



This presentation is part of WholeUGrain (Grant agreement 874482), which has received funding from the European Union's 3<sup>rd</sup> Health Programme.

Monday  
May 17<sup>th</sup> 2021  
(9.00-12.00 CET)



**Host of the day**  
Anne Pøhl Enevoldsen, Head  
of Section, Sustainable Diet  
and Health,  
Danish Veterinary and Food  
Administration

9.00 ● Welcome Rasmus Prehn Minister for Food, Agriculture and Fisheries



9.30 ● The development and organization of a public private partnership  
Rikke Iben Neess is Head of Program for the Danish Wholegrain Partnership



10.35 ● Why and how does a Whole Grain Partnership work? - Perspectives from different partners, authorities, NGOs and businesses

Bente Stærk, Senior Adviser, Sustainable Diet and Health, Danish Veterinary and Food Administration

Charlotte Clausen, Brand Manager and CSR in Valsemøllen A/S

Natasha Selberg, Senior Consultant at the Danish Heart Association

Signe Frese, CSR Director, Coop A/S

Julia Laursen, Innovation Projects Lead, Nordic Nestlé



12.00 ● End of day 1

Tuesday  
May 18<sup>th</sup> 2021  
(9.00-12.00 CET)



**Host of the day**  
Rikke Iben Neess, Head of  
program for the Danish  
Wholegrain Partnership



9.15

Whole-grain intake and risk of disease, mortality, and overweight.  
An umbrella review of recent evidence  
Specialist consultant Sofia Lourenço, Danish Cancer Society



9.45

Whole grains and cancer prevention  
Senior scientist Cecilie Kyrø, Danish Cancer Society



10.00

Whole grain and sustainability aspects  
Lene Møller Christensen, Academic Officer at the National Food Institute,  
Technical University of Denmark

10.35

Expert panel: How to develop a whole grain recommendation?

- Ellen Trolle, Senior researcher, National Food Institute, Technical University of Denmark. Research group: Nutrition, Sustainability and Health Promotion
- Gitte Laub Hansen, executive consultant, Danish Cancer Society
- Iben Humble Kristensen, Academic Officer, Sustainable Diet and Health, Danish Veterinary and Food Administration



11.15

Status on the development of National Whole Grain Partnerships  
in the partnering countries Slovenia, Bosnia-Herzegovina and Romania

- Dea Zavadlav, junior consultant at Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises
- Livia Cioran, medical doctor at the National Institute of Public Health Romania
- Dušan Kojić, coordinator of the Department for Health in the Ministry of Civil Affairs of Bosnia and Herzegovina



12.00 ● End of day 2

Wednesday  
May 19<sup>th</sup> 2021  
(9.00-12.00 CET)



**Host of the day**  
Gitte Laub Hansen,  
Executive consultant,  
Danish Cancer Society

9.15 ● **Monitoring markets and consumers and how to ensure effective communication**

Rikke Iben Neess is head of program for the Danish Wholegrain Partnership



10.10 ● **Legal aspects of labelling and the whole grain logo**

- Mette Christiansen, Chief Adviser at the division for Chemistry and Food Quality and
- Bente Stærk, Senior Adviser, Sustainable Diet and Health, both from the Danish Veterinary and Food Administration



10.40 ● **Why is front of pack labelling important?**

Gitte Hestehave, Leading Senior Adviser, The Danish Food and Drink Federation



11.00 ● **How do you increase whole grain content in products?**

Andreas Agesen, Product Developer at Lantmännen Schulstad



11.30 ● **Expert panel: What are the incentives for food industry and private partners to increase supplies?**

11.45 ● **Invitation to the second summer school**

Petra Medved Djurašinović, senior consultant at Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises



12.00 ● **End of day 3**