

Whole grains go worldwide

-trading info internationally



Morten Strunge Meyer
Danish Cancer Society &
Danish Whole Grains Campaign

MAKE (AT LEAST!) HALF YOUR GRAINS WHOLE

Conference | Alexandria, VA, USA | April 21, 2009



100%
WHOLE GRAIN
16g or more
per serving

WholeGrainsCouncil.org

WHOLE GRAIN
GRAINS ENTIERS
25g / portion

The Whole Grains Council

WHOLE GRAIN
14 grams
per serving

WholeGrainsCouncil.org

WHOLE GRAIN
42 grams
in 100g

WholeGrainsCouncil.org

PEŁNE ZIARNO
58 gram
na 100 g porcje

WholeGrainsCouncil.org

GRANOS ENTEROS
19g por
porción

WholeGrainsCouncil.org



Menu

How US and the Danish WG partnerships are different?

Campaign strategies & first results

International networking

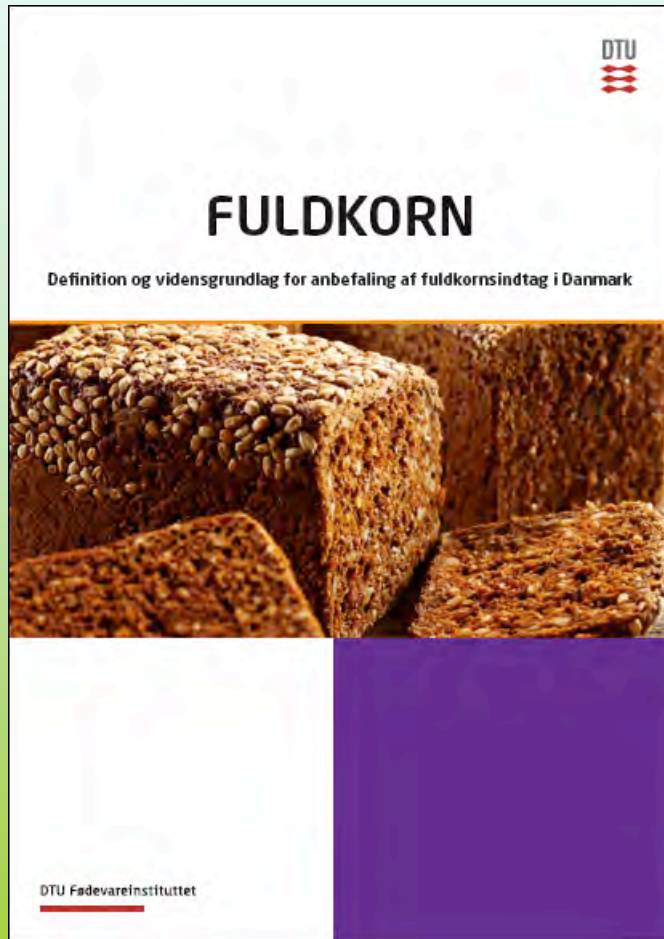


Government's role

1. Funded research
2. Issued an official WG recommendation
3. Changed dietary guidelines
4. Made rules for logo use and included nutrition profiling
5. Creating demand for WG



