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**Lidl strengthens its international commitment to conscious nutrition together with WWF**

**Lidl is advancing its commitment to conscious nutrition by further aligning its product range with the Planetary Health Diet (PHD)1 by 2050. By 2030, Lidl will increase the proportion of plant-based foods sold, such as plant-based protein sources, whole grains, fruits and vegetables, by 20 percent compared to 2022. As the first retailer to apply WWF’s methodology across all 31 Lidl countries with stores, Lidl brings transparency to its offerings across all food groups, empowering customers to make more environmentally conscious and healthier choices.**

To address global challenges, like climate change, biodiversity loss and diet-related diseases we need to transform our food system2. Recognizing these urgent issues and its responsibility, Lidl is contributing to a global food system transformation by setting ambitious targets across its value chain. Customers retain freedom of choice but can make more sustainable purchasing decisions more easily. To achieve this, Lidl, with the support of WWF's expertise, is increasing the ambition of its Conscious Nutrition strategy across all 31 Lidl countries with stores. Lidl is increasing its current plant-protein ambition and setting ambitious goals across all three health-promoting categories3 of the PHD.

**Conscious nutrition as a driver for health and environmental protection**

**Martin Brandenburger, CEO & Chairman of the Board of Lidl Cyprus**, explains*: "In order to feed a growing world population in a healthy way within planetary boundaries, a global food system transformation is key. Lidl has been committed to contributing to this goal for years - based on the scientific logic of the Planetary Health Diet. With WWF as an experienced partner at our side, we want to make an even greater impact in the future and offer our customers a constantly growing selection of healthy, more sustainable alternatives at the usual low Lidl price."*

**Mariella Meyer of WWF Switzerland**, adds: *“We welcome Lidl’s alignment with the Planetary Health Diet and the use of the WWF Planet-Based Diets Retailer Methodology4 This is a crucial step in transforming the food system, which is the number one driver of wildlife and nature loss. By focusing on more plant-based choices, Lidl prioritises both human and planetary health. We hope this inspires other retailers to follow suit and focus more on plant-based choices compared to animal-based offers.”*

**Ambitious goals for plant-based protein sources and whole grains**

The international goal of increasing the proportion of plant-based foods sold by 20% by 2030, with 2023 as a baseline, is part of the holistic CSR strategy and nutrition concept at Lidl. This will be achieved through targeted interventions in the categories of protein sources, whole grains, and fruits and vegetables. Starting in 2025, Lidl will report on its progress annually, making the data publicly available. The food retailer is following WWF’s methodology to promote conscious and healthy diets.

* Protein sources: Since 2022, Lidl has been calculating and analyzing the “protein split,” which measures the proportion of plant-based protein-sources compared to animal protein-sources in its product range. Lidl Cyprus aims to increase the proportion of plant-based protein sources to 20% by 2030. This includes pulses, nuts, seeds, and vegan alternatives to meat, eggs, and fish. Starting in 2023, Lidl Cyprus will disclose its protein split annually to ensure transparency. Additionally, Lidl continues to improve high animal welfare standards for the meat products it continues to offer.
* Whole grains: Dietary fiber is essential for a long and healthy life5. By 2030, Lidl Cyprus aims to increase the proportion of whole grains in its product range to 10% (baseline 2023). Lidl will also offer at least one whole grain option in all relevant product categories by 2030.
* Fruits and vegetables: Fresh fruits and vegetables are a vital component of the strategy Conscious Nutrition at Lidl. Lidl continues to provide customers with a wide selection of fresh produce every day.

More information about the engagement of Lidl for Conscious Nutrition will be on the website: [here](https://www.lidl.com.cy/l/el/leaflets/consious-nutrition-cy-en-consious-nutrition/view/flyer/page/11)

The Planetary Health Diet was developed in 2019 by 37 of the world's leading scientists as part of the EAT Lancet Commission and provides the blueprint for a global nutrition transition that will enable a global population of 10 billion people to eat healthily within the planet's boundaries by 2050.

2 Living planet report: https://www.worldwildlife.org/publications/2024-living-planet-report

3 Three health promoting categories according to the Planetary Health Diet: plant-based protein sources (pulses, nuts, seeds), whole grains and fruit & vegetables

4 WWF Planet-Based Diets Retailer Methodology: <https://planetbaseddiets.panda.org/retailers>

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5 University of Washington: Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study, 2017.

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