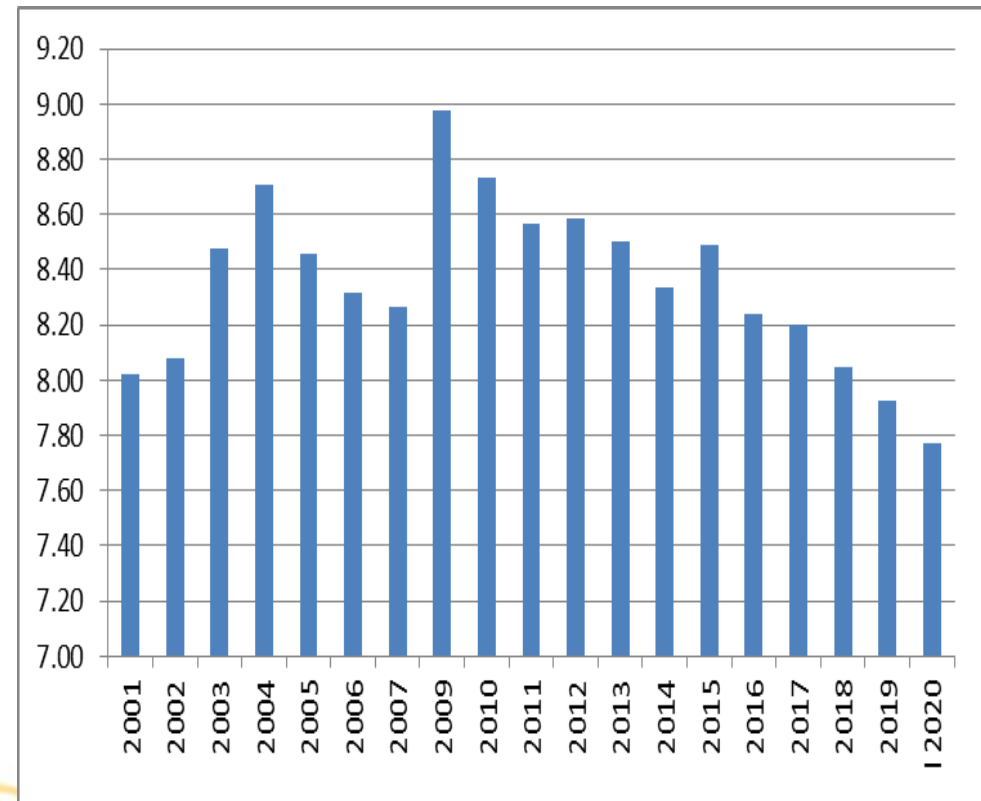


Romanian initiatives regarding whole grains



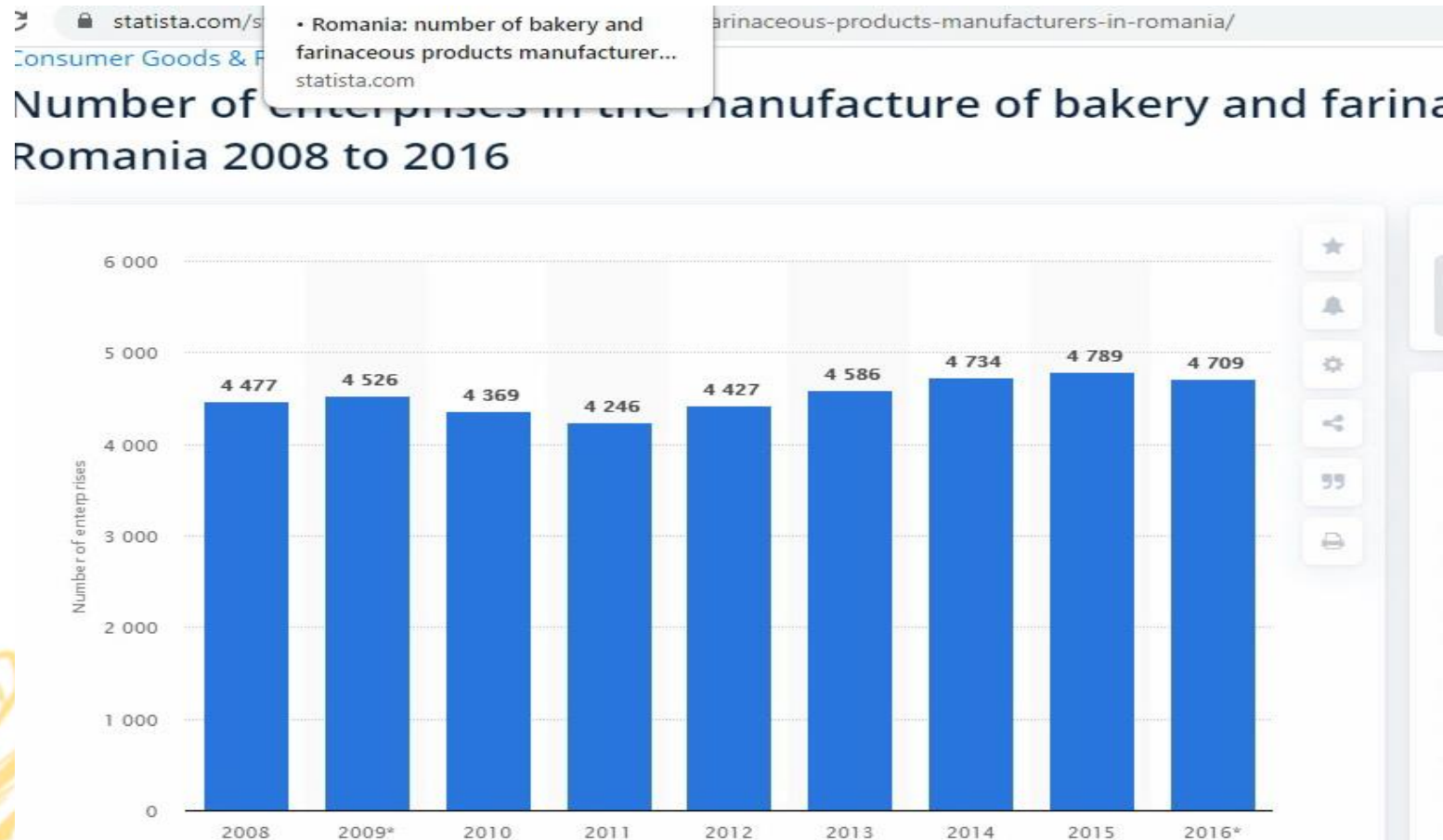
Romania is a big cereal consumer- especially bread (confirmed by NIPH studies)