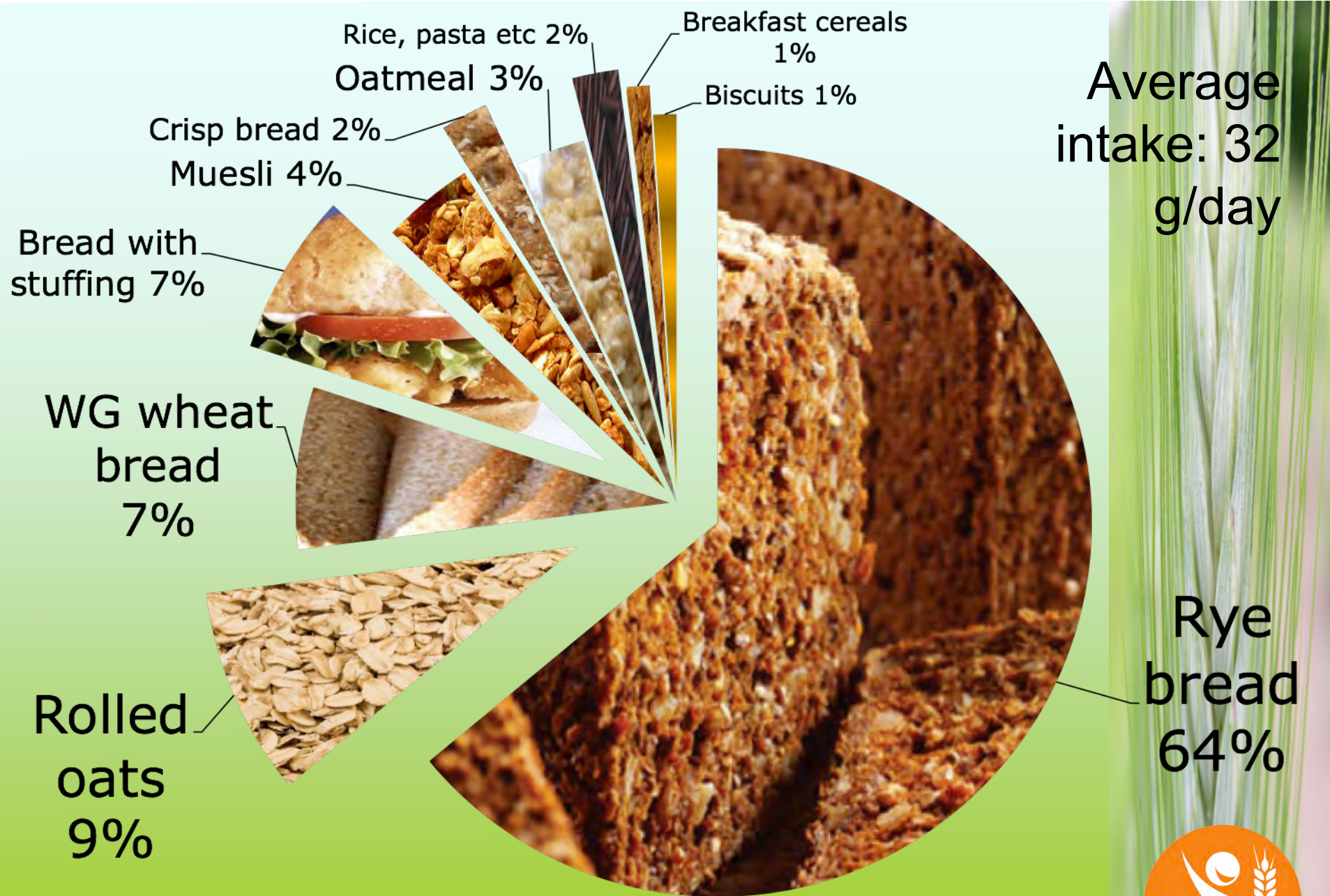
Funded research



Published on
May 28, 2008

Definition
Current intake
Health benefits
Recommendation

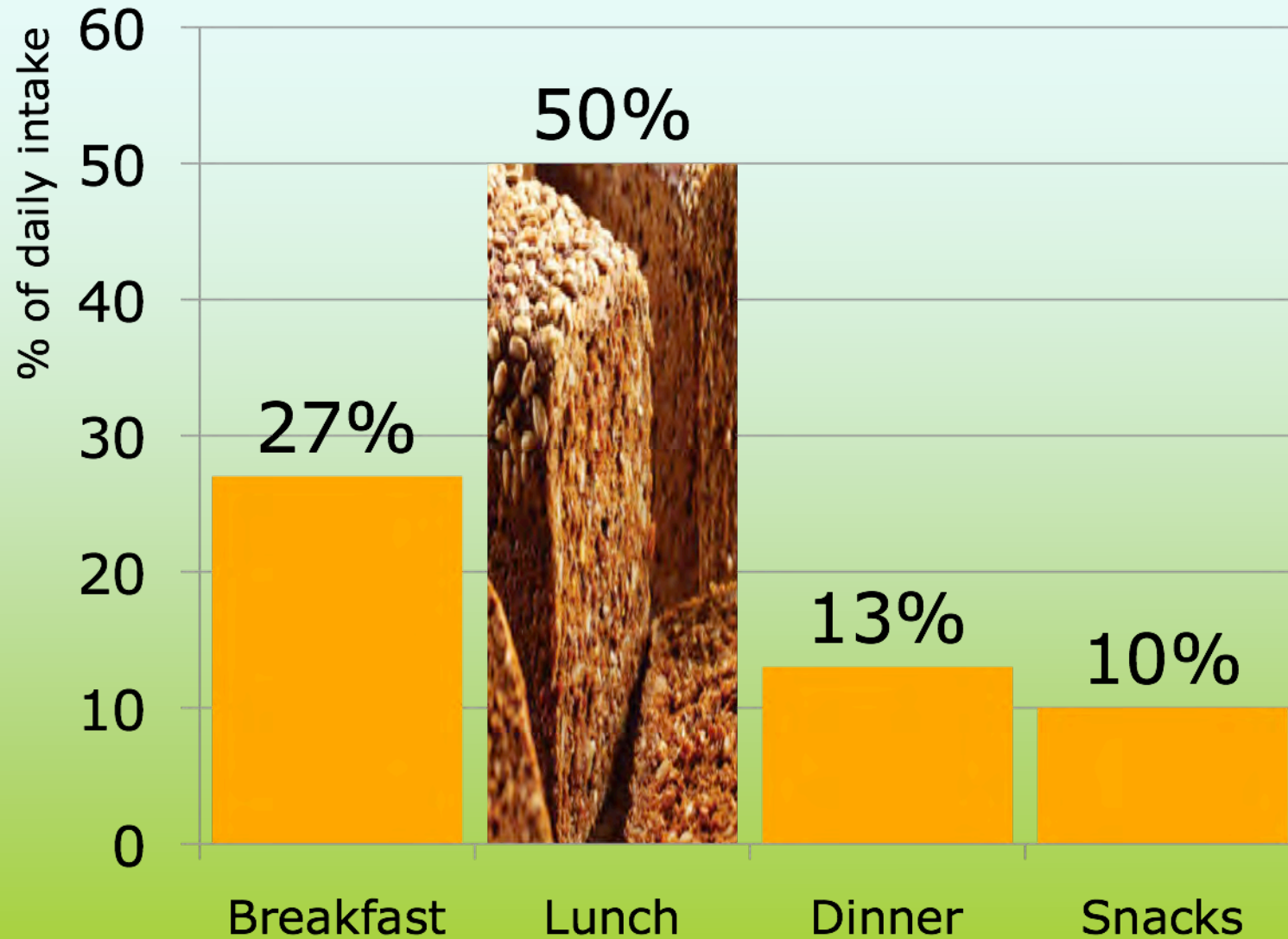




Whole Grain Sources in Adult Danes 2000-04



Whole Grain Intake over Meals in Adult Danes



Recommended intake

Danes are recommended to eat 75 grams of whole grain per 10 MJ
(whole grain: as a nutrient not WG products)

How was 75 grams decided?

Only 6% meet this recommendation



New dietary guidelines



Spis kartofler, ris eller pasta og groft brød – hver dag

Spis mange fuldkornsprodukter hver dag fx rugbrød og havregryn, og spar på det hvide brød. Spis gerne kartofler hver dag.

Du kan udskifte kartoflerne med ris eller pasta to til tre gange om ugen, men spis flere grønsager og mere frugt på de dage.

