

The upcoming Danish Whole Grains Campaign

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Danish Food Administration
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Menu

The partnership

The 6 a day-campaign

- results and strategy

Documentation and consensus

Campaign strategy

- communication plan
- labeling
- availability
- new products

Conclusion



Partners

Danish Food Administration (USDA/FDA)
Food Research Institute
Danish Food and Drink Federation
Heart Foundation
Diabetes Association
Danish Cancer Society
Clinical Dieticians
All milling companies and commercial
bread factories + more companies
Collaboration with retailers



Goal

Increase the consumption of whole grain

Dietary recommendation:

“Eat potatoes, rice or pasta and wholegrain bread - every day”

Half the bread/cereal products you eat should be whole grain



Build on 6 A Day Campaign

Eat 600 grams of
fruits and vege-
tables every day

6 om dagen

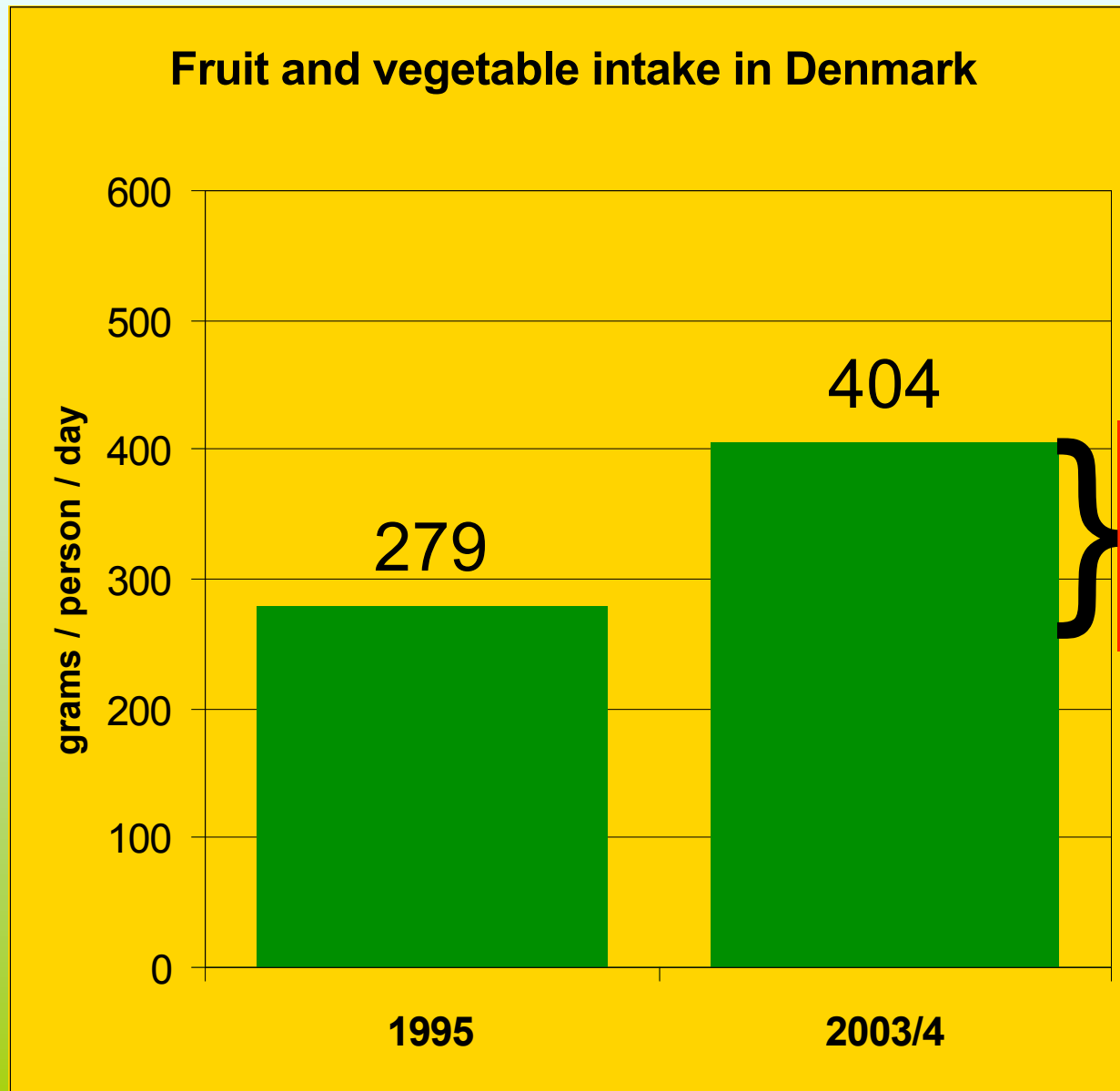
Spis mere frugt og grønt

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 reducere 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.

