

**- How to improve public health by encouraging Danes to eat more whole grains**



## Rikke Iben Neess – Campaign Manager



# AGENDA

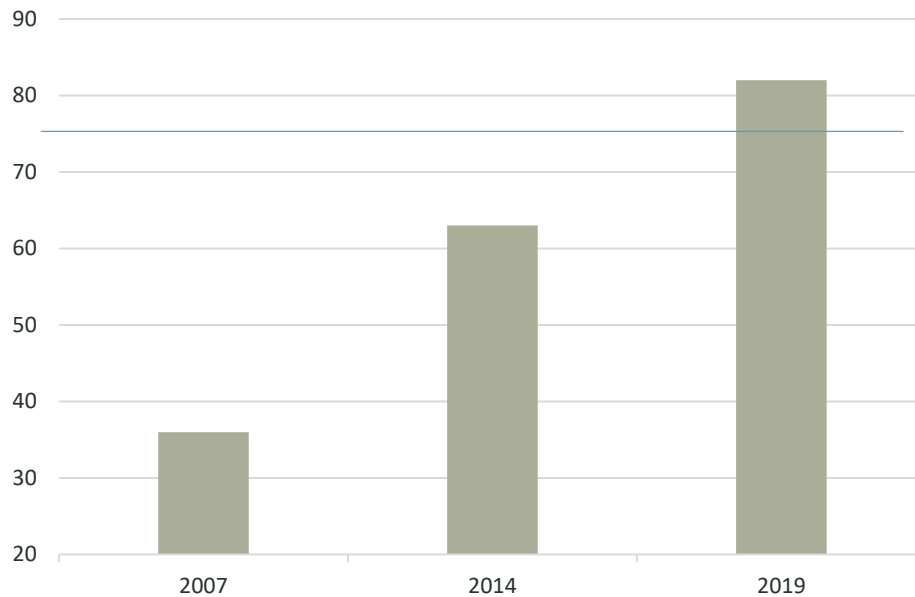
- Evolution and key milestones
- Background and history
- Organization, governance, strategy and goals
- Activities
- Lessons learned



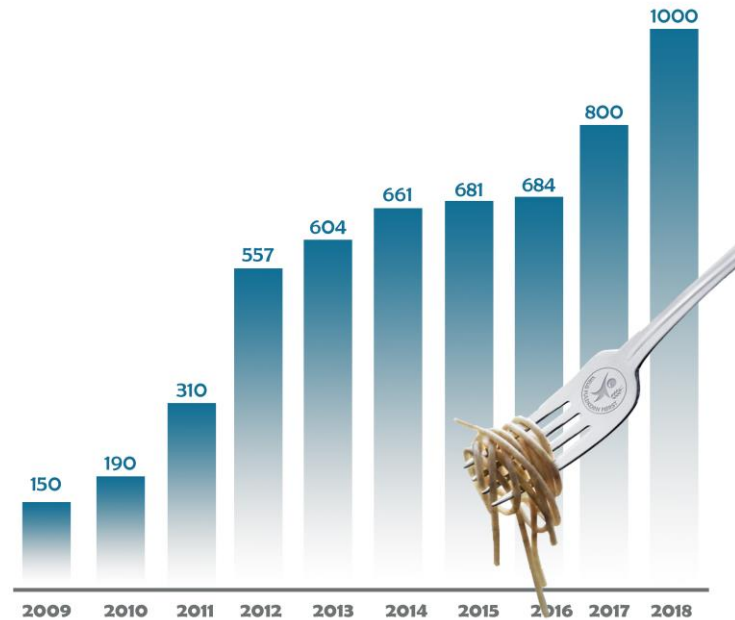


# EVOLUTION AND KEY MILESTONES

Danes - average intake of whole grains per day / 10MJ)  
DTU (2007, 2014) Danish Cancer Society (2019)



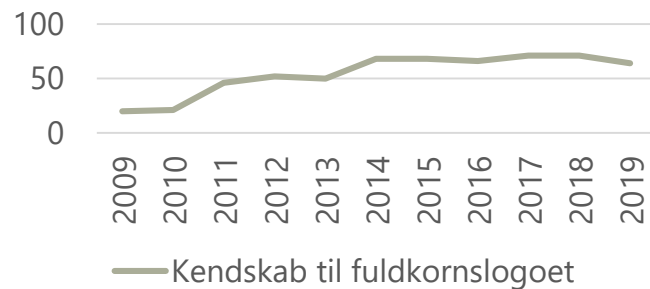
Whole Grain stamped products



Recommendation: 75 grams of whole grains per day/10 MJ.