Eat potatoes, rice or pasta and whole grain bread - every day

Choose whole grains first, when you eat breakfast cereals, bread, rice or pasta. Eat at least 75 grams of whole grain per day.

Eat potatoes every day. You can replace potatoes with whole grains rice or whole grains pasta twice a week.

**Not an EU
health claim**

§



Rules for logo use

Kohberg

150 g
MED FULDKORN



8 stk.

Med Fuldkorn
CIABATTA
BRØNSTYKKER

BRØNSTYKKER MED FULDKORN

Opskrift: 7-10 minutter i ovnen ved 200°C



Logo rules for bread

- 1) At least 50 percent of the product must be WG, calculated on dry matter
- 2) At least 30 percent of the final product must be WG calculated as QUID
(Quantitative Ingredient Declaration)

Government was very flexible to the surprise of industry partners



Nutrition profile

Bread continued

3) Max fat content 7 g/100 g

4) Max sugar content 5 g/100 g

5) Max sodium 0,5 g/100 g

(corresponding to max. salt content: 1.25 % salt)

6) Dietary fiber min: 5 g/100 g

Criteria are also established for:

Flour, grains and rice | Crisp bread |

Breakfast cereals | Pasta

Ensures
nutritional
legitimacy



Nutrition profile &



Whole Grains Stamps on high fat, high sugar, and high salt products can eventually harm your credibility and public health.

Introducing some level of Nutrition Profiling can eventually be key to involve government and health NGO's.

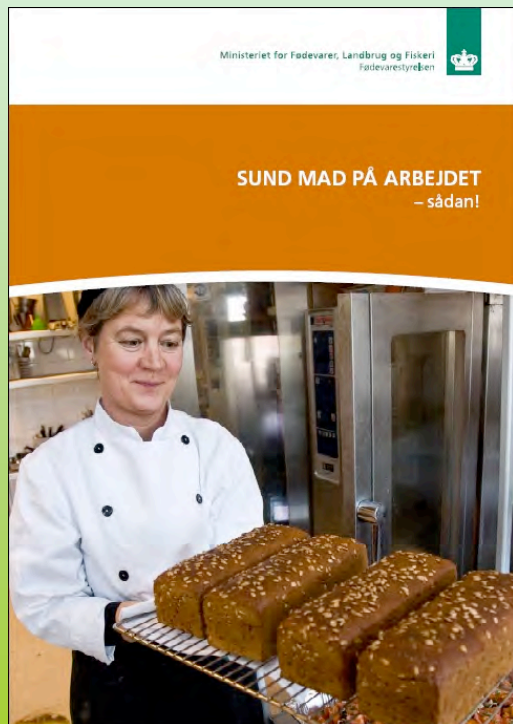


Aligned with Keyhole



Creating demand

School meals must be healthy according to a new Danish law (follow food standards)



Guidelines for workplaces, nurseries and kindergartens



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen



Nurseries and kindergartens food standards

Bread must be served if potatoes, rice or pasta is not served at hot meals. Bread at all cold meals.

Minimum 50% of all meals with bread must be rye bread only.

Use of crisp bread, rusk, rice cakes and biscuits should be limited. If served, then choose whole grain.



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen



Nurseries and kindergartens food standards

Buy bread with at least 30% WG & 5% fiber. The WG-logo guarantees this.

Buy WG crisp bread with at least 65% WG and 6% fiber. The WG-logo guarantees this.

When baking use 50% WG flour (slow raise) otherwise 33% WG flour.



Government's role

1. Funded research
2. Issued an official WG recommendation
3. Changed dietary guidelines
4. Made rules for logo use and included nutrition profiling
5. Creating demand for WG



Take ownership



New and more
accommodating
image
Strategic alliance

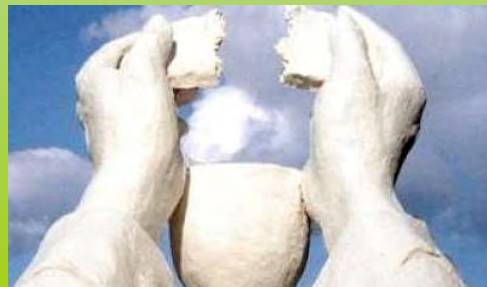


My wish list

Clearer dietary guideline
Choose Whole Grain First

Stronger communication

Whole grains:
Give us today our daily ...



