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Romania-Whole Grain Project- State of Play

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Romania



☞ Big producer of cereals in EU



☞ Market full of whole grain products





- NIPH from Romania is a partner in Whole Grain Project
- We understand the importance of nutrition as a determinant of the health of population
- In this project- main private partner is ROMALIMENTA (we plan to sign an agreement)





hiderances



- ⌘ An older problem – the price (higher for WG products)
- ⌘ COVID
- ⌘ Inflation – prices have sky rocketed - 1 bread – from 3 ron, to 5 ron
- ⌘ Now an war nearby/ wheat shortage





On our site- special tab for this project



The screenshot shows a web browser window with the URL insp.gov.ro/centrul-national-de-evaluare-si-promovare-a-starii-de-sanatate-cnepss/proiecte-si-parteneriate/. The page features a blue sidebar with navigation options: STARE DE SĂNĂTATE, RESURSE IEC, EVALUAREA PERFORMANȚEI SISTEMULUI DE SĂNĂTATE, CALENDAR ACTIVITĂȚI, METODOLOGII, GHIDURI, RECOMANDĂRI ȘI EVIDENȚE ȘTIINȚIFICE, and PROIECTE ȘI PARTENERIATE. The main content area displays a list of projects, with 'WholeEUGrain' highlighted by a red arrow. The project list includes:

- PDP1 - Consolidarea rețelei naționale de furnizori de îngrijiri primare de sănătate pentru îmbunătățirea stării de sănătate a populației, copii și adulți (inclusiv populație vulnerabilă)
- Proiect Cardio - Totul pentru inima ta - Program de screening pentru identificarea pacientilor cu factori de risc cardiovascular
- IMMUNION - Improving the uptake of vaccines across Europe
- PHIRI - Population Health Information Research Infrastructure
- EU-JAV - Acțiune Comuna pentru Vaccinare
- EUPAP - O activitate fizică europeană pe modelul prescripției medicale
- WholeEUGrain - Parteneriatul European pentru promovarea consumului de cereale integrale
- INFACIT - Acțiunea Comună pentru Informație în Sănătate
- COST DE-PASS - "Determinants of Physical Activities in Settings"

At the bottom right of the page, there is a 'Activate Windows' notification: 'Activate Windows. Go to Settings to activate Windows.'



What is available :



- ☞ Info about the project
- ☞ Conditions for a product to be considered whole grain
- ☞ Products that can have this denomination
- ☞ What has to be done to be endorsed by NIPH

- ❧ From NIPH – we can endorse products that fulfill the criteria – a request and proof of conditions fulfilment has to be submitted
- ❧ A special group at NIPH level- 2 food safety and nutrition specialists and 1 public health specialist – will check documents
- ❧ Companies: in advertising (TV, radio, internet, journals) can use our endorsement (freely)



Advertising from NIPH



- ☞ We are launching a bid for advertising spots for whole grain consumption.
- ☞ These spots – freely transmitted on partner radio and TV channels = will encourage whole grain consumption as a condition for good health

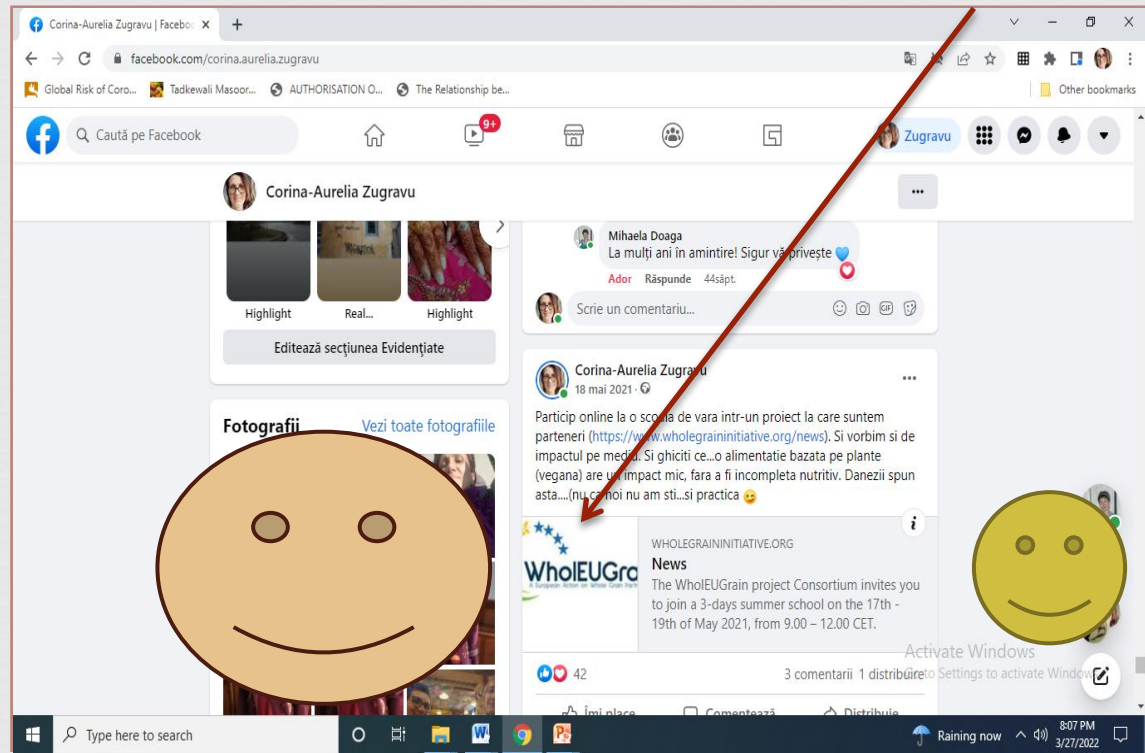


WH advertised online (institutional & personal)

On Fb

On LinkedIn

On Twitter



Other partners



- œ In the attempt to solve, at least partially, the problem of costs, we plan over the next few years to contact and propose partnerships with:
 - œ Ministry of Agriculture
 - œ Romanian Food Safety Agency



**Thank you for
your attention!**

