



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





The journey towards a successful Danish Whole Grain Partnership

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Bente Stærk, Danish Veterinary and Food Administration*

1

Partnerships



2007:
"Let's do it for Whole Grain"

Millers, Bakeries, Breakfast cereals, DVFA, NGO (Cancer ass.)

When we work together across sectors, we can combine knowledge, resources and strengths. Together we can develop new solutions to problems and find synergies

2

Aim

To increase the daily intake of whole Grain in the Danish population

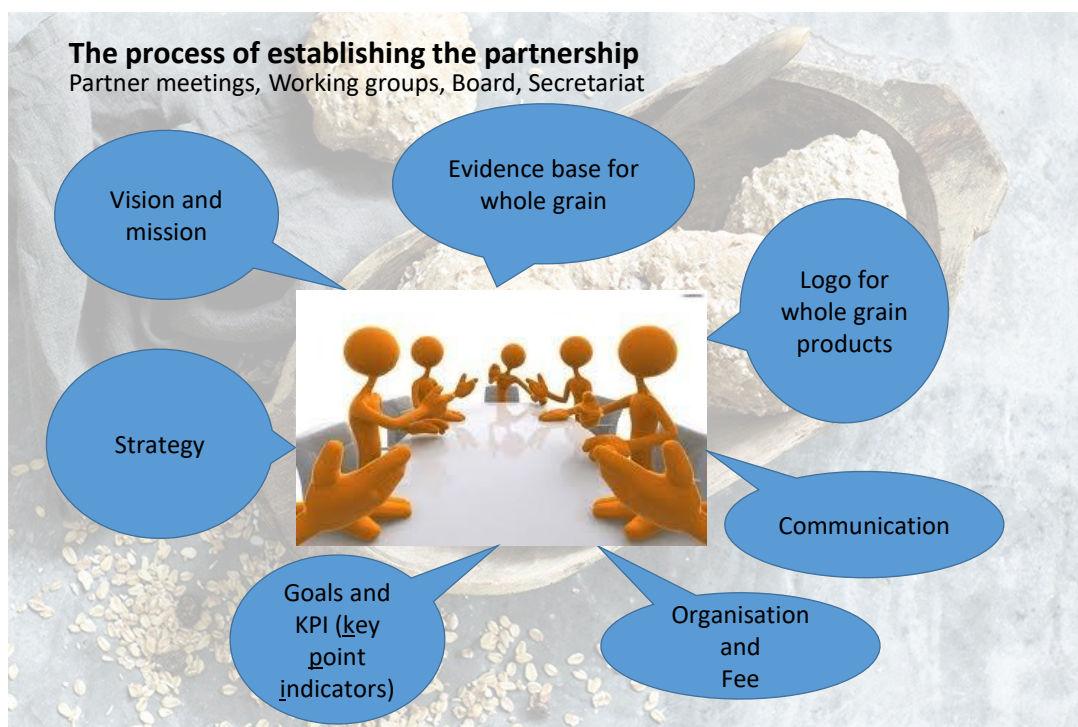
2007

- First step
- Task force group of 3 (industry, government, NGO)
- Meetings

3

The process of establishing the partnership

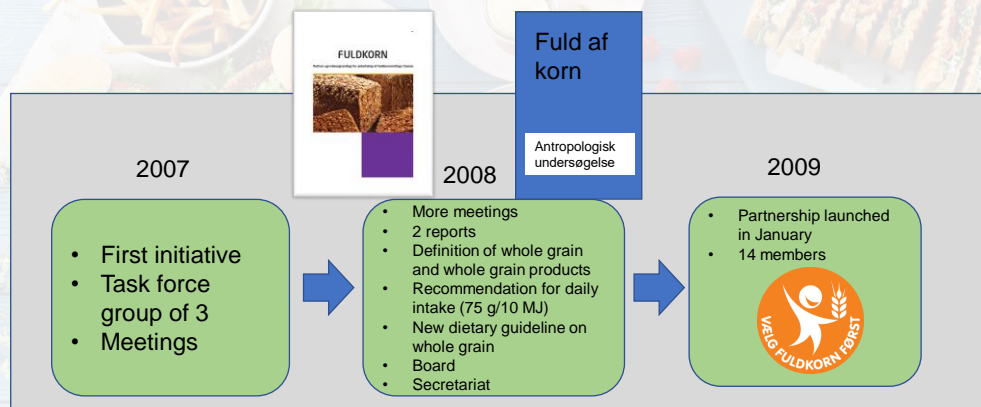
Partner meetings, Working groups, Board, Secretariat