Campaign strategies & first results



Danish WG Campaign

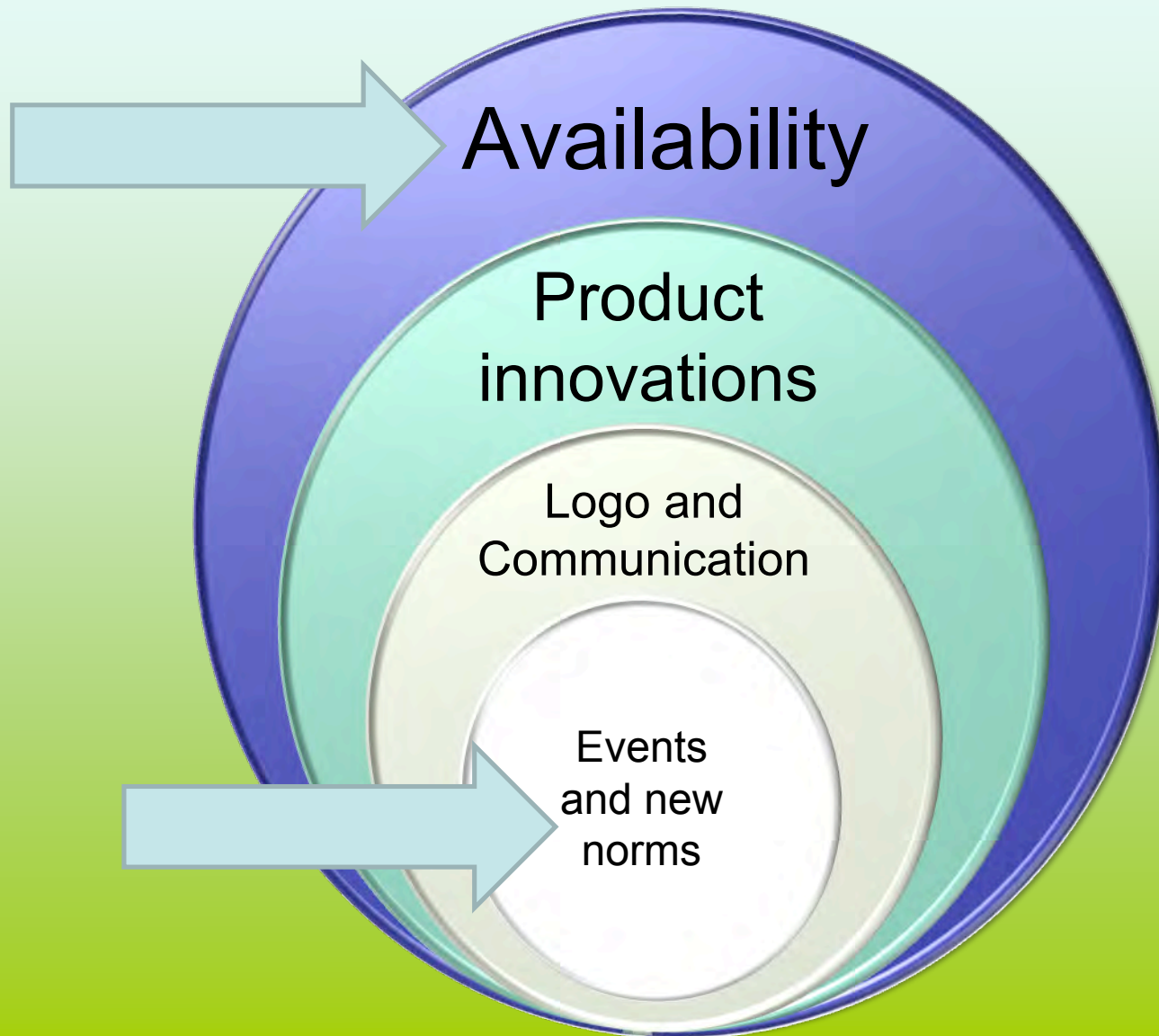
A Public-Private Partnership to increase public health by getting Danes to eat more Whole Grains

Mission:

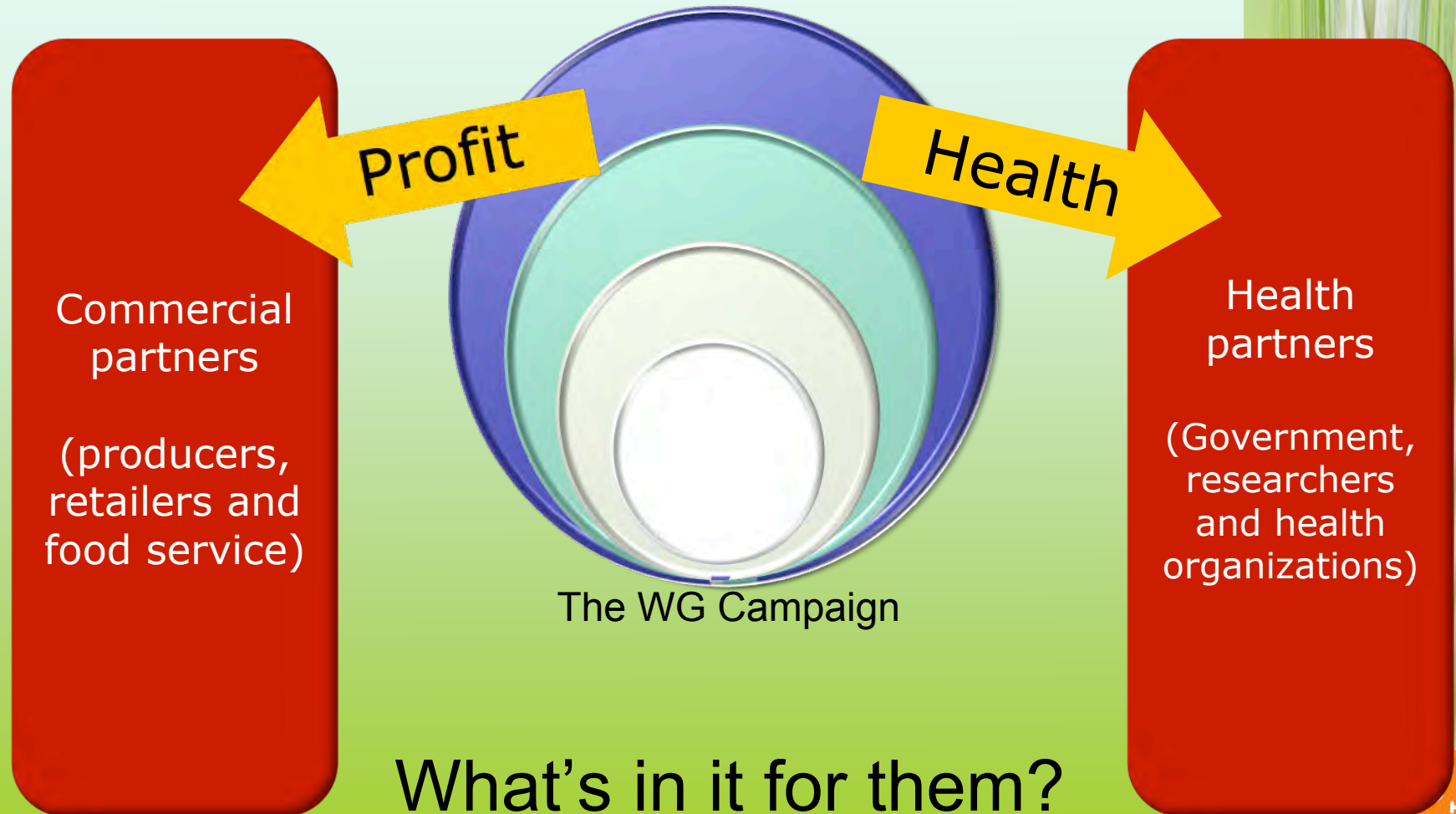
The Partnership will increase the availability of Whole Grain products and make Danes aware of the health benefits of Whole Grains



