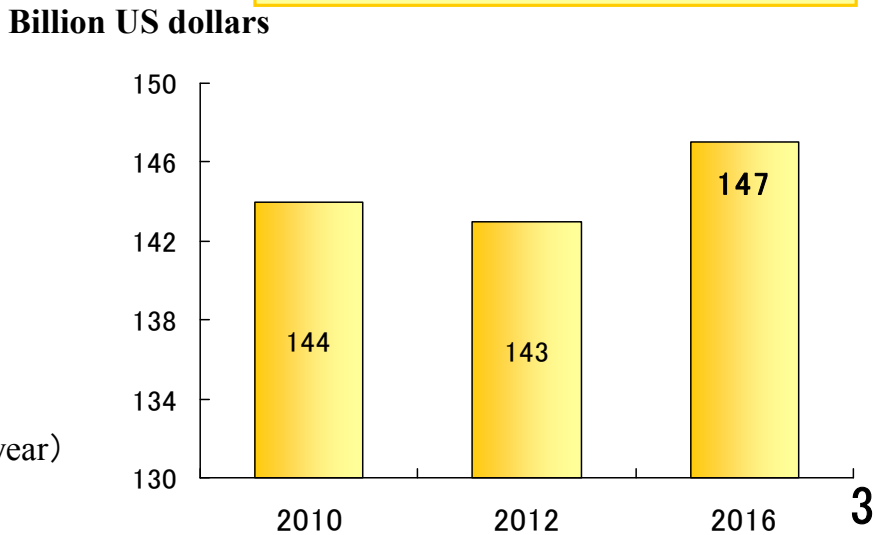
  Ranked 3th (among 47th)

  (2016, Ministry of General Affairs)

Population (Census)



Produt Shipment Value



Concentration of Top-Brand Companies

●Transport machines and other machines

SUZUKI
HONDA The Power of Dreams
YAMAHA
HAMAMATSU PHOTON IS OUR BUSINESS
YAZAKI
Canon
MITSUBISHI ELECTRIC Changes for the Better | 三菱電機

●Food・Beverage

House
meiji
Asahi SOFT DRINKS
Knorr
人も地球も健康に Yakult

●Instrument

YAMAHA
Roland
KAWAI

●Medicine・Medical Device・Cosmetics

TERUMO
JANSSEN PHARMACEUTICAL
BECKMAN COULTER
COVIDIEN
CHUGAI
astellas
ono 小野薬品工業株式会社
自然と健康を科学する 漢方のツムラ
SHISEIDO
L'ORÉAL PROFESSIONNEL PARIS
POLA R&M

●Plastic model

TAMIYA
BANDAI

Shizuoka with various resources

Foods

Intangiblecultural heritage"Washoku"

Small sakura-shrimps

The number of the best ingredients
In Japan、439items

Japanese Tea

Turnout of the best tea in Japan

Flowers

Production of various flowers、
704 items

Most prosperous Food Industry in Japan

Shizuoka is the largest producer in Japan.

Wasabi

Juice

Canned tuna

Boil in the bag food

Mandarin Orange

Melon

Supplement

Tea

Bonito

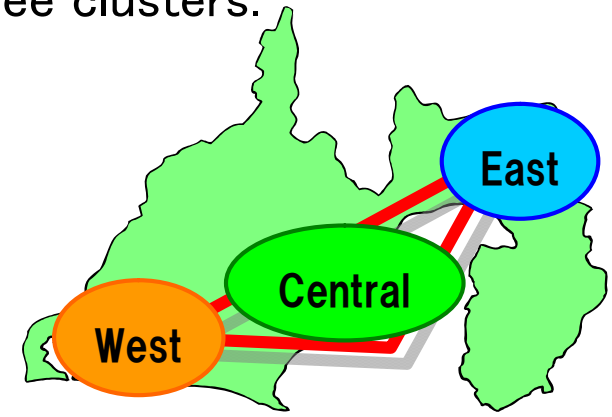
Frozen Tuna

Shiitake Mushroom

Regional Vitalization by New Industry Clusters

Industrial innovations for the next generation are born in Shizuoka

The seeds of growth industries are concentrated in three clusters.



Western Region

Concentration of Manufacturing Firms

フォトンバレー
PHOTONVALLEY
光・電子技術関連産業

●Total production value of transportation equipment

⇒ **Number 2 in Japan**

Central Region

Concentration of new functional ingredients

フーズ・サイエンスヒルズ
FOOD SCIENCEHILLS
食品関連産業

●Total production value of food products and beverages

⇒**Number 1 in Japan**

Eastern Region

Concentration of pharmaceutical and medical equipment makers and a wide range of health-related industries

ファルマバレー
PHARMAVALLEY
医療・健康関連産業

●Total production value of pharmaceuticals and medical equipment

⇒ **Number 1 in Japan**

Food Science hills project products

Functional materials

Teaflavin

・red pigment component of black tea.
・Functional material in which 2 molecules of catechin contained in tea leaves are bounded.

Inulin

・water soluble dietary fiber
・Manufactured using sugar as the raw material for the first time in the world.

