



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

# The journey and next steps for the Slovenian whole grain partnership

Gospodarska  
zbornica  
Slovenije



Chamber of Commerce  
and Industry of Slovenia

Chamber of Agricultural  
and Food Enterprises

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Ljubljana, 25 October 2022

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## Timeline of activities for Slovenian whole grain partnership establishment



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# 1. Preparedness and feasibility check of Slovenia



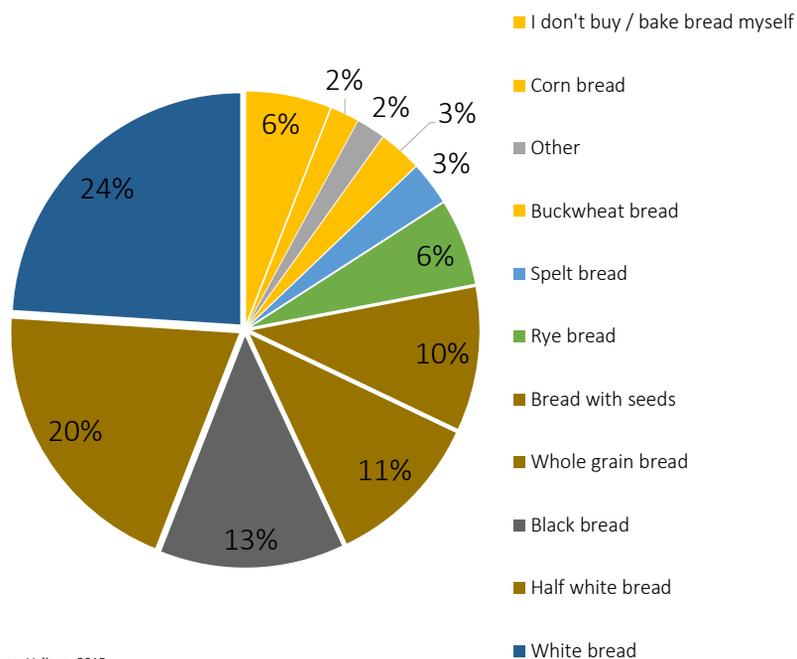
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## Dietary recommendations for whole grain intake

| Recommendations for dietary fiber intake |                | Recommendations for whole grain intake              |
|--|----------------|---|
| Adults                                   | 30 g           | It is necessary to increase the whole grain intake. |
| Children 1 - 3 years                     | More than 12 g |   |
| Children 4-6 years                       | More than 15 g |   |
| Children 7-9 years                       | More than 19 g |   |
| Adolescents 10 -12 years                 | More than 23 g |   |
| Adolescents 13 - 14 years                | More than 26 g |   |
| Adolescents 15 - 18 years                | More than 28 g |   |
|  |                |   |

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## Which type of bread you buy most often?



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## Most commonly used whole grains and products

### Most commonly used whole grains are:

- wheat
- corn
- buckwheat
- barley
- oats
- rye
- millet

### Main whole grain products on Slovenian market are within the categories:

- bread and bakery products
- pasta
- cereals

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## Baseline for Slovenian whole grain partnership

Soft drink sector



Dairy sector



Bakery sector



### Zaveza odgovornosti

(en. Commitment to responsibility)  
food industry project developed with the aim to improve the nutritional composition of food products with purpose to contribute to the goals of Slovenia's food strategy.

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## Self-regulatory commitments of the Slovenian bakery sector

- 8 bakery companies co-signed the two commitments in year 2019.
- Companies committed to:
  - Reduce the content of added salt in bread for 5 % until 2022.
  - Increase the content of whole grain ingredients in bakery products.



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## Annual progress reports



2015



2016



2017

2018-2019



2020

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## Presentation of results to the public (1)



Press conference,  
December 2016



Press conference,  
December 2018



Press conference,  
December 2017

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## Presentation of results to the public (2)



Nutrition forum, December 2019



Press conference in collaboration with  
company Mercator, June 2021

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## Legislation on the labeling of whole grain products

