



## Different strategies for increasing whole grain supply

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## Strategies for increasing whole grain supply

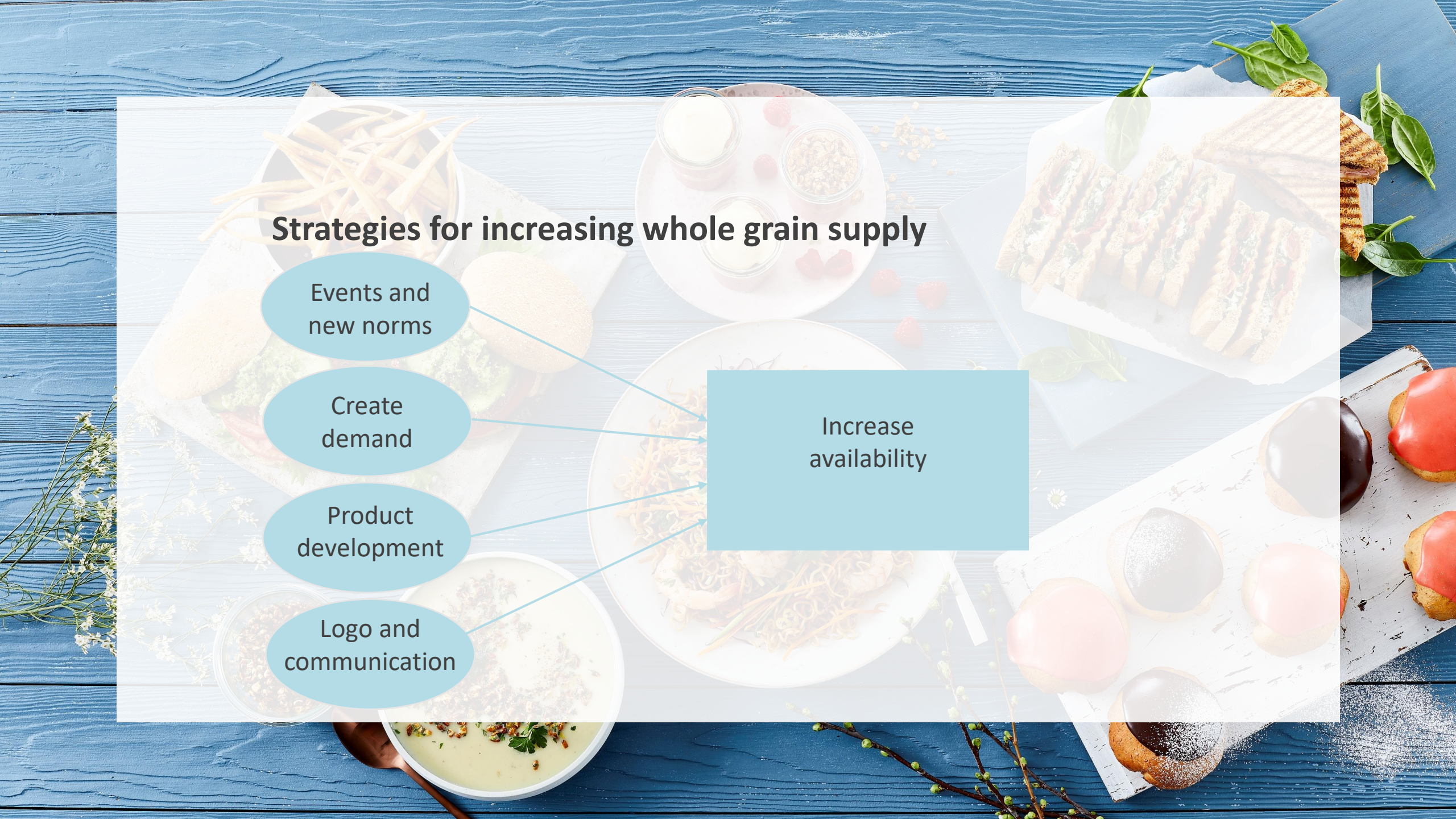
Events and  
new norms

Create  
demand

Product  
development

Logo and  
communication

Increase  
availability







## Availability

Make it easy for consumers to choose whole grains at schools, canteens, workspaces, retailers, hand crafted bakeries, nursing homes, daycare institutions, hospitals, restaurants...