Our 4 basic strategies



Partnership



What's in it for them?
Good for health and good for business



Availability

Add WG to existing products

Minimum 3% (quid) WG in all white flour in 2011.
'Raise the bottom level'. Analysis, consumer tests, incentive structure, communication strategy, and celebration.

Make WG products more available

New distribution channels

Decrease availability of refined products/competitive foods



New norm #1

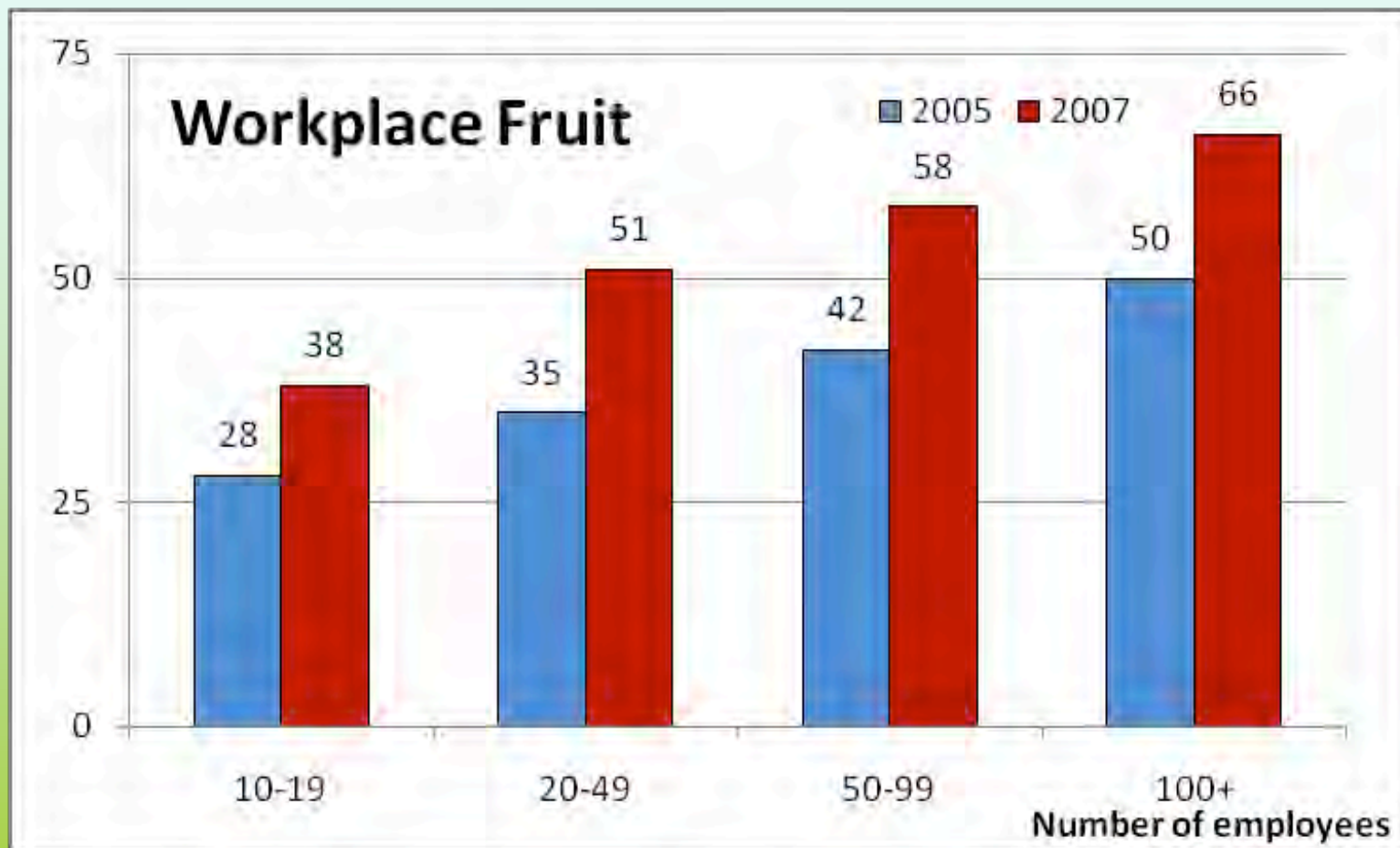
Develop and promote a new norm for employer paid WG breakfast at workplaces (productivity and appreciation, social bond)



Workplace Fruit Program



Results



New norm #2

Develop and promote a new norm for schools to serve WG breakfast before the first lesson (readiness to learn)

Future EU lobby target



New norm #3

Make hot cereals hot in Denmark



Results after 3 months

Campaign started on January 3rd 2009

24 partners

150+ products carry our stamp

Massive press coverage

Awareness (visual) is now 20%

(4% in November 2008. 27% among women in Feb 09)

Intake frequency rose from 1.79 to 1.87

One major bread baker reports 10% of his sold wheat bread is now WG, before it was 0%



More results

'Eating wholegrain hot cereal with dried fruit is trendy'

Agree in November 08: 19%

Agree in February 09: 27%

When government, health and industry work closely together things can move quickly.

