



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

# Status on the development of Whole Grain Partnership in Slovenia

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Gospodarska  
zbornica  
Slovenije



Chamber of Commerce  
and Industry of Slovenia

Chamber of Agricultural  
and Food Enterprises



## Preparedness and feasibility check

Nutrition

Consumer  
behaviour and  
market insight

Product  
development,  
reformulation,  
labelling

Legal  
requirements



## 1. Nutrition

- Nutrition policy
- Dietary recommendations



# National Programme on Nutrition and Physical Activity for Health 2015 - 2025

- Main aim of the program is to improve nutrition and exercise habits of people and to reduce the obesity and risk of developing chronic non-communicable diseases.
- In this document are identified different priority areas and strategic goals regarding:
  - physical activity
  - nutrition, which also includes food reformulation (less salt, sugar, saturated fats and trans fats in food products).
- In the document it is also listed that Slovenian people should increase the consumption of whole grains and whole grain products.



## The Dietary guidelines “12 steps to healthy eating”

1. Enjoy eating food.
2. Eat a variety of foods originating mainly from plants, rather than animals.
3. Maintain body weight within the recommended limits by taking moderate to vigorous levels of physical activity.
4. Eat a variety of vegetables and fruits, preferably fresh and local, several times per day.
5. **Eat bread, pasta, rice or potatoes several times per day. Prefer whole grain products.**
6. Control fat intake and replace most saturated fats with unsaturated fats. Use lean meat. Limit consumption of meat products. Eat fish once or twice a week.
7. Use milk and dairy products that are low in fat.
8. Limit salt intake and limit processed and preserved foods.
9. Consume enough fluids, preferably drinking water, mineral water, unsweetened fruit or herbal teas or fruit and vegetable juices.
10. If you drink alcohol, drink moderately and not every day.
11. Prepare food in a safe and hygienic way. Don't add a lot of fats, sugar and salt.
12. Promote exclusive breastfeeding up to 6 months.

## Dietary recommendations

- In the National Programme on Nutrition and Physical Activity for Health 2015 - 2025 it is listed that the recommended daily intake of dietary fiber for adults is 30 g per day. Beside that there are also differences in recommended daily intake of dietary fiber between target groups.
- There are just general recommendation for whole grain intake.



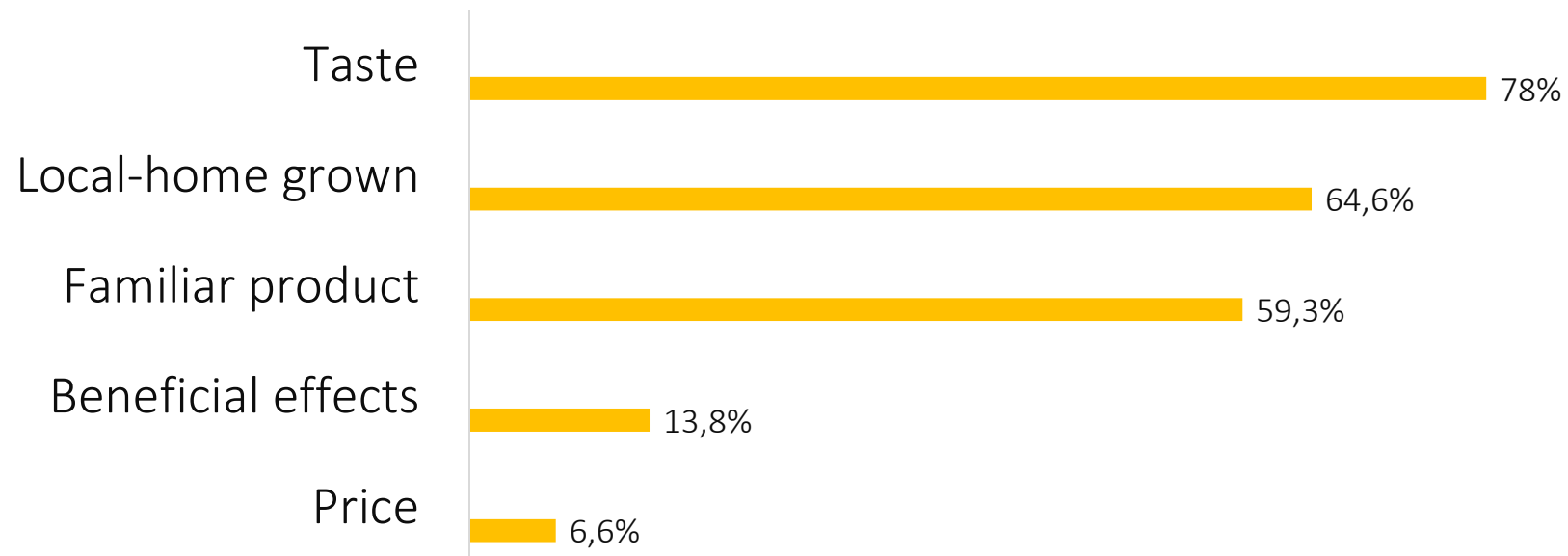
## 2. Consumer behaviour and market insight