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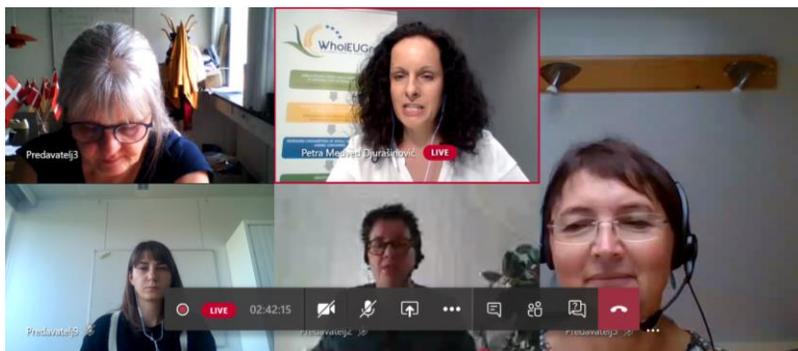
- Special requirement for labelling whole grain wheat bread, whole grain rye bread and whole grain mixed bread are in Rules on the quality of bakery products (Official Gazette of Republic of Slovenia, No. 11/15 and 22/19).
- Whole grain wheat has to contain at least **80 %** of whole grain wheat flour or whole grain wheat groats.
- Whole grain rye bread is made from whole grain rye flour or whole grain rye groats.
- Whole grain mixed bread has to contain at least **51 %** whole grain flour from different whole grains.

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## 2. Events and meetings in relation to whole grains and whole grain partnership



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Stakeholder web event – Let's talk about grains – whole grains! (September 2020)

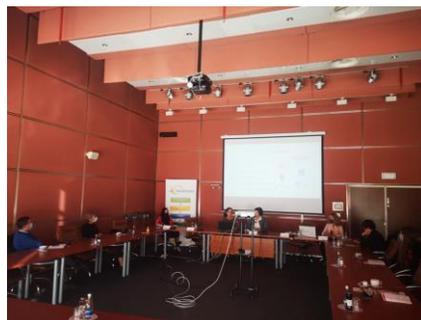
WhoEUGrain Summer School (May 2021)



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Whole grain event in the framework of Slovenian presidency to EU Council (November 2021)



First meeting of Slovenian stakeholders (November 2021)

Online WhoEUGrain Spring School (March 2022)



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### 3. Establishment of the Slovenian whole grain partnerships



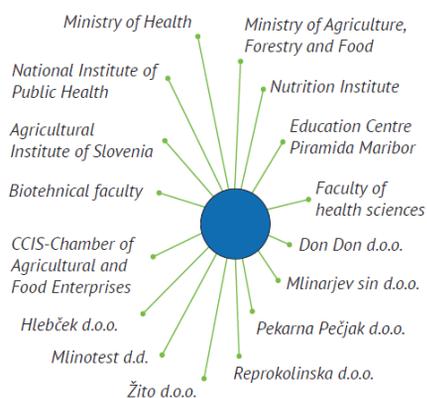
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#### Slovenian whole grain partnership

- On the initiative of CCIS-CAFE a memorandum on cooperation in the field of whole grain products was signed.
- The event was also attended by the representatives of the DVFA which made the event's message even greater.



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- 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.

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## National whole grain campaign

- During the duration of the fair, whole grain products (bread, bakery products, fine bakery products, biscuits, pasta, and flour) were promoted within a special WhoEUGrain exhibition area.
- The products were from 8 bakery and milling companies (Don Don d.o.o., Mercator IP d.o.o., Mlinarjev sin d.o.o., Mlin Katič d.o.o., Pekarna Pečjak d.o.o., Reprokolinska d.o.o., Spar Slovenija d.o.o. and Žito d.o.o.).



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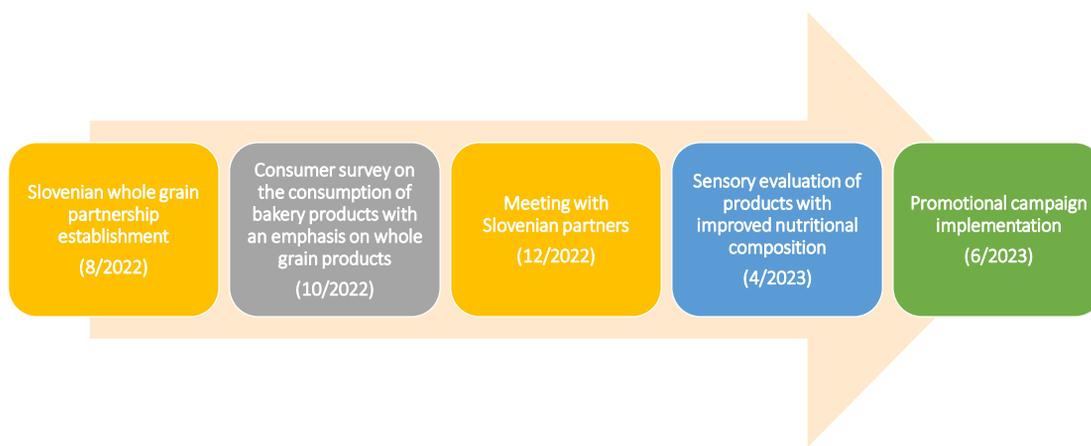
## 4. Next steps for the Slovenian whole grain partnership



