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## WholeEUGrain - A European Action on Whole Grain Partnerships -

Dear Mr/Mrs,

This is the last edition of the WholeEUGrain project newsletter. The newsletters were prepared twice per year with purpose to inform all the interested public about the European project, achievements and results. In this newsletter you can find information about the main WholeEUGrain achievements.

You can find more about WholeEUGrain on [website](#), [Facebook profile](#) and [LinkedIn](#).

Enjoy your reading,  
WholeEUGrain consortium

### LAST BUT NOT LEAST ABOUT WHOLEUGRAIN PROJECT...

#### Study visit to Denmark (8-10 June 2022)

The WholeEUGrain project partners from Bosnia and Herzegovina, Romania and Slovenia attended the study visit to Denmark organized by DVFA and DCS. The main aim of this visit was to explore the product development and business opportunities of working in a public-private whole grain partnership. The WholeEUGrain project partners were able to meet the industry partners, the NGOs, governments, retailers and Danish whole grain partnership representatives. The visit focused on capacity and relationship building between public and private sector stakeholders on how to work in public/private partnerships and establishing national whole-grain partnerships that will help the stakeholders take the next steps to increase whole-grain intake and sales of whole-grain products. You can find more information about the study visit [HERE](#).



#### Establishment of The Slovenian Whole Grain Partnership (24 August 2022)

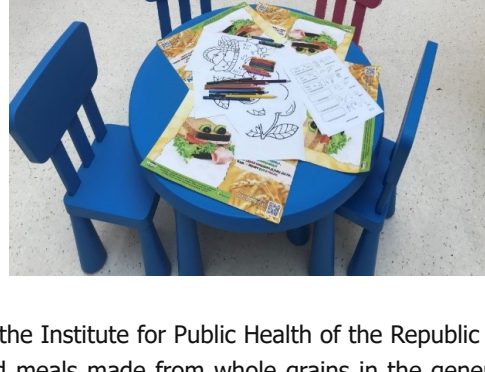
On the initiative of CCIS - CCAFE a memorandum on cooperation in the field of whole grain products was signed on Wednesday, 24 of August 2022 at the 60th International Fair of Agriculture and Food in Gornja Radgona. The event was also attended by the representatives of the Danish Veterinary and Food Administration which made the event's message even greater. The memorandum was signed by 16 signatories who expect that the range of whole grain products will be expanded in Slovenia within the framework of the partnership and that consumers' knowledge of whole grain products will be strengthened through information and awareness raising. During the entire duration of the fair, the promotion and tasting of whole grain products for consumers took place at the WholeEUGrain special exhibition space, with the aim of encouraging them to consume such products more often.

For more information about the event please click [HERE](#).



#### Activities of Republic of Srpska in relation to World Food Day (16-17 October 2022)

The Institute for Public Health of the Republika Srpska implemented different activities in relation to whole grains. It held a "Try and Decide" workshop on Sunday, October 16 2022 in the Delta Planet shopping center in Banja Luka, as part of World Food Day. The citizens were presented with bakery products made from white flour and bakery products made from whole grain flour (more than or equal to 50% whole grain flour). They tested both kind of bread and filled in a questionnaire about product taste. The goal of the workshop was to raise awareness of the importance of consuming products made from whole grains - nutritional benefits. The Chamber of Commerce of the Republic of Srpska and the companies Krajina klas, Delta planet, Tropik centar helped in the realization of the workshop.



In order to mark the World Food Day on October 16, the Institute for Public Health of the Republic of Srpska promoted the importance of whole grains and meals made from whole grains in the general population and preschool institutions under the name "Healthy Sandwich". On this occasion, all preschool institutions in the Republika Srpska were invited to join the mentioned initiative by implementing various activities that will be dedicated to making a healthy sandwich with the aim of promoting meals made from whole grains among children, parents and the entire local community.



On the occasion of World Food Day, a panel-conference was organized by the Institute of Public Health and the Academy of Sciences and Arts of Republika Srpska. The event was held at the Academy of Sciences and Arts of Republika Srpska with the participation of experts and relevant institutions for whom the production and proper use of wheat and wheat products is a narrow specialty. This year's motto of World Food Day is "Let's not forget anyone", with emphasis on activities aimed at better production, better nutrition, better living environment, better life. This motto was chosen to show that it is a sustainable world, a world in which we need to count on everyone's support and include everyone - governments, private sector, academia and civil society must work together and stand in solidarity to prioritize safety food, peace and equality for all.

For more information about these activities please click [HERE](#).



#### Campaign activities in Federation of Bosnia and Herzegovina (October 2022)

During the last part of project to enhance consumption of wholegrain promotion Institute of Public Health of Federation of Bosnia and Herzegovina conducted wide campaign that included three major activities: promotion of wholegrain in media, development and distribution of promotional materials, celebration of "Healthy sandwich day". Promotion of wholegrain consumption in media included broadcasting of three promotional videos one on major TV stations "N1" for 15 days three times a day, and posting on Institutes you tube canal five statements of the director of the Institute, scientific project coordinator, cook from Society of cooks of Bosnia and Herzegovina, parent of four year of child and representative of Unicef who is also helping Federation of Bosnia and Herzegovina in promotion of healthy nutrition preschools and schools through program "Eat Healthy, Grow Healthy!". Project team members also participated in number of TV and radio shows particularly ones aimed for children. Project folder has been established at Institute's web page and information on events and materials regularly posted.

Healthy sandwich day was celebrated in four preschools and two primary schools where children parents' preschool and school staff participated in interactive workshops conducted by Association of Cooks of BH – in cooperation with UNICEF, Federal Ministry of Education and Science and Federal Ministry of Health. Interactive workshops included preparation presentation and degustation of wholegrain sandwiches, exchange of recipes and small quiz and voting on taste of wholegrain sandwiches for children.



On the occasion of World Food Day on 31 October 2022, in Sarajevo, intersectoral round table has been organized by the Institute where representatives from bakery industry, different ministries, public health institutes, non- governmental organizations, international organizations and preschool and primary schools have been invited. Purpose of the meeting was to introduce WholeEUGrain project and concept of wholegrain partnership and to initiate discussion with different stakeholders on possible ways of establishment of wholegrain partnership in Federation of Bosnia and Herzegovina.

Meeting was attended by 48 participants from different organizations and companies.

For more information about these activities please click [HERE](#).



#### WHOLEUGRAIN FINAL CONFERENCE (25 October 2022)

The WholeEUGrain project has officially come to an end. The speakers from different countries gave an overview of the main achievements in the WholeEUGrain project and main activities in relation to whole grains and establishment of the national/subnational whole grain partnerships. The special emphasis was on the establishment of the whole grain partnership in Bosnia and Herzegovina, Romania and Slovenia. The WholeEUGrain final conference was attended by more than 70 people from 17 countries (Bosnia and Herzegovina, Belgium, Croatia, Denmark, England, Finland, France, Latvia, Malta, Norway, Romania, Scotland, Serbia, Slovenia, Switzerland, Turkey and United States).

For more information about the event please click [HERE](#).



You can find more information about WholeEUGrain on...



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