# EVOLUTION AND KEY MILESTONES

Knowledge to  
Whole grain logo



Logo recognition\*  
64% (of the public)  
82% (women)

\* Megafon – the number of Danes recognition the logo

\*\* Megafon – Danes saying they look for the logo when buying products

Consumer behavior  
Look for the logo when  
buying products



Buying behavior \*\*  
80% (of the public)  
86% (women)

Sources: Nielsen Company, 2009-2013; YouGov, 2014-2018 og Megafon, 2019.



# BACKGROUND AND HISTORY

## 1990-2000

Carb fright/fear and fashion diets  
Decreasing intake of bread (rye)  
Nutritional concerns  
New research results showed  
Correlation between whole grains  
and cancer



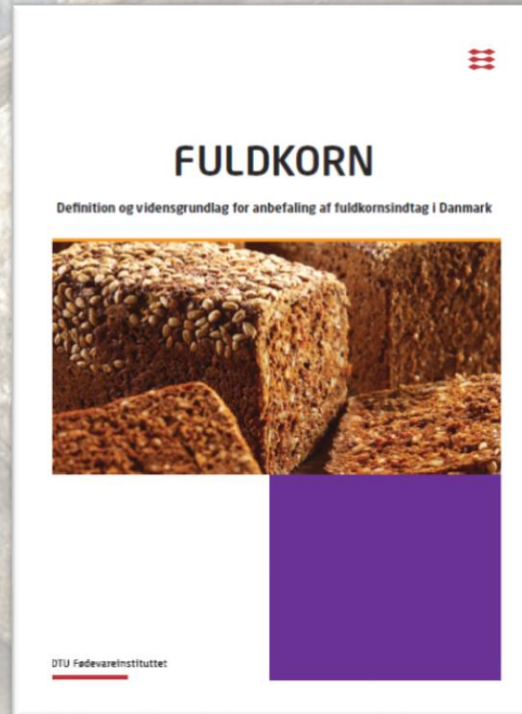
## 2008

Wholegrain definition and dietary  
guideline



## 2009

Danish Whole Grain Partnership  
established





# THE WHOLE GRAIN LOGO

## Flour, flakes, cracked kernels and rice

- 100% whole grain calculated as product dry matter (%DM)
- At least 6 g dietary fibers/ 100g

## Bread and bread mix

- 50% whole grain calculated on dry matter and 30% on QUID
- At least 5 g dietary fibers/100 g. No more than:
  - Sugar 5 g/100 gram
  - Salt 1 g/100 gram
  - Fat 7 g/100 gram

Endorsed by Government and Health  
NGOs. Whole Grain is one of the  
National Dietary Guidelines



Criteria also established for: Rye bread, crisp bread and crusts, breakfast cereals and muesli and porridge and instant porridge powders, pasta, noodles and rice.