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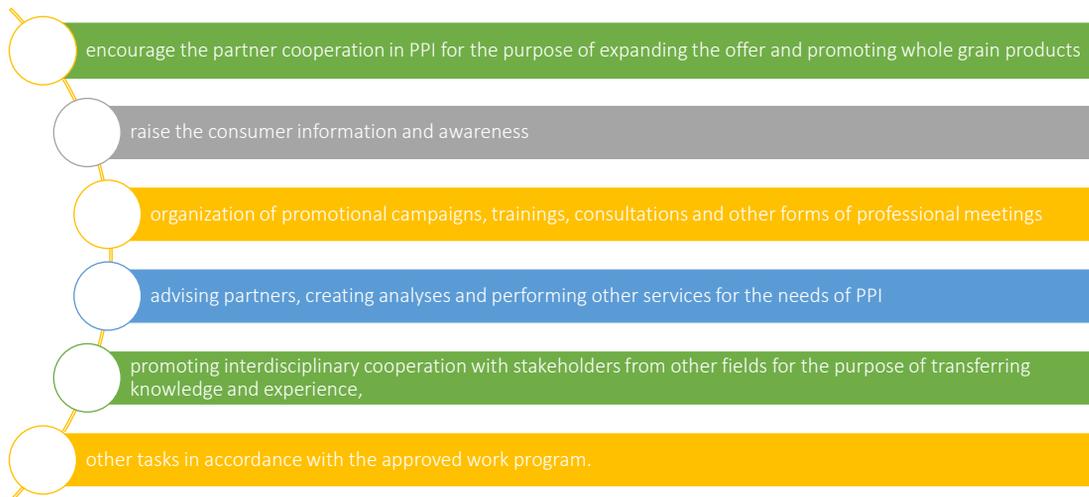
### In the future...

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## Main tasks of the Slovenian whole grain partnership



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### Consumer survey on the consumption of bakery products with an emphasis on whole grain products

- Company Valicon d.o.o. will implement another consumer survey.
- Based on the questionnaire the information about the eating habits of consumers regarding the consumption of bakery products with an emphasis on whole grain products will be obtained.
  - Which bread do you prefer?
  - How often do you eat whole grain bread?
  - What other whole grain products do you consume?
- ....



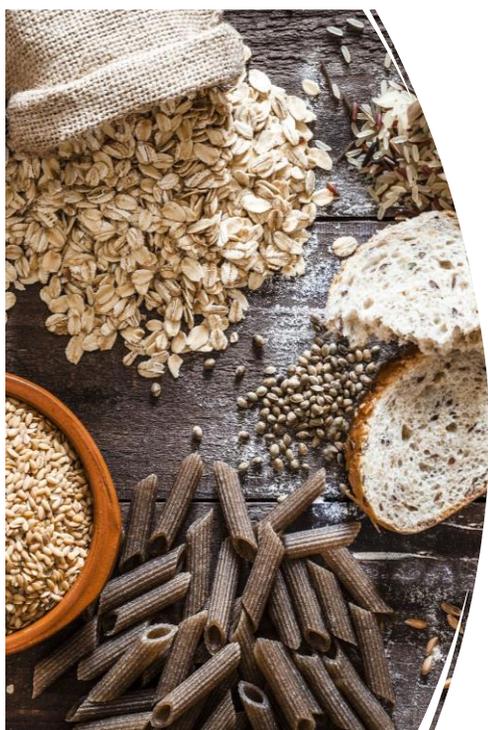
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## Meeting of the Slovenian partners

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- Confirmation of:
  - Draft rules for the partnership
  - Work plan of the partnership

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## Sensory evaluation of products with improved nutritional composition

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- The sensory evaluation will be achieved in collaboration with Biotechnical faculty UL.
- The products with less sugar, salt, fats and with more dietary fiber will be sensory evaluated.
- In this framework the products with added whole grain ingredients or whole grain products will be also sensory evaluated.

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## Promotional campaign

- Increase the consumer awareness about the consumption of whole grains and whole grain products.
- Catalog for public procurement will be used for encouraging the consumption of whole grain products among more vulnerable groups of consumers.
- Whole grain products will be additionally highlighted in the Catalog for public procurement, which will make it possible for public institutions to include such products in their daily diet more easily.



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## Thank you for your attention

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