



No 4  
October 2021

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

Dear Mr/Mrs,

This is the fourth newsletter of the WholeEUGrain project. It is prepared twice per year in order to inform all the interested public about the European project, achievements and results.

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

Enjoy your reading,  
WholeEUGrain consortium

### SAVE THE DATES!

#### 7th Whole Grain Summit "From Science to Global Application" (25-27 October 2021)

International Association for Cereal Science and Technology (ICC), Whole Grain Initiative and the Council for Agricultural Research and Economics (CREA) - Research Centre for Food and Nutrition organize the 7th Whole Grain Summit with a title "From Science to Global Application".

The event aims to update the current knowledge worldwide on whole grains and to prioritise interests, focus and leverage people, resources and funding around new models, approaches and initiatives within the food system that help increasing whole grain intake in all sectors of the population. In the framework of the program the representative of the Danish Cancer Society (DCS) will also present WholeEUGrain project and the health benefits of whole grains.

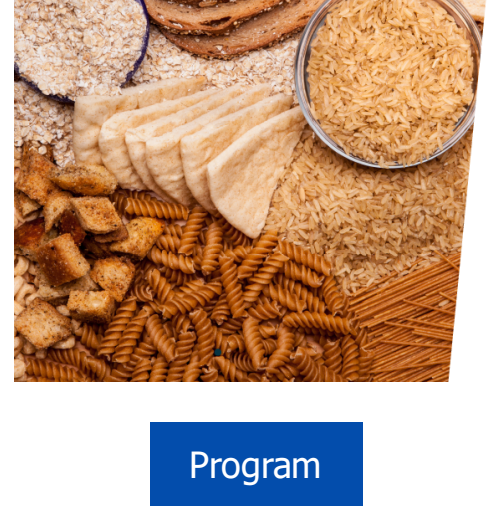
For more information about the event please click [HERE](#).



#### Whole Grains: A Game Changer for Public and Planet Health Can the Slovenian experience inspire Europe to address its leading dietary risk factor? (9 November 2021)

The Slovenian project partner, CCIS-Chamber of Agricultural and Food Enterprises together with the Whole Grain Initiative organizes virtual policy roundtable where high-level speakers, including policymakers, academics, healthcare professionals and patient representatives will discuss whole grains as a key component of healthy and sustainable diets, and how policy initiatives, underpinned by rigorous science, can help to increase the alarmingly low levels of whole grain intake in Europe. As a thematic meeting held during the Slovenian Presidency of the Council of the EU and amid the rollout of the new Farm to Fork Strategy of the European Commission, the event will focus on the Slovenian experience in driving decisive action to address this public health issue across other EU Member States. Furthermore, the event will also be an inspiring occasion for participants from other regions of the world to find solutions to similar problem via the exchange of best practices and knowledge.

Link to the program and registration form is available below.



#### Whole Grains: A Game Changer for Public and Planetary Health

Can the Slovenian experience inspire Europe to address its leading dietary risk factor?

9 NOVEMBER 2021 2:00 PM (CET)

@eatwholegrains  
eatwholegrains

WHOLE GRAIN  
INITIATIVE

Cooperatieve  
Bosmans  
Groenten  
Groenten  
Groenten

Program

Registration

#### The International Whole Grain Day 2021 (16 November 2021)

Whole Grain Initiative organizes the 3rd International Whole Grain Day titled "Whole grains: it is time to act for you and the planet", where global leaders will discuss how the daily consumption of whole grains is a vital part of not only healthy, but also sustainable diets. Studies show that whole grain foods can save water, provide more food and less waste, and support better land use and healthy soil.

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



### RECENT NEWS AND EVENTS

#### Evidence base report for the health benefits of whole grains including sustainability aspects

A new report is available, prepared under the activities of WholeEUGrain project.

The report aims to give a clear understanding of relevant aspects regarding the definition of whole grains and whole-grain products, as well as review the evidence base for the health benefits of whole-grain consumption, and gather knowledge of relevant aspects regarding the establishment of a quantitative recommendation at a national level, as well as provide an insight into sustainability aspects of whole grains.

Report is available [HERE](#).

