Larnaca, 14/11/2025

**Lidl Cyprus Platinum Sponsor at the 13th Conference of the Cyprus Dietetic & Nutrition Association**

**With an active presence on the "ONE HEALTH" panel, the company confirmed the alignment of its values ​​and strategy with messages of scientific evidence and sustainable health.**

This year, **Lidl** **Cyprus** actively supported the **13th Dietetics & Nutrition Conference (CyDNA) of the Cyprus Dietetic and Nutrition Association as Platinum Sponsor,** which took place in Nicosia on 7–9 November 2025. The scientific programme focused on the transformation of nutrition and dietetics based on **evidence**, **sustainability** and **health equity**, including a multitude of sessions, workshops and parallel activities.

Within the context of the conference, Lidl Cyprus actively participated with speaker **Nikolaos Lysigakis, Senior Consultant – Corporate Affairs**, who took part in the “ONE HEALTH” panel, which highlighted the connection between nutrition, public health and the environment. His speech focused on the responsibility of businesses to guide consumers to healthy food choices, highlighting the need for a sustainable and fair model of primary production. Referring to scientific data from the WHO and the EAT-Lancet Commission, he emphasised that the global food system is responsible for a significant proportion of **greenhouse gas emissions** and **biodiversity** **loss**, while unhealthy eating habits are associated with 60% of chronic diseases worldwide. Particular emphasis was placed on **childhood** **obesity** and the impacts of climate change on the national production chain. In addition, Lidl's strategy for alignment with the Planetary Healthy Diet by 2050, transparency in choices based on WWF, cooperation with certified producers and the implementation of responsible marketing to children were presented.

In addition to its participation in the scientific programme, **Lidl Cyprus sponsored the official Coffee Break of the conference**, which took place within the exhibition space. The menu was curated by Lidl Food Academy chef Xenia Ioannou and **included healthy finger food dishes**, designed with nutritional value and balanced taste in mind.

With its presence, the company confirmed the alignment of its values ​​with messages of scientific evidence and sustainable health. Lidl Cyprus, through its strategy for [conscious nutrition](https://corporate.lidl.com.cy/en/sustainability/good-for-people/health/conscious-nutrition-2.0), promotes its firm commitment to offering quality choices at competitive prices, contributing substantially to consumer health, all the while addressing climate change. With specific decisions and actions, the company is moving towards a **20% increase in plant-based foods by 2030**, implementing **complete transparency in choices based on the WWF methodology**, so that consumers know what they are eating and how this affects health and the environment.

At the same time, the company is committed to a **20% reduction** in harmful ingredients such as **sugar** and **salt**, collaborating exclusively with certified producers for maximum food safety and implementing responsible marketing, especially towards children by the end of 2025. As early as 2023, unhealthy products will not be advertised to children, while by the end of 2025 all symbols and graphic elements that make products attractive will be removed from children's packaging, in full harmony with the principles of the conscious Mediterranean diet.

For **Lidl** **Cyprus**, the issues of **healthy and sustainable nutrition** are a main pillar of action and decisions for the future and future generations. After all, the company's vision for everyone's everyday life remains the offering of a **sustainable range of products** at the most **competitive prices** on the market.

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