

Whole Grains: A Public Health Priority

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- VISION & MISSION



Whole Grain Summit 2017 ⇒ **VIENNA WHOLE GRAIN DECLARATION**

- experts' consensus on the principal goals
- actions that must be taken to increase whole grain intake
- cooperation in a global "**Whole Grain Initiative**" with international working groups

Whole Grain Initiative's VISION:

To globally increase whole grain intake.

Whole Grain Initiative's MISSION:

- Worldwide interdisciplinary collaboration driven by principles of
 - engagement,
 - sharing knowledge, information and resources,
 - transparency and inclusivity
 to increase the whole grain intake worldwide.
- To act as overarching independent counterpart for policy makers, health orgs, and others.



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- ACTIVITIES / Working Groups



International Working Group on Whole Grain Definitions

Aims: Reach consensus on a global definition of whole grain raw materials
Reach consensus on a whole grain food definition
Chair: Jan Willem van der Kamp / TNO

International Working Group on Economic Evaluation of Increased Whole Grain Intake

Aims: Give insight into the economic impact of whole grains and health care costs relative to increasing whole grain consumption beyond current levels
Chair: Jan de Vries / Nutrition Solutions



International Working Group on Best Practices for Public-Private Partnerships & Communication

Aims: Create cohesive and consistent messaging and strategies around the promotion of whole grains to help capture consumer attention
Provide a framework that can be used in communities/countries/regions around the globe to form public-private partnerships
Chair: Caroline Sluyter / WGC

International Working Group on Sustainability of Whole Grains

Aims: Develop data that will clarify the role that cereal grains might play in promoting the most sustainable food supply.
Evaluate the whole grain supply chain to build a holistic understanding of whole grain sustainability.
Chair: Keagan Ringling / University of Minnesota



International Working Group on Food Policy

Aims: Advocate for harmonized, coherent food policies that promote the consumption of whole grains including national dietary guidelines and front-of-pack nutritional labelling
Chair: Gabriel Masset / CPW



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- ACCOMPLISHMENTS so far

International Working Group on Whole Grain Definitions

- Reached consensus and disseminated the **definition of whole grain** (as an ingredient) and the **definition of a whole grain food**
- Definitions are currently available on WGI website and will soon be published in a peer-reviewed journal

International Working Group on Economic Evaluation of Increased Whole Grain Intake

- Responsible for four independent studies evaluating the economic impact of increasing whole grain intake
- Studies include data from US, Finland, and Australia, looking at cardiovascular disease, coronary heart disease, diabetes, and colorectal cancer

International Working Group on Best Practices for Public-Private Partnerships & Communication

- Secured recognition for International Whole Grain Day
- Currently planning 3rd annual Whole Grain Day event on **16 November 2021**, with a global webinar featuring speakers from FAO, WHO, EAT-Lancet Commission and many other experts from around the world

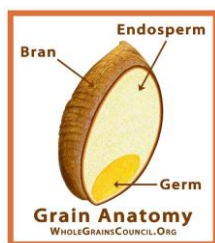
International Working Group on Food Policy

- Recently submitted comments to the EU Commission encouraging the inclusion of whole grain as a food group in the NutriScore front-of-pack labelling scheme's algorithm



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What is a whole grain?



Germ

- **healthy fats**, protein, vitamin E

Bran

- **fiber**, protein, B vitamins, most other vitamins, minerals

Endosperm

- **mainly starch**, 70-75% of protein



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Health benefits of whole grains

**22% lower risk
of digestive
cancers**
2020 Zhang XF et al.

**less cognitive
decline**
2016 Ozawa M et al.

**16-18% lower
risk of death
from all causes**
*2016 Aune D et al.
2016 Zong G et al.*

**lower risk of
obesity**
2016 Albertson AM et al.

**14% lower
risk of
stroke**
2015 Fang L et al.

**9-22% lower
risk of heart
disease**
2016 Aune D et al.

**lower risk of
type 2
diabetes**
2020 Hu Y et al.

**lower
inflammation**
2020 Marshall S et al.

**Healthier gut
microbes**
2017 Vanegas SM et al.

**lower
cholesterol by
11mg/dL**
2014 Hang H et al.

**Improved
blood sugar
and blood
pressure**
2021 Sawicki CM et al.



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More than just fiber

resistant starch

plant stanols & sterols

lignans

antioxidants

minerals

fiber

phytoestrogens

vitamins



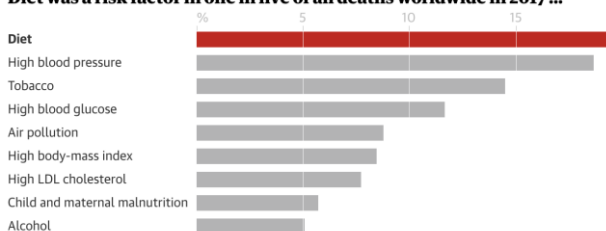
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LOW Intake of Whole Grains Is Associated with Chronic Disease & Death

Diet was a risk factor in one in five of all deaths worldwide in 2017 ...



