

WHOLE GRAIN PRODUCTS – THE SLOVENIAN PARTNERSHIP



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Whole Grains: A Game Changer for Public and Planetary Health

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

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2.00 PM (CET)

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Chamber of Commerce
and Industry of Slovenia
Chamber of Agricultural
and Food Enterprises

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About us

We are independent, voluntary, non-profit, interest group of legal entities, who carry out lucrative business activities in the agricultural or food sector or related activities on the market.

The Chamber functions in a regional independent manner and, in view of the number of its members, it is a recognizable and prominent representative of the agricultural and food sector in Slovenia and abroad.

Currently we incorporate around 240 members, and we are trying our best to represent and link the agricultural and food industry in respect to public authorities and European branch associations, form viewpoints and policies towards the social partners and other domestic and foreign associations, promote the development of the sector and knowledge flow, ideas and good Slovenian and European practices in the branch.

We offer our members professional help in form of consulting, information, education and training.

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Representativeness

FOOD COMPANIES (81 %)

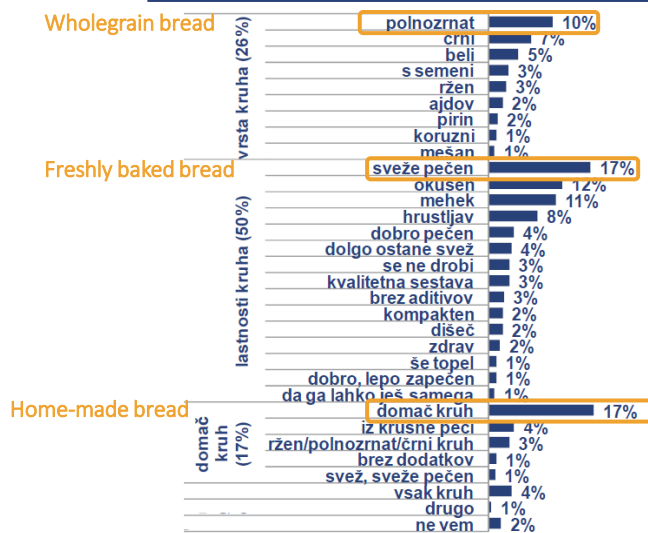


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Kaj je za vas dober kruh?

Osnova: anketirani, ki uživajo kruh (n=796)

What does „good bread“ mean to you?



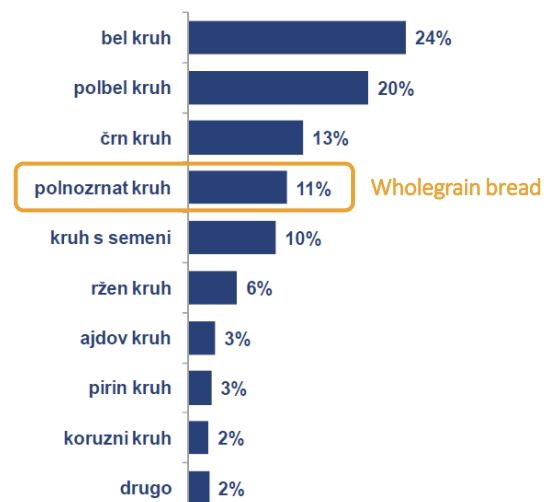
hrustljiv
okusen
mehek
domač kruh
sveže pečen
iz krusne peči
ržen/polnozrnat
mehek
domač kruh
sveže pečen
s semeni dolgo ostane svež kompakten
brez aditivov dobro pečen

Source: Valicon, 2015

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Kateri tip kruha najpogosteje kupite?

Osnova: anketirani, ki uživajo kruh (n=796)



What type of bread do you usually buy?



Source: Valicon, 2015

Photo: www.nasasuperhrana.si

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Our activities in the field of whole grains



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Izbrana kakovost Slovenije (*en. Selected quality Slovenija*)

- Slovenian food producers and traders are aware that clear information on the origin of raw materials is very important for the consumer. Identifying quality products produced and processed in Slovenia is also easier due to the quality scheme of the selected quality (Izbrana kakovost).
- National quality scheme intended for agricultural products or foodstuffs with special properties. These may relate to composition, environmentally friendly production, quality of raw materials, animal welfare, special animal health, method of feeding, length of transport routes, processing, speed of processing of raw materials or as little as possible subsequent processing during storage and transport.
- Informing consumers when making a purchase decision



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Self-regulatory commitments of Slovenian bakery sector

- 8 bakery companies co-signed the two commitments.
- 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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In 2020, the share of whole grain ingredients on the Slovenian market was 3% in bakery products and other cereal products and 1% in fine bakery products.

Main whole grain products on Slovenian market are from the categories:

- Bread and bakery products
- Pasta
- Cereals

The most commonly used cereals are wheat, corn, buckwheat, barley, oats, rye, millet

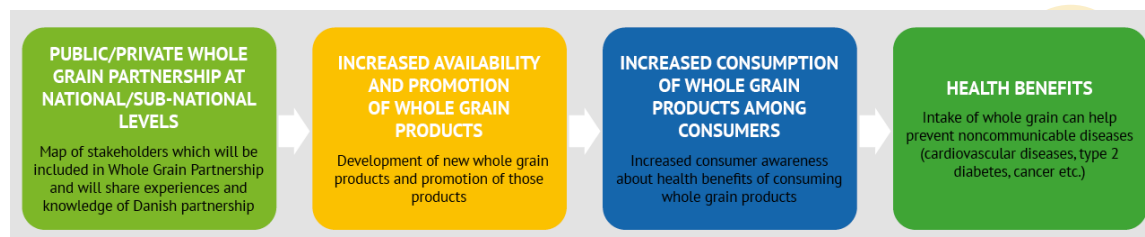
Did you know?

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Slovenian Whole Grain Partnership

- Will be established until October 2022 in the framework of WhoIEUGrain project.
- Slovenian partnership will reflect the Danish model of whole grain partnership.



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

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Thank you for your attention

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