4

Aim

To increase the daily intake of whole Grain in the Danish population



5

Vision

Promote public health by making Danes eat more whole grain

Mission

Increase availability of whole grain products and enhance knowledge of the positive effects of whole grain

Strategy

Availability

Product Development

Logo and Communication

Events and New Norms

6

Availability

Make it easy for consumers to choose whole grains at schools, canteens, workplaces, retailers, hand crafted bakeries, nursing homes, daycare institutions, hospitals, restaurants...

Develop whole grain products with a recognizable logo – help consumers find whole grain products

Add amounts of whole grains into existing and new products



7

Product development

Develop well tasting products with whole grains with and with out logo

Challenge R&D

Add whole grains into products consumers already eat and into traditional dishes



8

The orange 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



"Choose whole grain first"

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.

9

Logo and communication

Build and increase customer awareness to whole grains and a whole grain logo

Attract and engage consumers through important, interesting, catchy messages → health benefits and taste

Create demand

Fuldkorn sænker risikoen for bugspytkirtelkræft

16-11-2021

Jo mere fuldkorn du spiser, jo lavere er risikoen for at udvikle bugspytkirtelkræft. Det er konklusionen i en ny undersøgelse fra Kræftens Bekæmpelse, som har omfattet over 55.000 danskere.




Fødevarerstyrelsen anbefaler at man spiser 75 gram fuldkorn om dagen. Fuldkorn stammer fra hele kerner eller forarbejdede kerner fx malet til mel. Foto: Colourbox



10

Events and new norms

- Create events and new settings for eating whole grains
- Nudging – placement of whole grains bread in the buffet
- Offer whole grains bread as a snack in schools instead of unhealthy choices



11

Partners have different roles in order to combine knowledge, resources and strengths and create a demand for whole grains



FOOD PRODUCERS AND RETAIL
Innovation, distribution, availability

NGO'S AND THE MINISTRY OF FOOD, AGRICULTURE AND FISHERIES OF DENMARK
Credibility, research and health communication

THE SECRETARIAT
Communication, strategi and results

12

3 years strategies

Yearly action plans

KPI's and actions

Monitoring

Follow up on results

Celebrate successes

13

The journey

2009

14 partners

150 logo products

20 % knows the logo

42 % look for logo

4 factor strategy

Mainly logo products

Awareness communication

Year	Average whole grain intake (g/10MJ)
2007	36
2014	63
2019	82

DTU (2007, 2014) The Danish Cancer Association (2019)

Now

29 partners

1000 logo products

68 % knows the logo

53 / 80 % look for logo

6 factor strategy incl. "Climate", "International"

Also products with small amounts of WG

Much broader communication

14

What is the point of a whole grain partnership?

- A whole grain public-private partnership combines the best of the private and public sector
- It is a 'softer tool' to achieve health benefits than through regulatory and taxation measures
- An opportunity for business development
- Builds cross-sectoral capacity



15

How to develop a successful national public-private wholegrain partnership - Lessons learned from Denmark

Useful principles to keep partners and stakeholders engaged through all phases of developing and maintaining a public private partnership

- Define and integrate the partnership "**sweet spot**" in project activities to ensure that all partners have visibility on "what is in it for them" and to connect around a common purpose.
- Embrace friction and **be understanding** of potential misunderstandings that happen because of "speaking different languages" – try to see things from their point of view.
- **Create excitement** by defining a measurable objective and celebrate when it has been achieved. This is important to ensure stakeholder buy-in and a feeling of ownership – and to inspire and attract new partners.



16



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Thank you 

More about the partnership:

www.fuldkorn.dk

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