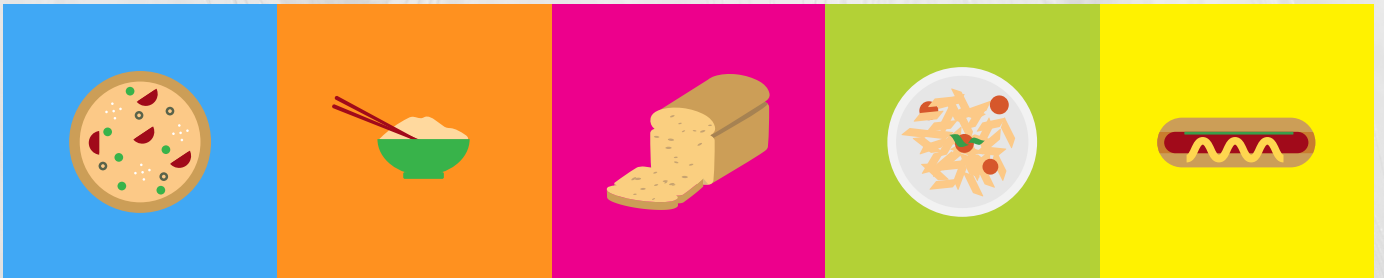




Partnering on Whole Grain for Health and Well-being

Why consumers should choose whole grain first

27 June 2018
BIP, Rue Royale 2-4, Brussels






Programme

08:30-09:00  Registration and welcome coffee

09:00-09:10 * Objectives for the day
 Sue Saville, Moderator



Session 1: WHY Whole Grain

Why are we still failing to consume adequate levels of whole grain in Europe despite broad acknowledgement of positive health benefits?

09:10-09:25 **Keynote**
*Latest scientific evidence on whole grains and protective benefits **against cancer, obesity, type 2 diabetes and cardiovascular disease***
 Prof. Chris Seal, Member of Healthgrain Forum

09:25-09:40 **Keynote**
Communicating the European Code Against Cancer: why whole grain is important in the reduction of cancer onset
 Dr Wendy Yared, Director, European Cancer Leagues (ECL)

09:40-09:55 **Keynote**
Consumer perspective
 Emma Calvert, Food Policy Officer, The European Consumer Organisation (BEUC)


09:55-10:15 **Joint Keynote:**
How to turn the Danish Whole Grain Partnership success into a European success story
 Gitte Laub Hansen, Executive Project Manager, Danish Cancer Society
Danish Authority's perspective on achieving consumer behavior change
 Trine Enevold Grønlund, Danish Veterinary and Food Administration

10:15-10:30  Moderated discussion

10:30-10:45  Break

Session 2: WHAT

What can we do to encourage more people to enjoy more whole grain in Europe?

10:45-11:00 *Link between whole grain and diabetes prevention*
 Dr Nicola Guess, Lecturer, King's College London and International Diabetes Federation (IDF)





Programme

11:00-11:15	<p>An industry perspective</p> <p><i>Consumer & manufacturer insights into whole grain consumption</i></p> <ul style="list-style-type: none"> 🗣️ John Athanatos, President, Cereal Partners Worldwide (CPW)
11:15-11:30	<p><i>How whole grain can be part of sustainable and environmentally friendly food systems</i></p> <ul style="list-style-type: none"> 🗣️ Jabier Ruiz, Senior Policy Officer, WWF World Wildlife Fund (WWF)
11:30-11:45	<p>A scientific perspective</p> <p><i>The importance of signposting consumers to whole grain foods via clear product labelling and tackling misleading whole grain claims</i></p> <p><i>Achieving universally accepted (legal) whole grain standards and meaningful intake recommendations</i></p> <ul style="list-style-type: none"> 🗣️ Michaela Pichler, CEO and Secretary General, International Association for Cereal Science and Technology (ICC)
11:45-12:00	<ul style="list-style-type: none"> 🗣️ Moderated discussion
12:00-12:30	<ul style="list-style-type: none"> 🍴 Walking Lunch

Session 3: HOW

Establishing an EU partnership on whole grain: routes to realization

12:30-12:45	<p>Keynote</p> <p><i>DG AGRI best practices as a force for change</i></p> <ul style="list-style-type: none"> 🗣️ Jens Schaps, Director, European Commission, DG AGRI
12:45-13:00	<p>Keynote</p> <p><i>The European Parliament's role as a force for change</i></p> <ul style="list-style-type: none"> 🗣️ MEP Elena Gentile (S&D, Italy), European Parliament
13:00-13:45	<p>Moderated discussion with audience (5-minute interventions) :</p> <ul style="list-style-type: none"> 🗣️ Health NGOs – European Heart Network, International Diabetes Federation, European Cancer Leagues 🗣️ Consumers – BEUC 🗣️ Scientific perspective – ICC, Healthgrain Forum 🗣️ Sustainability – WWF 🗣️ Communication – EUFIC 🗣️ Public Authorities – EU Institutions and National Authorities 🗣️ Industry – CPW, Nestle, AIBI (The International Association of Plant Bakeries) <p>Open discussion</p>
13:45-14:00	<p>Wrap-up of the day and next steps</p>



Co-funded by the Health Programme of the European Union, the ECL is an umbrella organisation of national and regional cancer societies advocating for cancer prevention and patient support at EU level.

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The Forum is an active network of universities, institutes and industries supporting the vision that consumption of whole grain and high fibre grain-based foods help maintain health, reduce health care costs and provide added value for companies committed to sustainable production.

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ICC is an international network of cereal scientists and technologists dedicated to the improvement in safety and quality of cereal-based foods for the health and well-being of all people.

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