

# Stakeholder Web Event

## Let's talk about Grains



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# AIBI

- European Association of large national bakery associations - 15 countries - 2200 bakery companies
- Production of around 38 Million tons of bread and bakery products
- Limited data on how much is whole grain or whole grain flour
- AIBI agrees on Health Grain Definition
- AIBI member fully aware of development of whole grain
- -patchwork of regulations and labelling
- -whole grain is no health claim as such except characterised substances like beta-glucan etc.
- -nutriscore introduction in some countries
- HEALTH the mega trend and bakers looking to satisfy consumer needs

**Thank you**  
Stay healthy