

No 3 April 2021

WholEUGrain - A European Action on Whole Grain Partnerships -

Dear Mr/Mrs,

This is the third newsletter of the WholEUGrain 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 WholEUGrain on website, Facebook profile and LinkedIn.

Enjoy your reading, WholEUGrain consortium

SAVE THE DATES!

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

will be held 17-19 of May 2021.

The WholEUGrain project consortium is organizing the first Summer School Web Edition which

Whole Grains' Health benefits

intake

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
- 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

• aspects regarding the establishment of a quantitative recommendation for whole-grain

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 WholEUGrain summer school.

diabetes, cancer, risk of overall mortality, and effects on adiposity measures.

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

Europe's Beating Cancer Plan (EBCP)

News

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

Europe's Beating Cancer Plan (EBCP) is an ambitious plan to mitigate health and economic

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

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

preventable. Prevention is also the most cost-efficient long-term cancer control strategy.

reducing carcinogenic contaminants in food

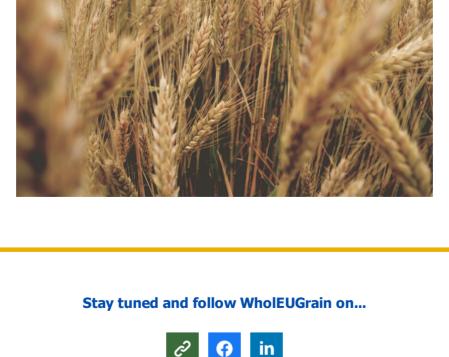
- addressing childhood obesity and reviewing the EU school fruit, vegetables and milk scheme
- supporting Member States and stakeholders on reformulation and on effective policies to reduce marketing of unhealthy food products
- propose harmonized, mandatory front-of-pack nutrition labelling
 launch the 'HealthyLifestyle4All' political commitment 2021-2024.
- You can find more <u>HERE</u>.



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.

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









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