- Consumer trends regarding food and nutrition

Availability of whole grain products on markets



# Consumer trends regarding food and nutrition



Source: Si.Menu



## Availability of whole grain products on markets

Bread and bread products,  
pasta, cereals

Most used whole grains are:  
wheat, spelt, corn, buckwheat, barley,  
oats, rye and millet



### 3. Product development, reformulation, labelling

- Definition and logo for whole grain products

Legislation and requirements for labelling whole grain products

- Self-regulatory commitments regarding food reformulation



## Definition and logo for whole grains

- There is no definition and a special logo for whole grains in Slovenia.



## Legislation and requirements for labelling whole grain products

- Special requirement for labelling whole grain wheat bread, whole grain rye bread and whole grain mixed bread are in Rules on the quality of bakery products (Official Gazette of Republic of Slovenia, No. 11/15 and 22/19).
- Whole grain wheat has to contain at least 80 % of whole grain wheat flour or whole grain wheat groats, whole grain rye bread is made from whole grain rye flour or whole grain rye groats and whole grain mixed bread has to contain at least 51 % whole grain flour from different whole grains.



# Self-regulatory commitments regarding food reformulation



## Zaveza odgovornosti

(en. Responsibility Commitment) is food industry project which was launched with an aim to contribute to the goals of the national food policy strategy and to improve the nutritional composition of food products.

Soft drink sector



Dairy sector



Bakery sector



## Self-regulatory commitments of Slovenian bakery sector

- 8 bakery companies co signed the two commitments.
- Companies committed to:
  - Reduce the content of added salt in bread for 5 % until 2022.
  - Increase the content of whole grain ingredients in bakery products.



## Content of added salt and whole grain ingredients in 2020

The average content of added salt in bread on Slovenian market was **1,22 g** per 100 g, which is **1,6 %** less than in year 2019.

Percentage of whole grain ingredients on Slovenian market was **3%** in bakery and other cereal products and **1 %** in fine bakery products.



## 4. Legal requirements

Legal obstacles for establishment of whole grain partnership

Mapping of possible stakeholders included into whole grain partnership





## Legal obstacles for establishment of whole grain partnership

- There are no legal obstacles for establishing whole grain partnership in Slovenia.
- Public-Private Partnership Act (PPP) which regulates the purpose and principles of private investment in public projects and/or public co-financing of private projects in the public interest.



# Mapping of possible stakeholders



REPUBLIC OF SLOVENIA  
MINISTRY OF AGRICULTURE,  
FORESTRY AND FOOD



REPUBLIC OF SLOVENIA  
MINISTRY OF HEALTH



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



REPUBLIC OF SLOVENIA  
MINISTRY OF ECONOMIC DEVELOPMENT  
AND TECHNOLOGY



REPUBLIC OF SLOVENIA  
MINISTRY OF PUBLIC  
ADMINISTRATION



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA KMETIJSTVO,  
GOZDARSTVO IN PREHRANO  
UPRAVA RS ZA VARNO HRANO,  
VETERINARSTVO IN VARSTVO RASTLIN

**NIJZ** National Institute  
of **Public Health**



+ Others

# Conclusions

- Some activities were already implemented.
- Nevertheless, there are still important steps and activities that need to be implemented in order to be possible to transfer the Danish best practice model for a whole grain partnership to Slovenia.





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**Thank you for your attention!**

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