Availability and penetration does it

Data are very preliminary



Monitor program

1. Millers data

2. ScanTrack data (AC Nielsen)

Barcode specific data linked to week, stores and WG content

3. Consumer survey

2400 web interviews every year will track awareness, attitudes and knowledge + self reported intake, stomach health, acceptance of regulation.



International networking



HEALTHGRAIN



Huge EU funded research project.

Concentration of bioactive components across 150 bread wheats. Factor of 2 in differences in fiber concentration.



The EU funding ends in May 2010.

A new HEALTHGRAIN network will continue. Campaigns are welcome.



News from morten.me

Nutrition and Physical Activity News
from MortenCopenhagen

Home Nutrition Physical Activity

Browse: [Home](#) / [Nutrition](#) / [Whole Grains](#)

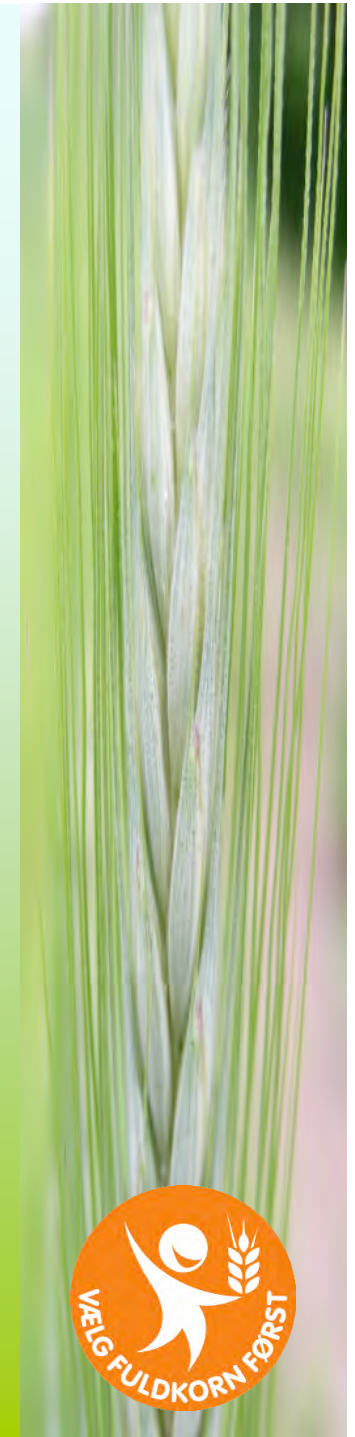
Whole Grains

This is News on

Whole Grains for better health

Find the 10 most recent stories on whole grains below. Older stories can be found in the [archive](#). You can add your e-mail to the mailinglist at the bottom of this page or use the [RSS feed](#).

- [Soluble vs. insoluble dietary fiber intake on high-fat diet-induced obesity](#)
This study show that soluble vs insoluble dietary fiber added to a high-fat, Western-style diet differently affected body weight and estimates of insulin sensitivity in obesity-prone mice.
- [Oat extract may cut cigarette cravings](#)
A standardised oat extract may reduce cravings for smoking and offer would-be quitters an alternative to the patches and gums, suggests a pilot study from Japan.



WIN

Whole Grain International Network

Goals include

- sharing advice on effective whole grain promotions
- harmonizing international definitions of whole grain
- building momentum for increased consumption of healthy whole grains

wholegrain.ning.com

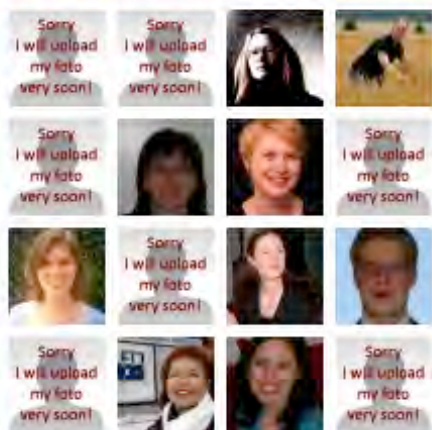


WholeGrains International Network

[Main](#) [Invite](#) [My Page](#) [Members](#) [Forum](#) [Events](#) [Manage](#)

An informal network for professionals to share information about effective strategies to increase whole grain consumption.

Members



Forum

Logo Showcase

Please share your whole grain campaign logo/stamp in a new discussion in this category. Write your country name + 'Logo' in the Discussion Title. A small copy of your logo should be inserted into your reply using the 'Add an Image'-button. Please describe copy rights information and whom to contact for higher resolution files if not attached.
2 discussions

Whole Grain Campaigns

Please share links to Whole Grain Campaign websites.
5 discussions

[+ Start Discussion](#)

[View All](#)

Events

April 20
Monday



Conference: Make (at least!) Half Your Grains Whole

April 20, 2009 at 3pm to April 22, 2009 at 5pm – Westin Alexandria

Morten Strunge Meyer

[Sign Out](#)

 [Inbox \(1 new\)](#)

 [Alerts](#)

 [Friends – Invite](#)

 [Settings](#)

[Quick Add...](#)

Ads by Google

[\\$254/Day Part-Time Job](#)

Make 7,500+ A Month Working An Easy Online, Part-Time Job From Home!
www.JobsInDetail.com

[\\$214/Day Part-Time Jobs](#)

Give me your business card to sign up



You may
WIN this
poster

6 om dagen

Spis mere frugt og grønt

Danske sundhedsmyndigheder og -organisationer anbefaler danskere at spise mere frugt og grønt. Det kan være 3 grøntsager og 3 frugter = 6 om dagen. I alt 600 gram - hver dag!