# ORGANIZATION AND GOVERNANCE





# STRATEGY

Availability

Events and new norms

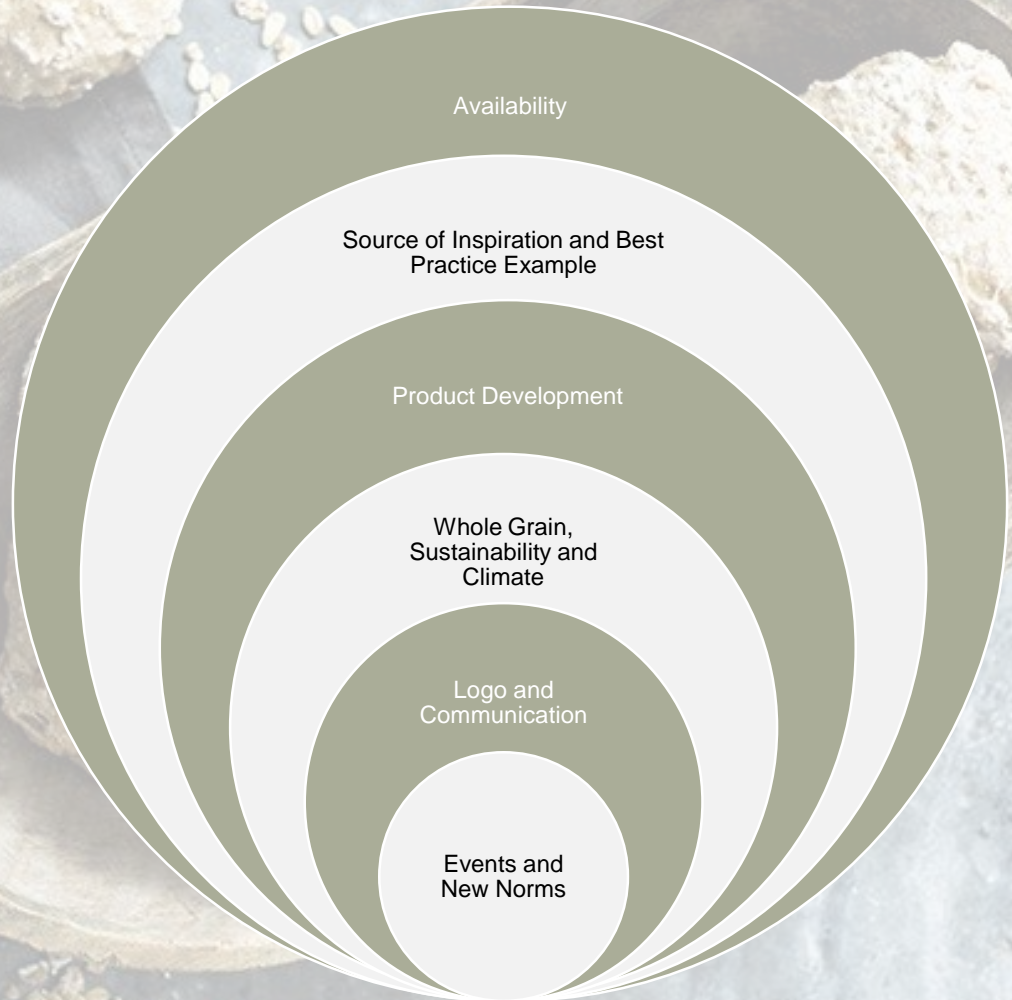
Logo and communication

Product development

Climate-sustainability

**Important:**

Document on results





# STRATEGY

We work to increase the amount of whole grain logo products and to add a little bit of whole grains into a wide range of existing products.





## GOALS (1)

- Average intake – half the population should eat at least 75 grams/day. The quarter of the Danish population that eats the least whole grain should get at least half of what the population as a whole gets.
- Increasing the whole grain content in products outside the whole grain logo. Adding a little whole grain to a wide selection of products.
- Recognition of the orange whole grain logo should be 75% and 60% should agree that they shop according to the logo.
- At least 1,150 products carrying the Danish whole grain logo.





## GOALS (2)

- Whole Grain should be communicated as climate-friendly food
- Growth in sales of whole grain logo labelled products of at least 2 % per year in volume kg
- Focus on holding on to existing partners and an ambition of getting at least 4 new partners – preferably in strategic areas like climate and food service.



# ACTIVITIES

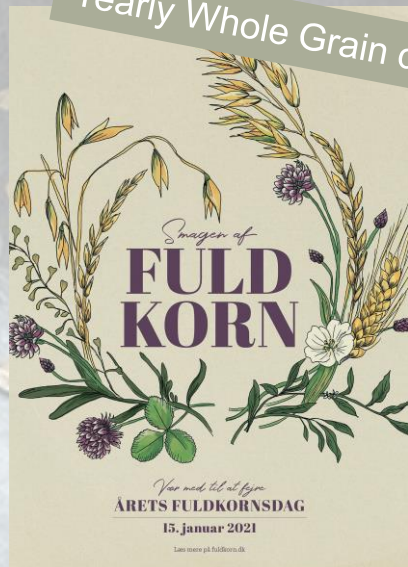
SoMe video. 1,6 mio. reach  
600.000 views. Actor: Bodil Jørgensen



WhoEUgrain



Yearly Whole Grain day



OL Gold Medal Winners for  
Whole Grains



Grain and Climate video





# LESSONS LEARNED

- Get the knowledge base right
- Create measurable performance goals and a strategy and action plan
- **Be precise about the role distribution and find synergies between partners**
- Ensure mutual benefits for all
- **Document and follow up on targets**
- Prepare properly - it took 2 years to establish the partnership and another 2 years to get the operation in place
- Create dynamic activities that attract interest
- **Create excitement and make partners proud of being part of the partnership.**
- As a secretariat always contribute with a lot of concrete results and have a high level of activities. Always be creative
- Renew the partnership by finding new ways to cooperate both with partners and with organizations outside the partnership



# WHOLE GRAIN PARTNERS



Miljø- og  
Fødevareministeriet



Kræftens Bekæmpelse

diabetes  
foreningen



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