

PRESS RELEASE

**1° WORLD SUMMIT ON THE MEDITERRANEAN DIET:
THE NEW SUSTAINABLE PYRAMID WILL GUIDE OUR EATING HABITS**

The Conference, organized by IFMeD, has proposed the new Mediterranean Diet Pyramid, a healthy and sustainable mode

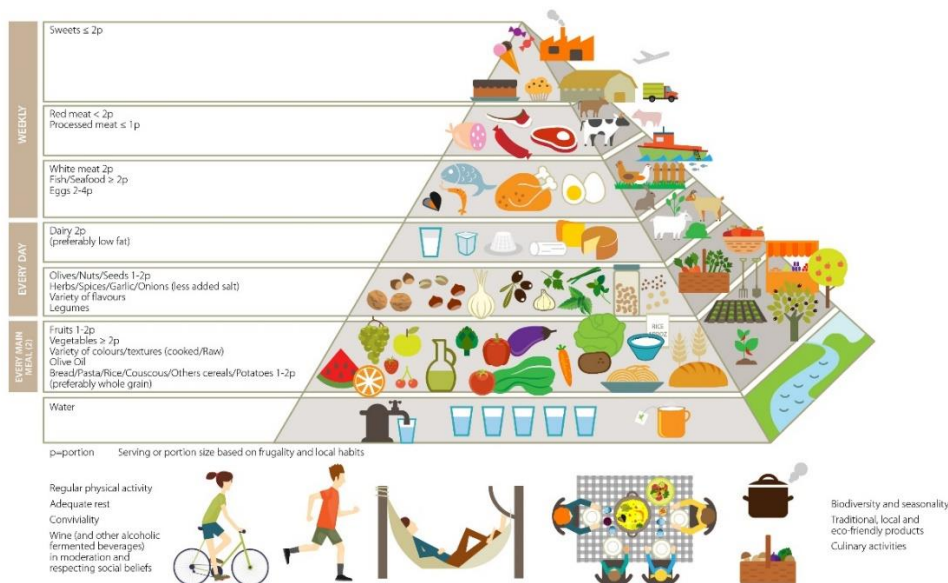
Milan, 8th July 2016 – The 1st World Conference on Mediterranean Diet, which took place from the 6th to the 8th July at Palazzo Lombardia in Milan, has just ended. “Revitalizing the Mediterranean Diet” aimed to start a not comparable synergic commitment to revitalize the New Mediterranean Diet and proposed the new food Pyramid, a healthy and sustainable model.

“one year after EXPO, Milan returns to be the world capital of healthy and sustainable food. Thanks to IFMeD, that has chosen Milan to host the first long-awaited world Conference dedicated to the revitalizing of the Mediterranean Diet ”

Roberto Maroni, President of the Lombardy Region.

THE NEW PYRAMID: BENEFITS FOR HUMANS, BENEFITS FOR THE ENVIRONMENT

New Pictorial Proposal for an Environmental, Sustainable Mediterranean Diet



Due also to an increase in environmental concern, IFMeD has proposed an updated version of the Mediterranean Diet Pyramid with the intent to balance the world interests towards the Mediterranean Diet. The main aim is to move the sense of benefit of this model from human-centered, to a model that focuses more on the benefits for both the planet and its populations. This proposal has favored an interdisciplinary dialogue between scientists and experts on nutrition, public health, food science, social anthropology, sociology, home economics, agriculture, environment and heritage. Their consensual

sustainable model represents the entire Mediterranean area and each country is able to adapt it to its context and traditional cuisine.

"This new Pyramid that we have proposed is based on the scientific agreement of the experts and is founded on the research and the scientific evidences in the branches of nutrition and health that have been published on peer-reviewed magazines of the last decades."

Lluís Serra Majem, IFMeD President

MED DIET 4.0: THE NEW MODEL IS THE PROTAGONIST OF THE EUROPEAN CAMPAIGN FOR THE PROMOTION OF MEDITERRANEAN DIET

The new Mediterranean Diet model takes into consideration 4 dimensions: cultural, environmental and economic aspects are integrated with nutritional values. This is because diet is not just "a nutrition rule" but a "lifestyle rule" that has a deep impact on health, on the environment and on society.

