

Labelling of whole grain in the EU

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Outline

Current intake of whole grain in the European region

How can we stimulate whole grain consumption?

Whole grains in the EU legal framework

Final remarks

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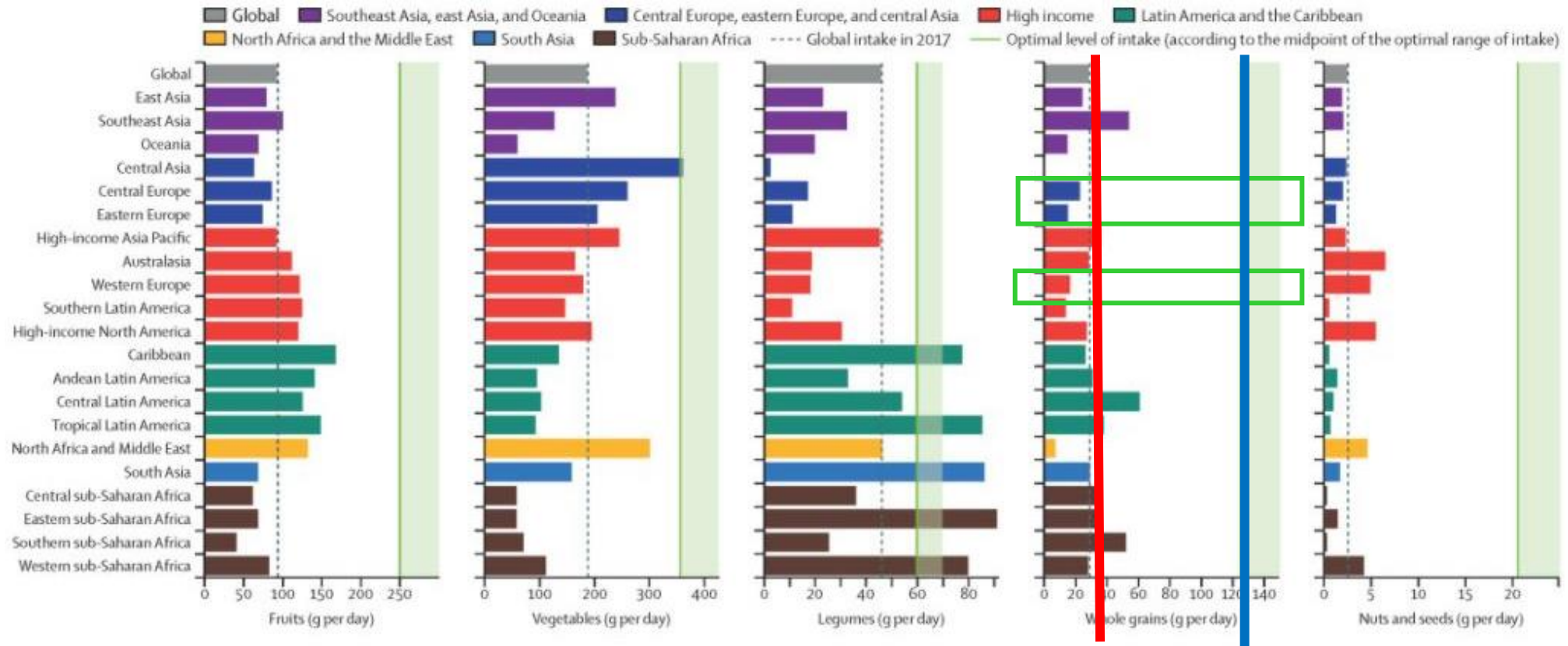
26 National Federations

27 sectors

23 companies



Current and optimal intake of whole grains



GBD 2017 Diet Collaborators. Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study 2017. *Lancet*. 2019;393(10184):1958-1972. doi:10.1016/S0140-6736(19)30041-8

**How can we
stimulate
whole grain
consumption?**



Whole grains in the EU legal framework

- Whole grain foods are **defined differently across the EU.**
- **No legal definition** of whole grain exists at EU level for **labelling purposes.**
- **2010 EFSA Scientific Opinion on health claims related to whole grains:** the food constituent “whole grain” is not sufficiently characterised.
- **EU legal framework for fibers also relevant for whole grains:** Reg. EU 1169/2011 on Food Information to Consumers and Reg. EC 1924/2006 on Nutrition and Health Claims.



Final remarks

- **Labelling** is one of the tools to promote whole grain consumption.
- In 2019, the **Whole Grain Initiative** developed a **definition of whole grain as food ingredient** that has been **endorsed by FoodDrinkEurope**.
- The **European Commission Communication on the Farm to Fork Strategy** recognises that consumption of whole grain is insufficient → opportunity to develop EU initiatives to boost whole grain intake.



Thank you

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