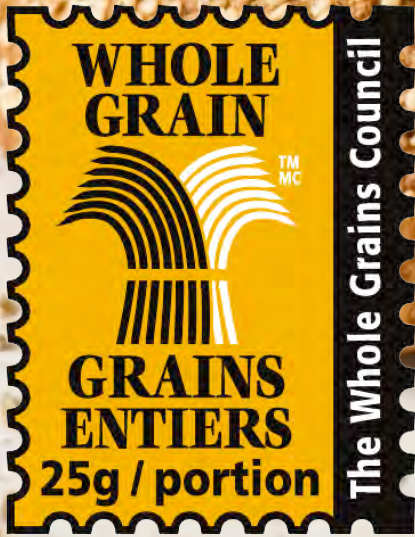
6 om dagen kan mindske risikoen for mange former for kræft. Risikoen for at få en blodprop i hjertet er også mindre. Disse to sygdomme er skyld i mere end halvdelen af alle dødsfald i Danmark.





100%
WHOLE GRAIN
16g or more
per serving

WholeGrainsCouncil.org



WHOLE GRAIN
GRAINS ENTIERS
25g / portion

The Whole Grains Council



WHOLE GRAIN
14 grams
per serving

WholeGrainsCouncil.org



WHOLE GRAIN
42 grams
in 100g

WholeGrainsCouncil.org



PEŁNE ZIARNO
58 gram
na 100 g porcje

WholeGrainsCouncil.org



GRANOS ENTEROS
19g por
porción

WholeGrainsCouncil.org

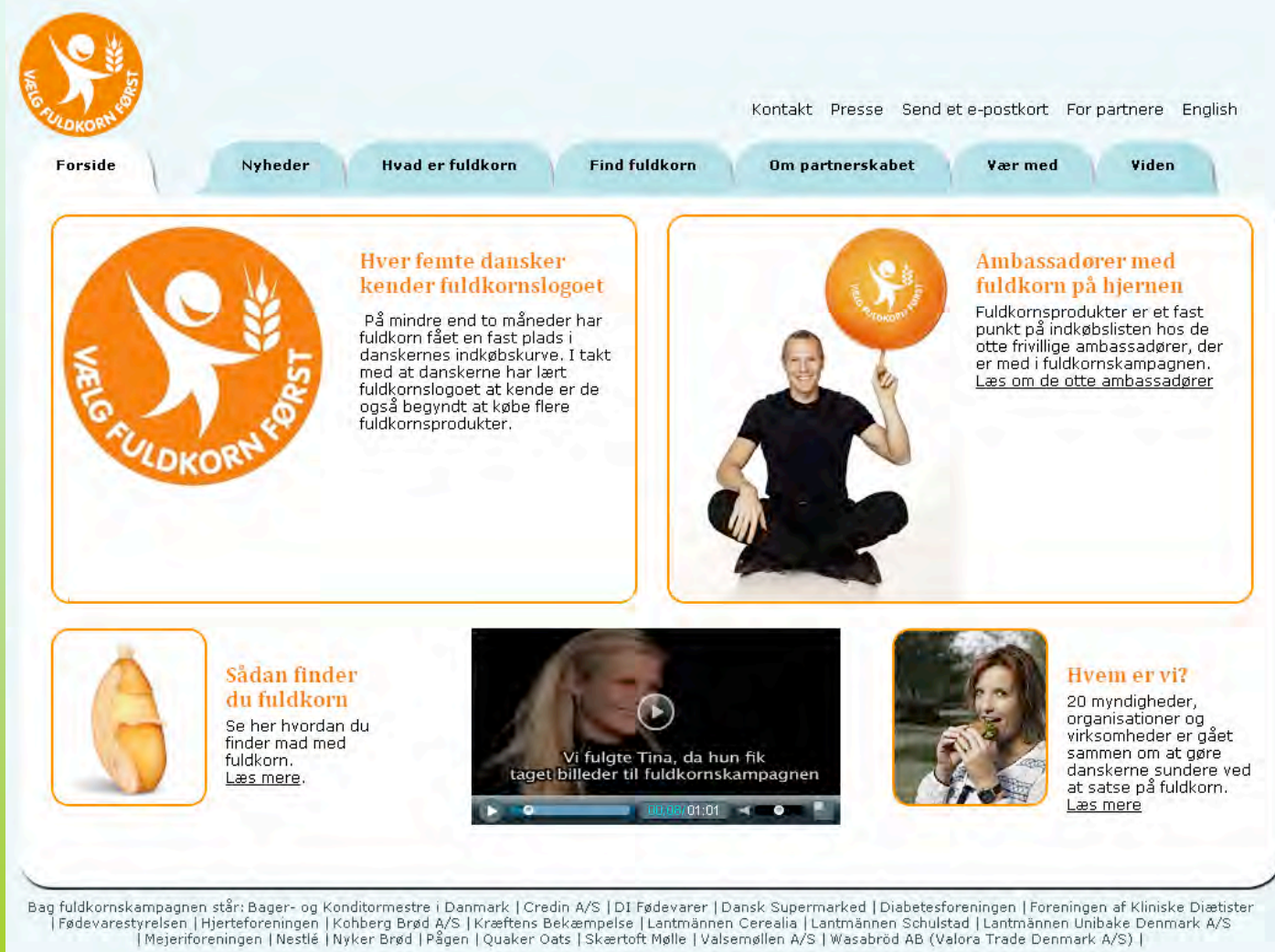



Thank you

mm@cancer.dk



Fuldkorn.dk



 Kontakt Presse Send et e-postkort For partnere English

Forside Nyheder **Hvad er fuldkorn** Find fuldkorn Om partnerskabet Vær med Viden

Hver femte dansker kender fuldkornslogoet

På mindre end to måneder har fuldkorn fået en fast plads i danskernes indkøbskurve. I takt med at danskerne har lært fuldkornslogoet at kende er de også begyndt at købe flere fuldkornsprodukter.