#### WholeEUGrain Summer School (15-17 May 2021)

The first Summer School Web Edition was held 17-19 May 2021. The main aim was to gather stakeholders who are interested to gain knowledge on how to establish and run a public private whole grain partnership and experience first-hand presentation of results and insights regarding the definition of whole grains, insights on the sustainability of whole grains, aspects regarding the establishment of a quantitative recommendation for whole-grain intake, as well as reviewed the best level of evidence available concerning the associations between whole-grain intake on the development of different diseases.

Recordings of the event are available [HERE](#).



### MEET ROMANIAN PROJECT PARTNER

We caught up with Dr. Livia Cioran from INSP, to learn more about their organization and work to increase whole grain intake and to see their future challenges and priorities in the whole grain area.



ROMANIA

#### 1. When was National Institute of Public Health established?

National Institute of Public Health (INSP) was established in 1927.

#### 2. When and how did you become interested in grains and what is your background for working in this project?

INSP is responsible for health promotion, monitoring and evaluating the health status of population. As part of health promotion, INSP also promotes the consumption of whole grains. INSP consists of three national and six regional centers. Every center has a specific field and tasks. The most fitted area for WholeEUGrain project was center connected to the public health area.

#### 3. How do you work to increase grains and legumes consumption in Romania?

With organization and coordination of national campaigns regarding the healthy lifestyle and nutrition.

#### 4. How do you engage with industry to support them?

This is the hardest part because INSP is not working directly with the industry. The Center for monitoring and environmental health at INSP is responsible for working with food industry in the food reformulation area. There is also a partnership between Ministry of Health and some food companies. In the framework of this partnership food products were already reformulated. This partnership will be also used to increase the whole grain ingredients in food products.

#### 5. Is it common knowledge among Romanians, that whole grains have health benefits and are one the most climate-friendly food?

There is a big difference between people from urban and rural area. People from urban area have a better nutrition knowledge and are more aware about the ingredients in food products. People from urban area are consequently looking for healthier products. In the rural area it is impossible to achieve the changes due to poverty.

#### 6. Which communication/marketing initiatives have worked well in your country?

INSP every year considers the nutritional behavior among consumers. The same will be this year - promotional campaign for whole grains will be implemented in October. The campaign's aim is to increase the consumption of whole grains among consumers. For every implemented campaign INSP then prepares a study with purpose to see the changes in nutritional habits of consumers. At local level there are also other communication initiatives - working with local doctor, authorities, papers, making a promotion in schools and kindergarten.

#### 7. What is the biggest challenge you face in increasing the whole grains intake?

The biggest challenge is to convince the food industry to reformulate products and to also lower the price of these products. Reformulated products are still too expensive in Romania.



#### 8. What is the biggest force/opportunity you have for increasing grain intake?

The opportunity is to establish a whole grain partnership with food industry that would convince producers to lower the prices of reformulated products. The logo for whole grain products also presents a great opportunity for food companies because this could result in increased sales.

#### 9. Have you seen any changes in the ways consumers behave during the pandemic?

There is no study about consumer behavior in pandemic in Romania. The most common thing was that consumers bought a lot of food because they feared that there won't be any food. However, INSP will ask food industry for the sales data to get information about consumer behavior.

#### 10. What is your best advice to increase grains in your daily diet?

Healthy lifestyle involves a healthy nutrition. It is important to be very careful when buying food products - check and compare the labels of food products to see which product is better.

#### 11. What has surprised you the most - working with grains?

INSP was pleasantly surprised by the performance and achievements of the Danish Whole Grain Partnership.

#### 12. What is your next goal in the WholeEUGrain project?

The next goal is to establish a functional whole grain partnership which will have a further impact on nutrition behavior of the consumers.

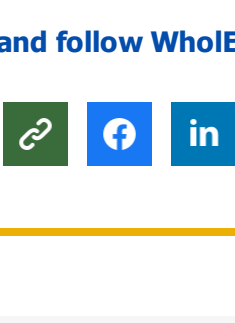
#### 13. Can you tell us about a few of your favorite whole grain foods or recipes?

The favorite whole grain foods are whole grain bread with seeds and whole grain pasta. There are no favorite recipes for whole grains.

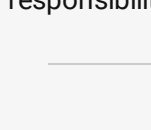
#### 14. How do you see future challenges and priorities in the whole grain area in your country?

The main challenges refer to the changes in the behavior of the population and to increase the offer of products with higher content of whole grain ingredients. The establishment of a functional whole grain partnerships is also one of the important challenges.

For more information about INSP click [HERE](#).



Stay tuned and follow WholeEUGrain on...



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