Nutrition functional food

Vitamin A rich juice

Nutrients to help maintain the sight of the nighttime and healthy skin and mucous membranes

DHA・EPA

For people with higher cholesterol

Healthy Life Expectancy of People in Shizuoka

Shizuoka prefecture is renowned for the long **healthy life expectancy of both men and women**

Men

Rank	2010	
1	Aichi	71.74
2	**Shizuoka**	**71.68**
3	Chiba	71.62

Rank	2013	
1	Yamanashi	72.52
2	Okinawa	72.14
3	**Shizuoka**	**72.13**

Women

Rank	2010	
1	**Shizuoka**	**75.32**
2	Gunma	75.27
3	Aichi	74.93

Rank	2013	
1	Yamanashi	75.78
2	**Shizuoka**	**75.61**
3	Akita	75.43

Both

Rank	Men/Women Total	
1	**Shizuoka**	**73.53**
2	Aichi	73.34
3	Gunma	73.20

Rank	Men/Women Total	
1	Yamanashi	74.19
2	**Shizuoka**	**73.90**
3	Miyazaki	73.67

Source: MHLW 2010, 2013 announcement. Men/Women Total was calculated by Shizuoka prefecture (unit: year)

Reasons for the top-class healthy life expectancy

Enjoy a rich dietary life based on a wide variety of locally produced food

Intangible cultural heritage "Washoku"

Top producer of ingredients (439 ingredients)

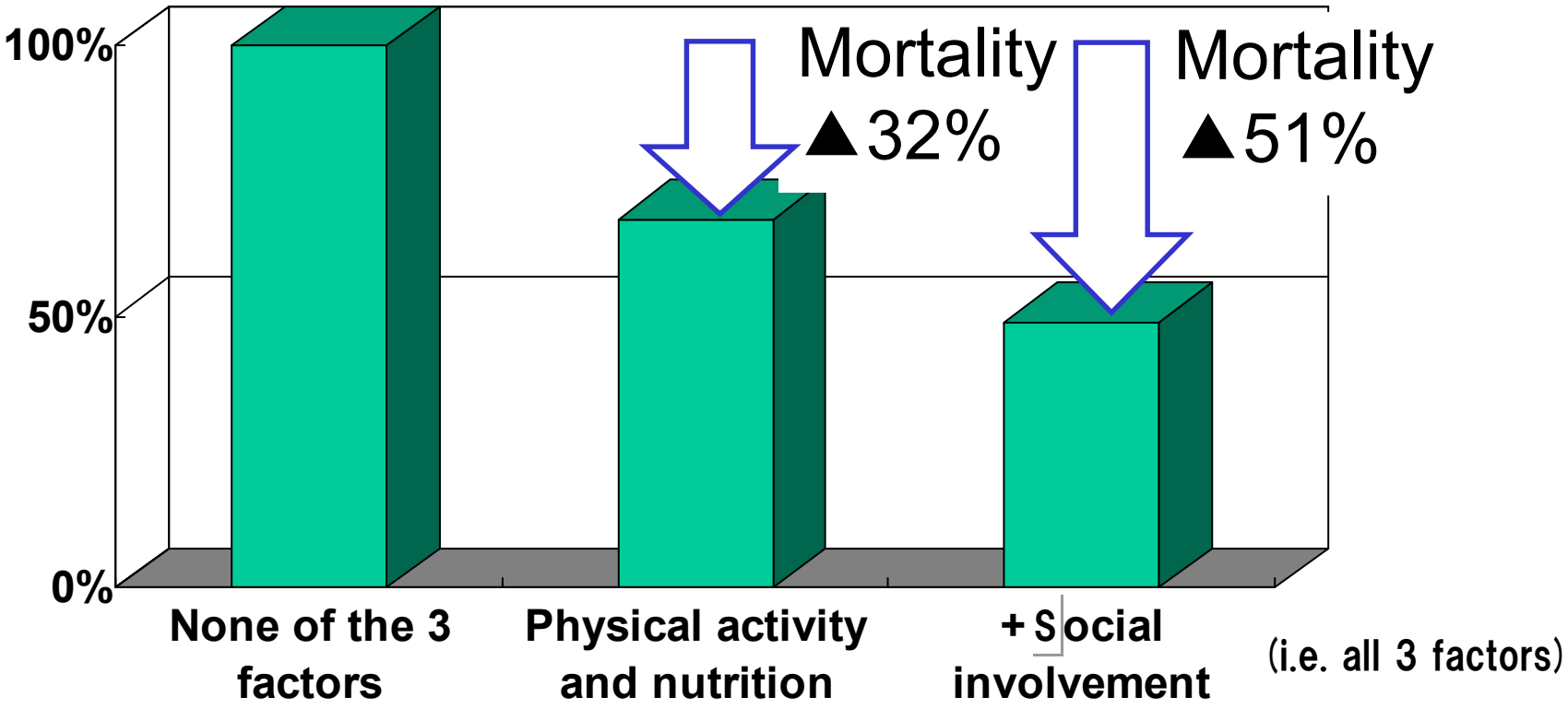
Highest green tea production in Japan

The citizens have the habit of drinking a lot of green tea.

Focusing on Social Involvement

An elderly cohort survey started in 1999
（14,000 subjects were followed-up for 10 years）

People who had a good habit of physical activity, healthy diet, and social involvement, lived longer



※ Hazard ratio adjusted for sex, age, BMI, and smoking habit
Source: Presented at the Tokai Public Health Association, July 21, 2012. (A follow-up survey of 14,000 elderly people)

Health Promotion, Anytime, Anywhere “Fuji33 Program”

Anytime, Anywhere Easy to practice

Continuation
93.6%

Fu	***FU**dan no seikatu* In your daily life
Ji	***JI**kkou kanou* Easy to practice
3	“Physical activity”, “healthy diet”, “social involvement” Action plan in the above **3** areas
3	Continue for **3** months in a group of **3**