Ambassadører med fuldkorn på hjernen

Fuldkornsprodukter er et fast punkt på indkøbslisten hos de otte frivillige ambassadører, der er med i fuldkornskampagnen. [Læs om de otte ambassadører](#)

Sådan finder du fuldkorn


Se her hvordan du finder mad med fuldkorn. [Læs mere.](#)

Vi fulgte Tina, da hun fik taget billeder til fuldkornskampagnen

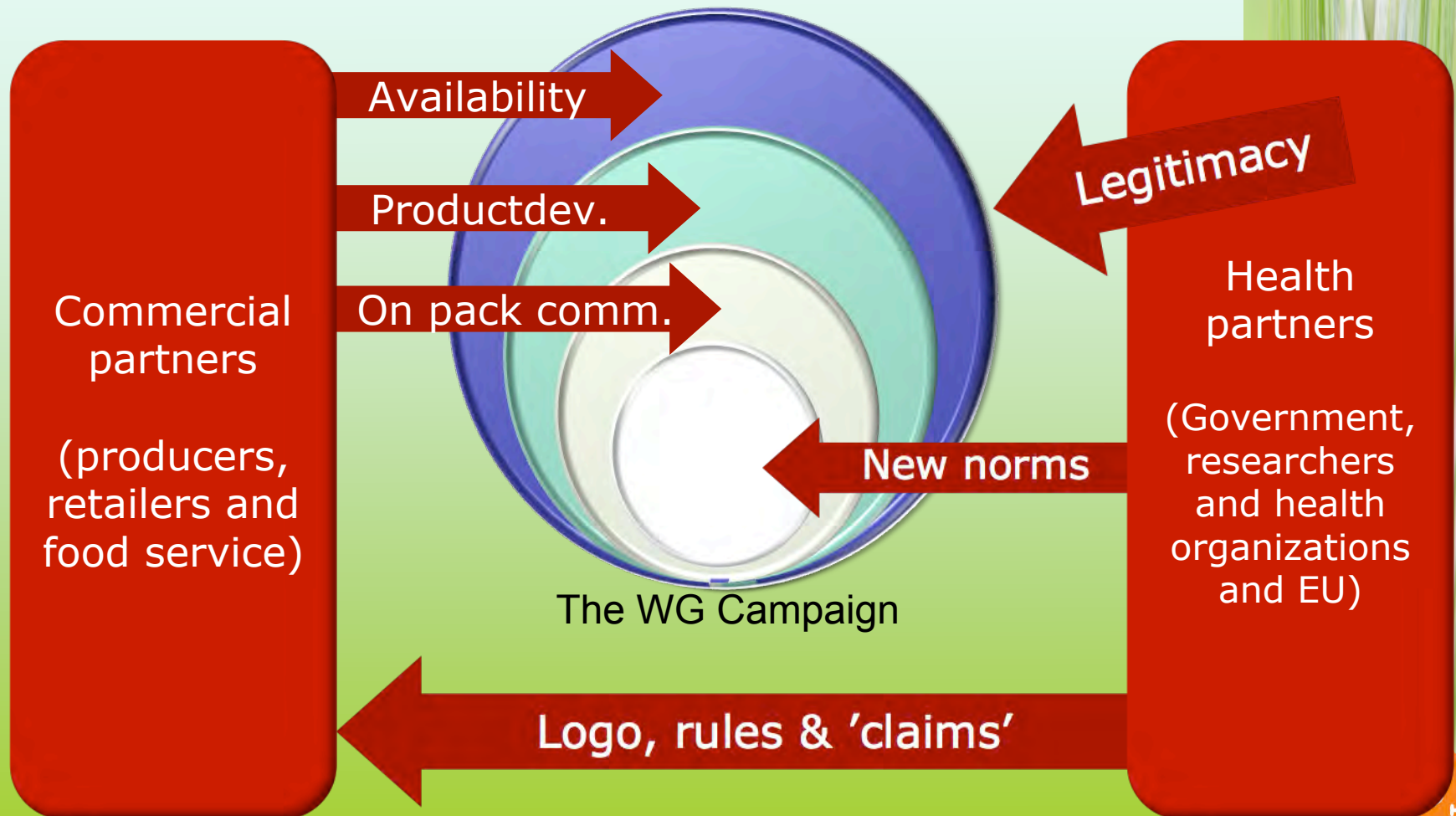
Hvem er vi?

20 myndigheder, organisationer og virksomheder er gået sammen om at gøre danskerne sundere ved at satse på fuldkorn. [Læs mere](#)

Bag fuldkornskampagnen står: Bager- og Konditormestre i Danmark | Credin A/S | DI Fødevarer | Dansk Supermarked | Diabetesforeningen | Foreningen af Kliniske Diætister | Fødevarerstyrelsen | Hjerteforeningen | Kohberg Brød A/S | Kræftens Bekæmpelse | Lantmännen Cerealia | Lantmännen Schulstad | Lantmännen Unibake Danmark A/S | Mejeriforeningen | Nestlé | Nyker Brød | Pågen | Quaker Oats | Skærtoft Mølle | Valsemøllen A/S | Wasabrød AB (Valora Trade Denmark A/S) |



Contributions



Prevention strategies

Available

Accessible (ready to eat)

Affordable

Acceptable (good taste)

Addressing multiple motives

Anchoring (sustainability)



Full of grains

An anthropological study of bread and wholegrain at home and at work with skilled and unskilled Danish workers

Gry Skrædderdal Jakobsen & Anja Marie Bornø Jensen



Work and pleasure



Wholegrain: heavy, dark, entire kernels



The Bread Scale

Not wholegrain: white, soft, no seeds



Cultural short cuts



Delicious meat cuts



Home baked
Freshly baked



Social obligations
New norms and traditions





Gå efter produkter med fuldkornslogoet

Fuldkorn finder du i både lyst og mørkt brød - og i knækbød, brune ris, fuldkornspasta, mysli og andre morgenmadsprodukter med logoet på.

Fødevarerstyrelsen anbefaler mindst 75 gram fuldkorn om dagen som del af en varieret kost.
Se mere på www.fuldkorn.dk



