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WholeEUGrain - A European Action on Whole Grain Partnerships -

Dear Reader,

This is the first newsletter of the WholeEUGrain project. It will be 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

About WholeEUGrain project

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

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 WholeEUGrain 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

The project activities are carried out within 5 work packages: Coordination (WP1), Dissemination (WP2), Evaluation (WP3), Implementation tools for WGP (WP4), National/sub-national development of a WGP (WP5).

Main outputs of the project

**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.)

Project partners

Danish Veterinary and Food Administration (DVFA)

The leading partner of WholeEUGrain project is Danish Veterinary and Food Administration (DVFA), who is part of the Ministry of Environment and Food of Denmark. DVFA sets the framework and works towards a sustainable food production, focusing on the entire chain: From farm to fork. They promote The official Dietary Guidelines and recommendations through partnerships, structural activities and communication, aiming towards better food and a healthier population.

More about DVFA: www.dvfa.dk, altomkost.dk/english

The Danish Cancer Society (DCS)

The Danish Cancer Society, who is responsible for work package 4 (Implementation tools for Whole Grain Partnership) aims to unite the Danish population in a strong, active effort against cancer. The main purpose of the organization is research, prevention and patient support. The vision of DCS is: A life without cancer. Their mission is increasing cancer survival rates, reducing the number of cancer cases and improving life with cancer.

More about DCS: www.cancer.dk/international

National Institute of Public Health (INSPI)

National Institute of Public Health (INSPI), who is responsible for work package 3 (Evaluation), is an organization that provides technical assistance, including the provision of data, expertise and training on public health and related matters to the Ministry of Health and its decentralized structures from Romania. The National Centre for Health Status Evaluation and Health Promotion (NCHSEHP) is the NIPH structure responsible for health promotion and monitoring and evaluating the health status of population.

More about INSPI: insp.gov.ro/sites/cnepss

Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises (CCIS-CAFE)

CCIS-CAFE is the main and the biggest representative organization for food industry in Slovenia. It represents branch interests of 230 agricultural and food companies, registered in Slovenia vs. Slovenian governmental and non-governmental institutions/organisations, as well as in equivalent EU associations. CCIS-CAFE is responsible for two work packages in WholeEUGrain project (Dissemination and National/sub-national development of WGP).

More about CCIS-CAFE: www.gzs.si/zkzp

Ministry of Civil Affairs of Bosnia and Herzegovina (MCA)

The Ministry of Civil Affairs of Bosnia and Herzegovina (MCA) is the state-level institution responsible for carrying out tasks and discharging duties which are within the competence of Bosnia and Herzegovina and relate to defining basic principles, coordinating activities and harmonizing plans of the Entity authorities and defining a strategy at the international level in the field of health care. MCA is included in activities of all work packages for WholeEUGrain project.

More about MCA: www.mcp.gov.ba

Events

»Take Wholegrain seriously« event (European Parliament, 19 November 2019)

CCIS-CAFE, the project partner from Slovenia, attended a Roundtable discussion on Whole Grain Products entitled "Take Whole Grain Seriously". Dr. Petra Medved Djurašinović was invited as active speaker, presenting the national bakery sector' self-commitments. She took the occasion to promote the WholeEUGrain project. The event took place on the 1st International Whole Grain day in European parliament in Brussels.



Photo: International Whole Grain Day © Aude Vanlathem

WholeEUGrain Kick-off meeting (Luxembourg, 27–28 November 2019)

WholeEUGrain project partners meet in person for the first time after the project approval on the kick-off meeting. The meeting took place in Luxembourg at Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) headquarters, where project partners discussed the activities which are planned in WholeEUGrain project for the next three years.



Photo: Depositphotos

WholeEUGrain visit in Bosnia and Herzegovina (Sarajevo, 23–24 January 2020)

DVFA and CCIS-CAFE representatives visited the Bosnian-Herzegovinian project partners - the Ministry of Civil Affairs, located in Sarajevo. The working visit was about presenting the project timetable, content and activities, with the special attention to the involvement of colleagues from Bosnia and Herzegovina and their role within the project. We also took the occasion to discuss communication activities and the organization of first summer school.



Photo: MCA BiH archive © MCA BiH

SAVE THE DATE!

"LET'S TALK ABOUT GRAINS - WHOLE GRAINS!"

WholeEUGrain consortium is organizing a webinar, which will be held on

Thursday, 24th of September 2020 at 10.00 am

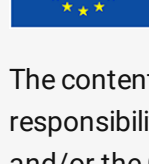
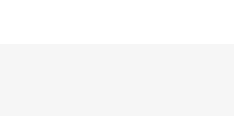
The purpose of this webinar is to gather project partners and other stakeholders interested to collaborate in whole grain partnership at national/sub-national level in different countries.

The participants of the webinar will get information about:

- WholeEUGrain project
- Whole grains (definition, health effects)
- Danish Whole Grain Partnership
- involvement into Whole Grain Partnership in one of the countries

We kindly ask you to reserve your time. Attendance at the webinar is free. Additional information about the webinar will follow soon.

Stay tuned and follow WholeEUGrain on...



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