KGT
KØBENHAVNS ENGROS GRØNTORY

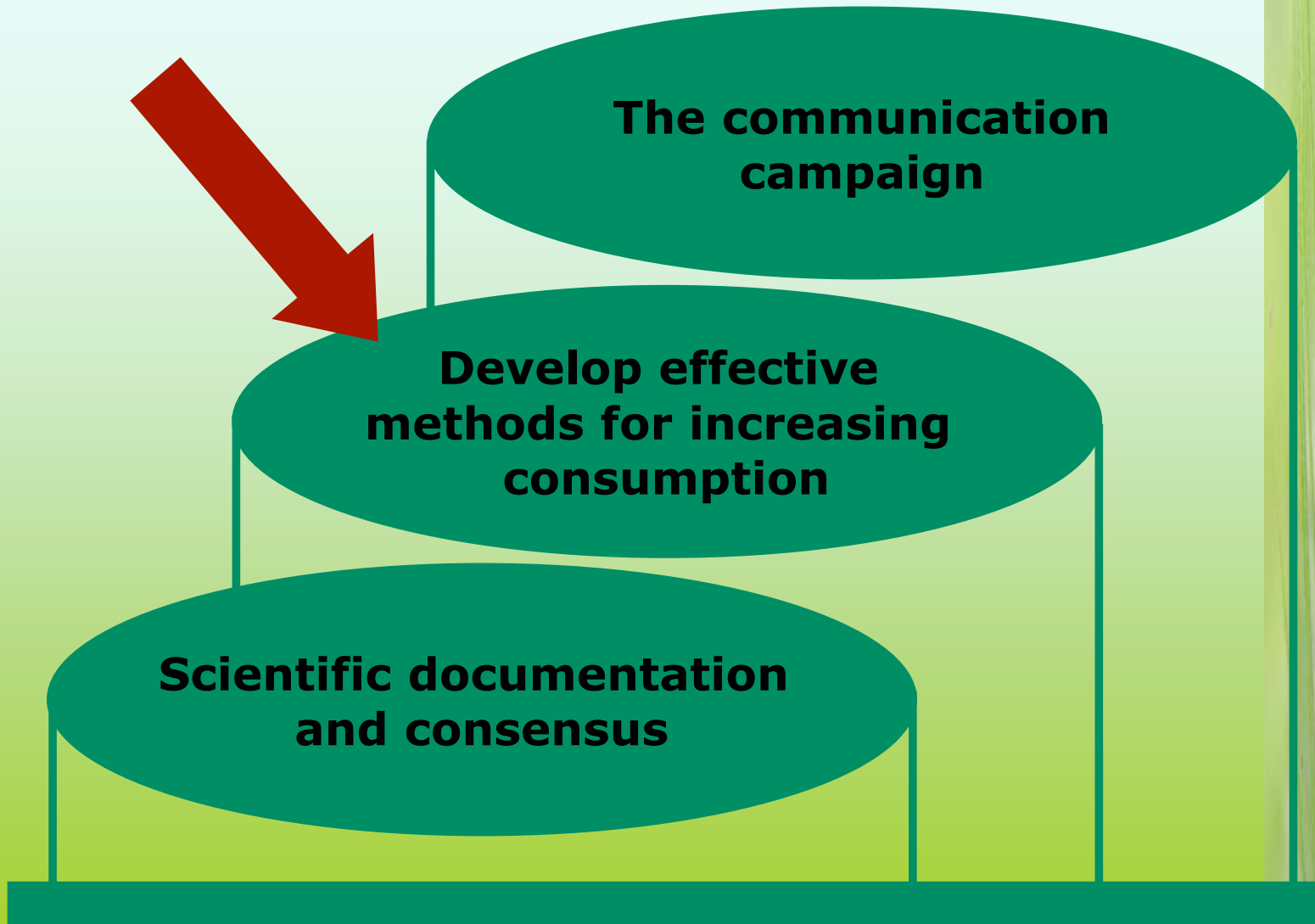
6 A Day Results



**45%
increase**



6 A Day campaign structure



Work Place Fruit Program

Fruit served during breaks
and while working



Fruit and juice
at meetings



Why do they eat the fruit?

Employees

It's delicious (95%)

It's healthy (86%)

Because it's free (51%)

Then I eat less candy (47%)

Gives an extra break (2%)



Why do they sell fruit?

F&V- Industry

They make money

It's a new market

40 new companies are now in operation



Why are we interested?

6 A Day

We evaluate and do PR

Fruit intake up by 0.7 serving

Candy and cakes down by 50% in men

Our easiest and most effective intervention



Why do they want to pay?

Employers

- Cheap - equal to cost of one extra day off
- Trendy image
- Attract and hold qualified staff
- Sign of appreciation
- Perceived value exceeds the monetary value

2007 Results



Der er rift om firmafrugten, der i stor stil afløser slik og kager til møder.

Firmafrugt er en kæmpe succes

Danskerne er vilde med at spise frugt på jobbet. Det viser en helt ny undersøgelse fra Kræftens Bekæmpelse. Hele 32 pct. har adgang til frugt på arbejdspladsen. Tidligere lå tallet kun på 9 pct.

»Det er et stort spring, og vi er rigtig glade for, at så mange virksomheder i dag har fået øjnene op for firmafrugt som et personalegode,« siger Morten Strunge Meyer, Kræftens Bekæmpelse. Gårdbutikken Direkte.dk har

oplevet en vækst i efterspørgslen på 50 pct. på bare halvandet år. Sundhedsværdien af ordningerne skal nu kortlægges af Danmarks Fødevarerforsknings og Kræftens Bekæmpelse. Side 2



HVER 3. ARBEJDSPLADS HAR FIRMAFRUGT - HAR DU?