Develop whole grain products with a recognizable logo – help consumers find whole grain products

Add amounts of whole grains into existing and new products



## Events and new norms

Create events and new settings for eating whole grains

Nudging – placement of whole grains bread in the buffet

Offer whole grains bread as a snack in schools instead of unhealthy choices







Create demand

When consumers don't know they need whole grain products

Create a demand for whole grain products

Build customer awareness

Attract, tell and engage consumers



## Product development

Develop well tasting products with whole grains with and with out logo

Challenge R&D

Add whole grains into products consumers already eat and into traditional dishes





## Logo and communication

Increase awareness to whole grains and a whole grain logo

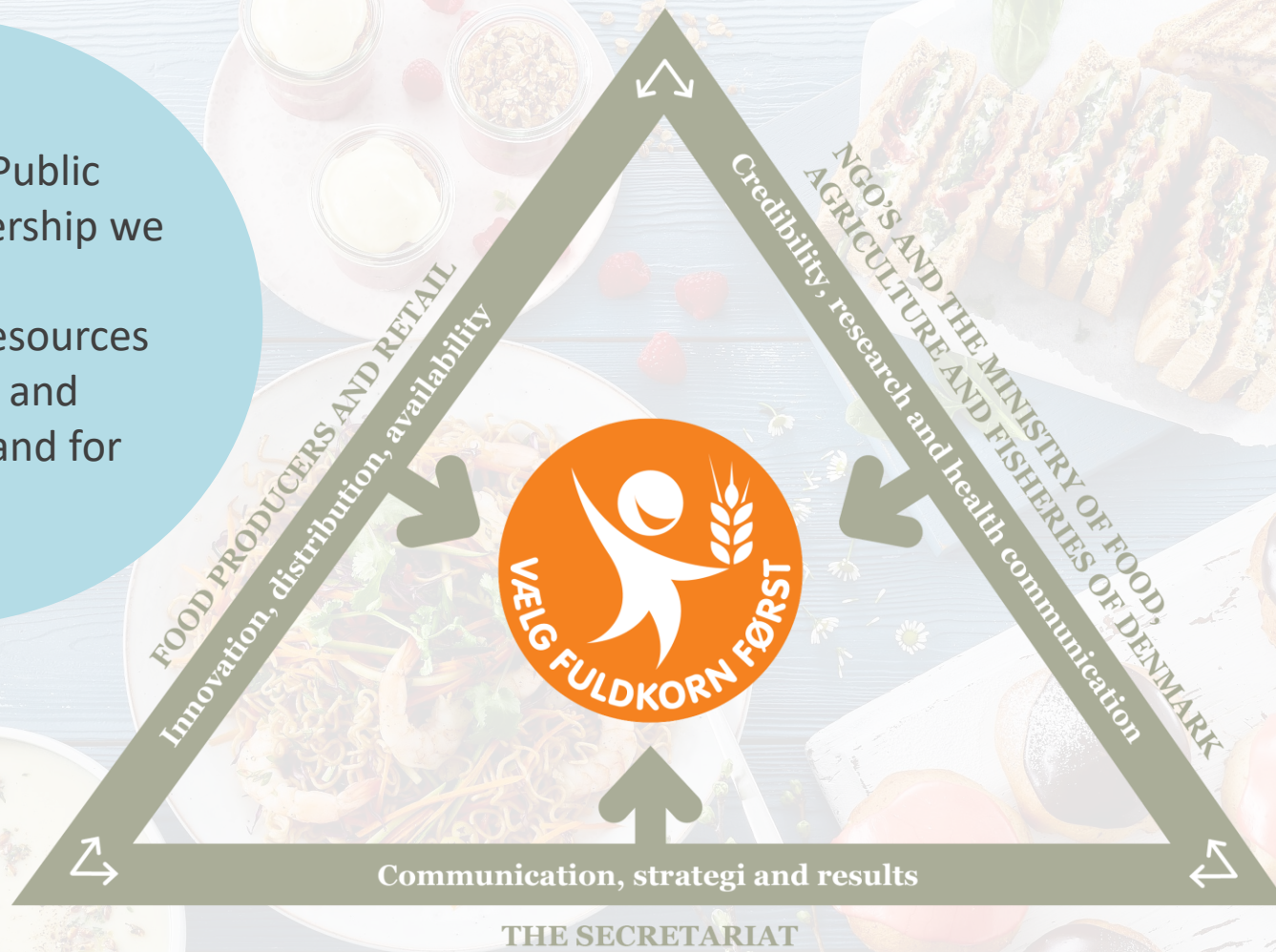
Attract and engage consumers through important, interesting, catchy messages → health benefits and taste

Build attention through SoMe, advertising, homepages, and relevant channels





Working in a Public Private Partnership we can combine knowledge, resources and strengths and create a demand for whole grains.





**Thank you!**



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