"IFMeD has launched in Italy the European Campaign for the Promotion of the Mediterranean Diet to support this model and to activate a consensual strategy at an international level. It will involve public and private stakeholders to promote and to strengthen the worth and the benefits of the Mediterranean Diet."

Emmanuel Pauze, IFMeD Executive Director

WHICH FOOD WITHIN THE MEDITERRANEAN DIET? FISH CONSUMPTION, THE ROLE OF MEAT AND... THE REDISCOVERY OF LEGUMES.

We globally do not eat enough fish: according to surveys, the effective consumption in our country is 40g a week, not comparable to the suggested 60g. Consumptions in the United States and in Europe are even lower. The only exception is Spain, which is also the world's main consumer of canned fish. "In a context in which our lifestyles are changing and the Mediterranean Diet is renewing, also under a socio-cultural point of view, it becomes fundamental to regain our food roots. For these reasons, we can consider canned fish a valid partner of the Mediterranean Diet: in fact, it can unite practicality to the benefits of a nutritional composition that is comparable to fresh fish", affirmed Silvia Migliaccio, Professor of *Dipartimento di Scienze dello Sport e della Salute Umana* of "Foro Italico" Università in Rome.

"We cannot forget that for over 10.000 years, man has been omnivorous and that meat, with proper portions, is part of the Mediterranean Diet – explained Dr. Elisabetta Bernardi, *Nutrizionist* at Università di Bari -. *It is high in essential nutrients and in bioactive compounds and it is particularly important during some stages of our lives: during pregnancy and childhood, to guarantee cognitive development and growth. But it is also valuable for those who play sports or people of an advanced age: it is an exceptional source of proteins, which are helpful to preserve muscles"*.



Legumes regain a primary role. "The General Assembly of the United Nations declared 2016 'International Year of Pulses'. This is a unique opportunity to encourage the food chain to make the best use of this resource, which benefits the fertility of soil, the climate change and helps to fight malnutrition worldwide" – affirmed Dr. Laura Rossi of *Centro di Ricerca per gli Alimenti e la Nutrizione (CREA-NUT)*.

“The Mediterranean Diet, which reveals the fundamental roles of fruits and vegetables and olive oil as prince condiment, appears to be protective not only towards cardiovascular diseases but also towards cancers.”

Carlo La Vecchia, Università degli Studi di Milano.



The European campaign for the promotion of the Mediterranean Diet is a project supported by IFMeD that aims to activate a consensual strategy at an international level. It will involve public and private stakeholders to promote and to strengthen the worth and the benefits of the Mediterranean Diet.

To contrast a continuous walking away from this eating habit and lifestyle model, the European Campaign has the aim to actualize and promote the adoption of the Mediterranean Diet, the authentic and scientifically proven one.

The Campaign is a multi-target integrated project that addresses to the Scientific Community and all the stakeholders involved the areas of nutrition and health through the dissemination of research projects, the participation at workshops, at local and international conferences. The campaign also intends to involve citizens through online and offline communication and community and convivial events.

Among the very first Italian partners that have joined the Campaign, there is Rio Mare. *“We are proud to be one of the Italian main partners of the European Campaign for the promotion of Mediterranean Diet supported by IFMeD”* explains Luciano Pirovano, Bolton Alimentari's CSR Director. *“We also believe that Rio Mare's production plays a relevant role, because of its being such a valid partner to reach the recommended fish weekly consumption in the Mediterranean Diet. It also meets the needs of taste, wellness and practicality of today's consumers”*.

Auchan Retail Italia, instead, based its new guidelines for nutrition and eating habits on IFMeD's Med Diet 4.0 with the concrete commitment to promote this model. In particular, they intend to reach millions of clients each year through activities of information and awareness inside its network of Auchan ipermarkets and Simply supermarkets.

The Press Office is at disposal of the fellow journalists for any further information, images or to organize interviews with IFMeD Board:

[SPRIM ITALIA](http://www.sprimitalia.com)

Alice Brigantino

Tel. 0039.02.45495838

E-mail: ufficiostampa@sprim.com

PARTNER