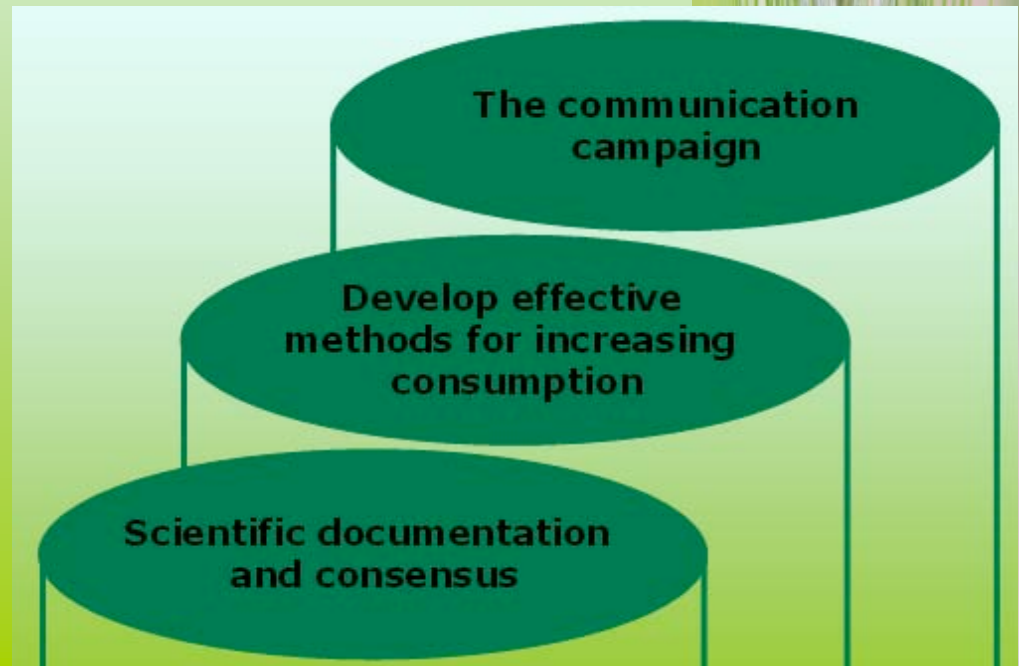
FIND DIN LEVERANDØR PÅ FIRMAFRUGTFORENINGEN.DK



Whole grain

We are modeling the new Whole Grains Campaign after the 6 A Day campaign:

- * National consensus on amounts
- * Develop effective methods for increasing consumption
- * Communication



Scientific consensus report

Expected on December 1st 2007

In English

1. Definition
2. Current consumption
3. Health benefits
4. Recommended amounts /daily intake



Anthropological study

Expected out on November 15th 07

In Danish only

Gry will tell you more

Gry just started a
3-year phd-study



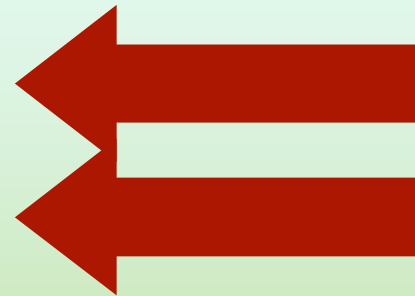
Campaign strategy

Communication plan

Labelling

Increased availability

Products innovation



Labelling

Definition of whole grain products
(min. 51%)

Flour and flakes (100%)

Bread (min. 35%)

Crispbread (min. 55 %)

Breakfast cereals (min. 55 %)

Pasta and noodles (min. 55 %)

Nutrition profiles (sugar, fat, fibre)



Logo

Guarantee for a minimum content of whole grain

Amount of whole grain in the product

Comparison with the recommended daily intake

No health claims allowed today – possibly in the future – EU



Availability strategy

Adding more WG to existing products

Making WG products more available in shops (category- and space management)

Engaging decision makers like parents, canteens and workplaces

No need for individual desires for health



Availability calculations

Demographics

Dietary habits

WG products (content and supply)

Potentials for increased WG content

Costs of different interventions

Build on partners opportunities



Costs of availability

	DKK
Thicker bread slices	0,02 mio/g
10% WG in all white flour	0,03 mio/g
25%-35% WG in wheat products	0,04 mio/g
_ of all cakes will be WG cakes	0,17 mio/g
All biscuits will contain 12% WG	0,22 mio/g
Labeling rules	0,35 mio/g
Breakfast cereals 40% WG	0,38 mio/g
Frozen wheat products 15% WG	0,39 mio/g



Monitoring

Amount of WG raw materials sold to industry (WG flours, flakes etc)

Amount of WG products sold at retail level to consumers

Survey to follow the consumers knowledge of the logo/campaign and their attitude towards WG



Conclusion

Power of consensus and broad partnerships

Useful anthropological assistance

Availability and product innovation as core strategies for changing behavior

Plan to start the campaign within a year from now

Looking forward to share experiences and ideas with you all !