- Bread and bakery - Kg per capita consumption per month (source- NIS)
- In Europe: less than Turkey, more than Bulgaria



A lot of producers

(among which a big number of SME.s)

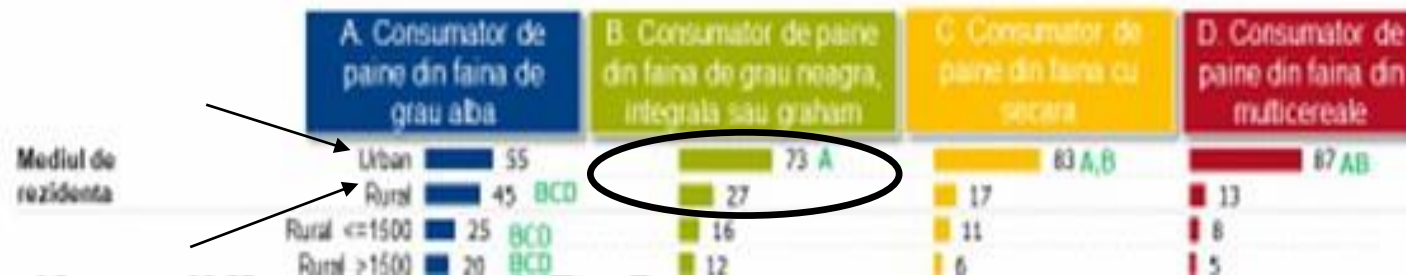


Whole grain products are everywhere on the market



Whole grain products consumption varies much (source: GFK) : urban>rural

Consumatorii de paine din faina cu secara si multicereale provin din mediul urban, localitati mari precum Bucuresti, comparativ cu cei care consuma paine din faina alba care sunt preponderent din mediul rural.

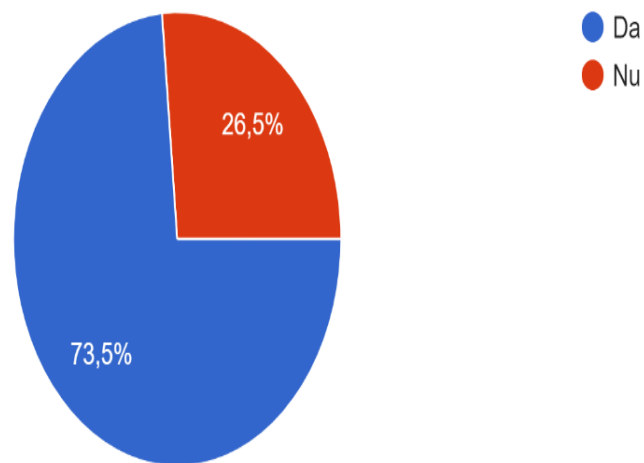


Knowledge about whole grains

(questionnaire 1098 persons- 2020)

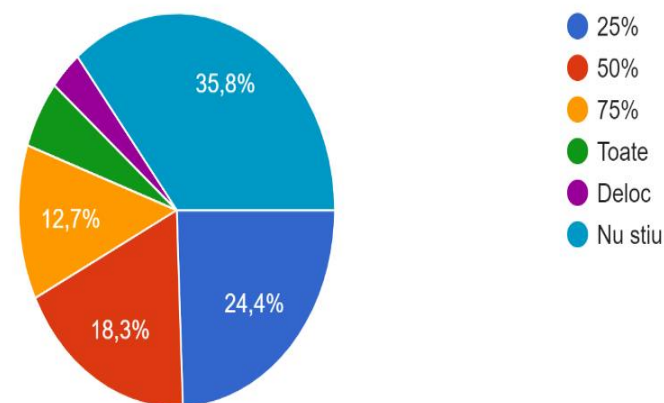
Preferati produsele din cereale integrale (paine neagra sau intermediara, orez brun, paste integrale, etc)?