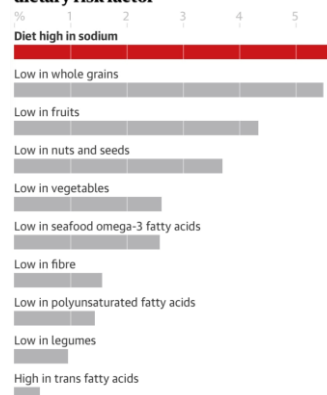
Guardian Graphic | Source: Global Burden of Disease Study. Note: deaths can be linked to multiple risk factors

Poor diet a factor in one-fifth of global deaths in 2017 - study

Global survey says diseases such as cancer and diabetes behind almost 75% of deaths last year

GBD 2017 Risk Factor Collaborators. Global, regional, and national comparative risk assessment of 84 behavioural, environmental and occupational, and metabolic risks or clusters of risks for 195 countries and territories, 1990-2017: a systematic analysis for the Global Burden of Disease Study 2017. The Lancet. 2018;392(10159):1923-94

... of these, too much salt was the biggest dietary risk factor



Guardian Graphic | Global Burden of Disease Study. Note: deaths can be linked to multiple risk factors

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Actions to Improve Whole Grain Intake

- Harmonize global definitions of whole grains and whole grain foods
- Take advantage of global initiatives to educate consumers and advance key messaging – **International Whole Grain Day on 16 November**
- Encourage policy makers to support and advance policies that champion whole grains (inclusion in front-of-pack labeling schemes, WGs in school lunch programs, WGs in dietary guidance)

In addition to the obvious health benefits, there are significant economic savings associated with reducing rates of chronic disease



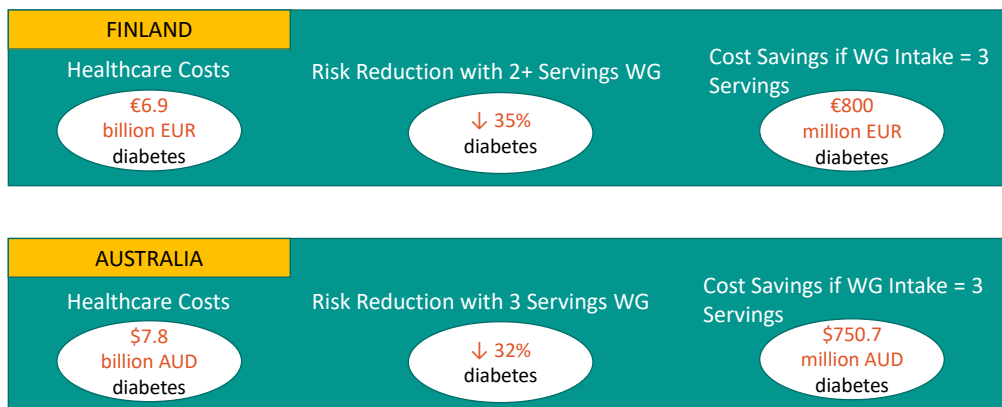
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Health Economics of WGs and Heart Disease



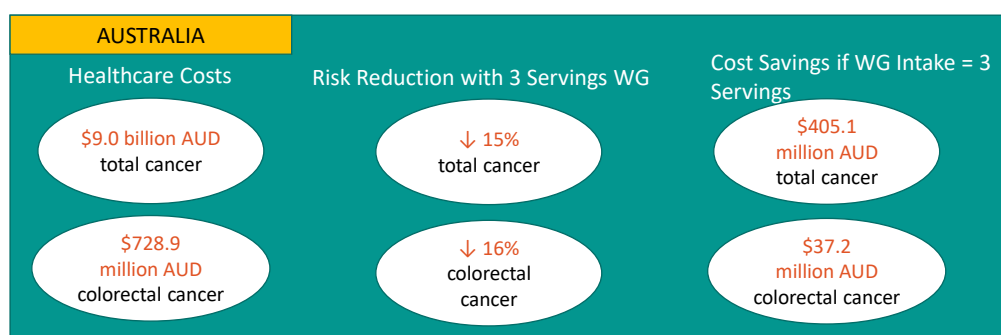
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Health Economics of WGs and Diabetes



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Health Economics of WGs and Cancer



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Thank You!

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