



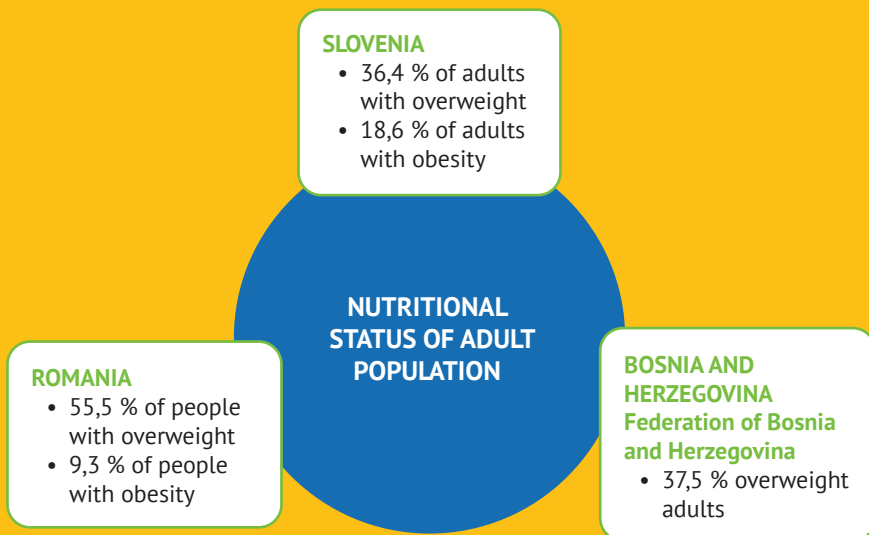
WholeEUGrain

A European Action on Whole Grain Partnerships



Facts

- The prevalence of overweight and obesity is increasing worldwide – which leads to noncommunicable diseases (NCDs).
- Dietary habits are very important in relation to preventing overweight and related NCD's.
- Intake of whole grain (WG) helps prevent NCDs such as cardiovascular diseases, type 2 diabetes and cancer.
- Only a limited number of consumers are aware of the health benefits brought by the increased consumption of whole grain products.
- Denmark was able to increase consumers` awareness about the benefits of consumption of whole grain through public/private partnership.



A European Action on Whole Grain Partnerships

The project WholeUGrain was launched in November 2019 in collaboration with project partners from four countries (Denmark, Romania, Slovenia, Bosnia and Herzegovina). WholeUGrain will last for 3 years and is receiving funding from the European Union's 3rd Health Programme.

Aim of the project

The aim is to facilitate and get some experiences in transfer of the Danish best practice model for a Whole Grain Partnership (WGP) to other countries, mainly the countries involved in the project – but also by involving other countries and stakeholders, aimed to increase the population's whole grain consumption.

Overall objectives of the project are to:

- promote a good health status through healthy diets
- prevent noncommunicable diseases
- reduce inequalities regarding the access to healthy food
- establish supportive environments for healthy lifestyles by developing country-based whole grain public/private partnerships

Main outputs of the project

The primary target groups are public and private stakeholders which will be included in the Whole Grain Partnership (WGP) at national/sub-national levels.

The other important target group are consumers who will be the end-users of activities developed by the partnerships when established.

PUBLIC/PRIVATE WHOLE GRAIN PARTNERSHIP AT NATIONAL/ SUB-NATIONAL LEVELS

Map of stakeholders which will be included in Whole Grain Partnership and will share experiences and knowledge of Danish partnership



INCREASED AVAILABILITY AND PROMOTION OF WHOLE GRAIN PRODUCTS

Development of new whole grain products and promotion of those products



INCREASED CONSUMPTION OF WHOLE GRAIN PRODUCTS AMONG CONSUMERS

Increased consumer awareness about health benefits of consuming whole grain products

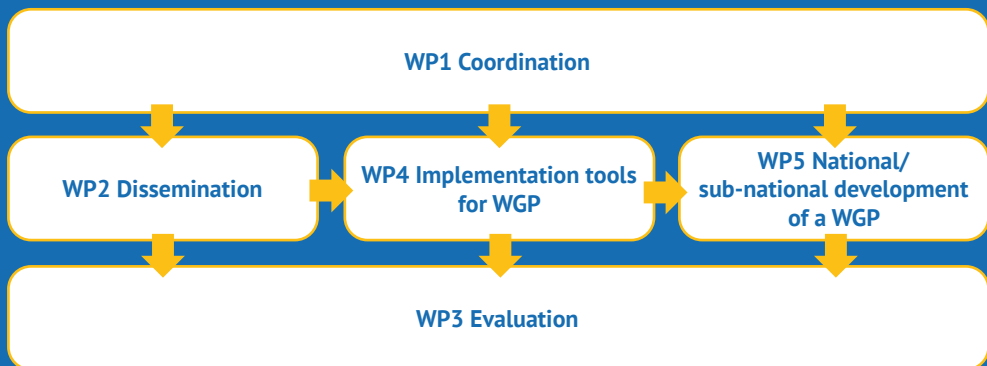


HEALTH BENEFITS

Intake of whole grain can help prevent noncommunicable diseases (cardiovascular diseases, type 2 diabetes, cancer etc.)

The project consists of 5 work packages:

Coordination (WP1), Dissemination (WP2), Evaluation (WP3), Implementation tools for WGP (WP4), National/sub-national development of a WGP (WP5).



Project partners



More about WholeUGrain project:

Website: www.gzs.si/wholeugrain

FB profile: www.facebook.com/wholeugrain2019

LinkedIn: www.linkedin.com/company/wholeugrain



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