1.095 de răspunsuri



Cam cat din produsele cerealiere consumate intr-o zi au la baza cereale integrale?

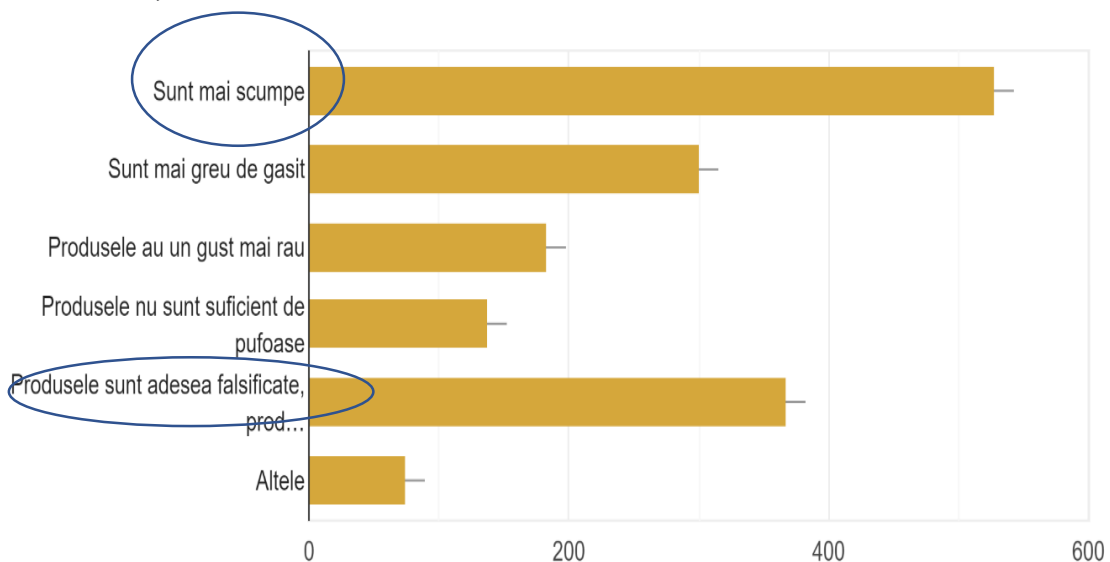
1.095 de răspunsuri



Hinderances and role of the food label

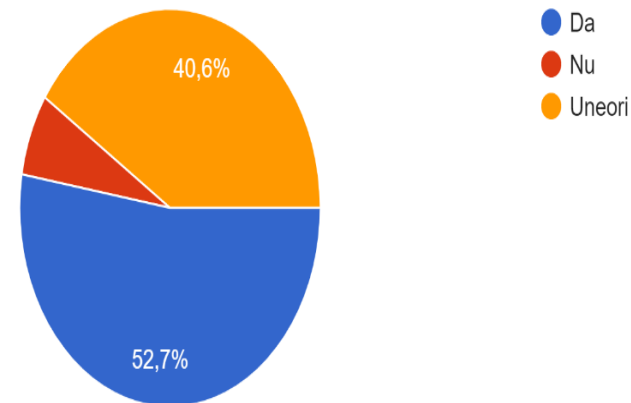
Care sunt dezavantajele cerealelor integrale? (puteti alege mai multe variante)

1.095 de răspunsuri



Consultati etichetele produselor inainte de a le cumpara?

1.095 de răspunsuri



Previous collaboration with industry

- Protocols (agreements) regarding reformulation – since 2010.
- Cover salt, sugar and saturated fats.

The image shows a screenshot of the 'Nutriție' (Nutrition) section on the website, specifically the 'Protocoloale de colaborare' (Collaboration Protocols) page. A red oval highlights the main content area. On the left, there is a sidebar menu with various links. The main content area lists several protocols:

- ROMALIMENTA - Protocol de colaborare privind adoptarea unui stil de viață sănătos prin reducerea consumului de sare
- PROTOCOL SARE
act adițional
- ONG - Protocol de colaborare între Ministerul Sănătății și Fundația Prais pentru implementarea mișcării naționale 'Și eu traiesc sănătos!'
- PROTOCOL MS-PRAIS 2010
- PROTOCOL MS-PRAIS 2012

Big steps for food in schools (HG 640/2017)- only whole grains

- In “milk and bun “ program, the composition of buns/pretzels has been changed (2018):
 - For buns, only whole grain , without sugar, sweeteners or additives
 - For pretzels, only whole grains.





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More about the project:

<https://www.gzs.si/wholeugrain>

