



## **Costa Cruises Signs The Milan Protocol On Sustainable Food And Nutrition**

November 19, 2015

*The Italian company is the first in the tourism industry to sign the Barilla Foundation protocol, whose objectives include reduction of food waste, ongoing efforts to eliminate hunger and initiatives to enhance awareness of healthy lifestyles.*

Genoa, 19 November 2015 – Costa Cruises is the first company in the tourism industry to sign the Milan Protocol.

Promoted by the *Barilla Foundation Center for Food and Nutrition* ([www.barillacfn.com](http://www.barillacfn.com)), the Milan Protocol is an initiative that focuses on tackling the problem of worldwide unbalances in nutrition and food, with three main objectives: to promote healthy food habits, to reduce food waste, and to promote sustainable agriculture. The idea is to create a civil movement, encompassing institutions, companies and organisations as well as ordinary people, which will enhance awareness and propose solutions to the global problems concerning the agriculture-food chain.

*“Costa Cruises supports the Milan Protocol because we believe that its objectives match the values of our company” – declared Neil Palomba, President of Costa Cruises – “We want to continue to work to promote a sustainable food model on board our ships. We believe it is possible to propose to our guests, who come from 200 different countries, an excellent gastronomic experience, based on Italian traditions, that effectively combines pleasure, health and wellness, while avoiding waste and reducing environmental impact”.*

*“The Milan Protocol was created in 2013 based on an idea of the BCFN Foundation; today, it relies on the contributions of more than 500 international experts; more than 100 international organisations and thousands of persons have signed it and support it. The Milan Protocol is one of the documents that inspired the Milan Charter, the real legacy of Expo Milano 2015. We are delighted that an important company like Costa Cruises has become a part of the Milan Protocol. We hope that its support will encourage others in the tourism industry to contribute – through noteworthy initiatives like those developed by Costa Cruises regarding the menus offered on their ships – to fight the important battle against hunger, obesity, food waste and exploitation of the Earth” - declared Luca Virginio, vice-President of the BCFN Foundation.*

Costa Cruises' commitment includes a reassessment of the menus and food preparation processes on board its ships. And, to minimise environmental impact, priority will be given to fresh food and products coming from local suppliers, near the ports where ships call.

Another important aspect will concern the involvement of guests and crew, to orient them toward a healthy and balanced approach to food, while also encouraging them to take an increasingly active part in this process of change, and especially for what concerns food waste.