



PRESS RELEASE

**THE FIRST WORLD CONFERENCE ON THE MEDITERRANEAN DIET:
30 OF THE GREATEST SCIENTISTS IN THE WORLD ARE MEETING IN MILAN TO
DEVELOP THE “NEW” MED DIET: HEALTHY AND SUSTAINABLE**

From 7th to 8th July, Milan will host the Conference “Revitalizing the Mediterranean Diet”, organised by IFMeD in collaboration with the representatives of the most authoritative scientific societies and International research groups

Milan, 6th June 2016 – The First World Conference on the Mediterranean Diet is going to take place from 7th to 8th July at Palazzo Lombardia in Milan. The presence and active participation of **30 among the greatest scientists in the world** will make the Conference a truly important moment for the International scientific community. The experts will map out the future of the Mediterranean Diet, which remains an excellent dietary model under a healthy and sustainable point of view but from which people – also Mediterranean – are gradually moving away, because of the adoption of new lifestyles and eating habits.

The representatives of the **International Foundation on Mediterranean Diet (IFMeD)**, who are also the organisers of the event, are going to open the Conference on the 7th July. Their aim is to revitalise the Mediterranean Diet and thanks to the Conference, they will crown the path that they have embarked in 2014.

“This Conference will establish the commitment to the environment of distinct stakeholders that work to promote the Mediterranean Diet and will encompass the inclusion of the Mediterranean Diet on the agenda of Governments and International Organizations for mitigating climate change”, said IFMeD President Lluís Serra Majem.

“Beyond preservation of culture, history and lifestyle, the conservation and study of Traditional Mediterranean Foods may ultimately provide the essential link to facilitate the interconnectedness of local food consumption and production, food safety, biodiversity, and sustainability”.

Antonia Trichopoulou, President of Hellenic Health Foundation, Athens, Greece



THE NEW PYRAMID

The official presentation of the New Pyramid of Sustainable Mediterranean Diet will be the climax of the first day of the Conference. This new Pyramid is the result of an interdisciplinary study and, on this occasion, it will be presented to the scientific community for the first time.

"The concept of the Mediterranean Diet has evolved over the last 50 years: from a healthy dietary pattern, it has become a model of sustainable diet", said Sandro Dernini FAO expert and IFMeD general secretary. The innovative approach of this new pyramid is to connect the health dimension to the socio-cultural, economic and environmental sustainability dimensions".

"This Conference will champion the Mediterranean diet and lifestyle as being the best for you, your family and your planet".

Elliot Berry, Hebrew University-Hadassah Medical School, Jerusalem, Israel

THE INTERNATIONAL PROMOTION CAMPAIGN

The "new" Healthy and Sustainable Mediterranean Diet evolves from a theoretical model to a contemporary lifestyle that has to be concretely promoted. It will be the start of an International Promotion Campaign that will be launched at the World Conference in Milan, through a round table organised by IFMeD, CIISCAM, CIHEAM-BARI and Forum of Mediterranean Food Cultures and will be entitled "MED DIET 4.0 - a multicountry and multistakeholder framework to improve the sustainability of the Mediterranean diet".

"This Conference will revitalize and make popular the Mediterranean diet by presenting it as a sustainable dietary pattern and lifestyle and highlighting its multifaceted and multidimensional benefits for people and planet".

Roberto Capone, CIHEAM – International Centre for Advanced Mediterranean Agronomic Studies, Bari, Italy

The Scientific Programme of the Conference can be downloaded at: <http://www.ifmed.org/wp-content/uploads/2015/11/First-World-Conference-on-Med-Diet.pdf>

For information and registration: <http://www.ifmed.org/registration-and-fees>

Journalists can apply to the Conference registration by sending an e-mail to the Press Office and indicating: full name, postal address, name of the news publication represented.

PRESS OFFICE 1st World Conference on Mediterranean Diet

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