

WholeEUGrain - A European Action on Whole Grain Partnerships -

Dear Mr/Mrs,

This is the third newsletter of the WholeEUGrain project. It is 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

SAVE THE DATES!

WholeEUGrain Summer School Web Edition (17-19 of May 2021)

The WholeEUGrain project consortium is organizing the first Summer School Web Edition which will be held 17-19 of May 2021.

Whole Grains' Health benefits

Scientists from the Danish Technical University and the Danish Cancer Society have gathered and updated knowledge regarding:

- the definition of whole grains
- insights on the sustainability of whole grains
- aspects regarding the establishment of a quantitative recommendation for whole-grain intake
- as well as reviewed the best level of evidence available concerning the associations between whole-grain intake on the development of cardiovascular diseases, type 2 diabetes, cancer, risk of overall mortality, and effects on adiposity measures.

If you are interested to experience a first-hand presentation of these results, insights and to gather important knowledge on how to establish and run a public private partnership around whole grain you are invited to attend the first WholeEUGrain summer school.

It is an open and free web event, although the registration is required. Below you can find the program and registration form. Links to the event will be send out few days before the event.

Program

Registration

News

Europe's Beating Cancer Plan (EBCP)

Europe's Beating Cancer Plan (EBCP) is an ambitious plan to mitigate health and economic effects of cancer in Europe. Most importantly, the plan is funded by more than 5 billion Euros and consists of 10 flagships of which cancer prevention is one of them.

In 2020, 2.7 million people in the European Union were diagnosed with the disease, and another 1.3 million people lost their lives to it. Cancer is an individual diagnosis that has important impacts on patients, but it also severely affects the lives of their families and friends. Today, Europe accounts for a tenth of the world's population, but a quarter of the world's cancer cases. Unless we take decisive action, lives lost to cancer in the EU are set to increase by more than 24% by 2035, making it the leading cause of death in the EU. The overall economic impact of cancer in Europe is estimated to exceed €100 billion annually.

Prevention is more effective than any cure. About 40% of cancer cases in the EU are preventable. Prevention is also the most cost-efficient long-term cancer control strategy.

The EBCP will address unhealthy diets, obesity and physical inactivity by:

- reducing carcinogenic contaminants in food
- addressing childhood obesity and reviewing the EU school fruit, vegetables and milk scheme
- supporting Member States and stakeholders on reformulation and on effective policies to reduce marketing of unhealthy food products
- propose harmonized, mandatory front-of-pack nutrition labelling
- launch the 'HealthyLifestyle4All' political commitment – 2021-2024.

You can find more [HERE](#).



Events

16th International Cereal and Bread Congress (29-31 March 2021)

The event was organized by the International Association for Cereal Science and Technology (ICC). Various stakeholders (scientists, millers, bakers and other) participated to discuss challenges and opportunities in the field of cereals and bread. The three-day congress was focused on technologies used in bread production, analytical methods for determining the quality of cereals, food safety, definition for whole grains, beneficial effects of eating whole grains and consumer demand for gluten-free products.

You can find more [HERE](#).



Stay tuned and follow WholeEUGrain on...



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