

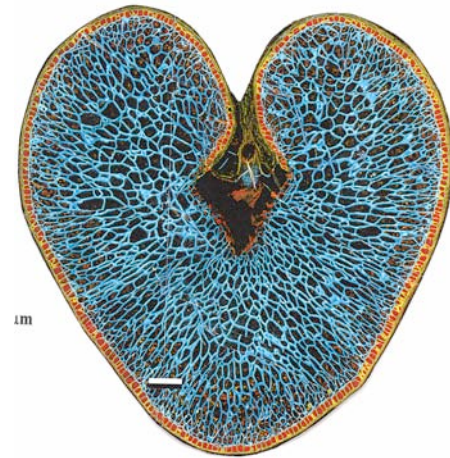


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WHOLEGRAIN, RYE AND OAT – THE NORDIC OPPORTUNITY (GRAINITY)

**Nordic Innovations Centre
Focus area Functional Foods
2006-2009**

Total budget: 652.5 kEUR



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the nordic opportunity





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RYE

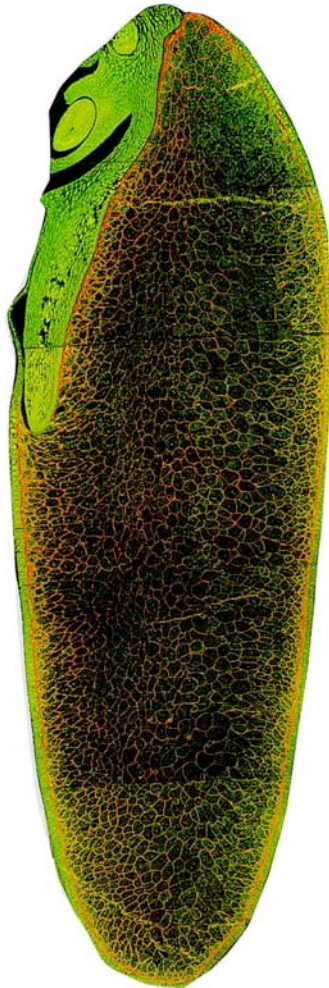


- **94% of world rye production is in Europe; Nordic countries (esp. Finland and Denmark) are heavy users**
- **Consumption reduced clearly during the previous century**
- **Traditional use as whole grain breads, often produced by sour dough fermentation, especially in the Nordic and Eastern countries**
- **Health effects increasingly demonstrated**
- **New types of rye breads and ingredients needed for the modern consumer**

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OAT



- **Another crop where Nordic countries are leading producers, but a very small portion of the harvest is used in food**
- **Traditional use as porridge and in breakfast cereals; innovative ingredients and new uses developed based on beta-glucan**
- **Plenty of documentation and claims for a functional food available**
 - × cholesterol reduction (oat beta-glucan)
 - × blood glucose levels (oat beta-glucan)
 - × heart disease and weight control (whole grain use)
- **Suitable for coeliacs, when purity guaranteed**

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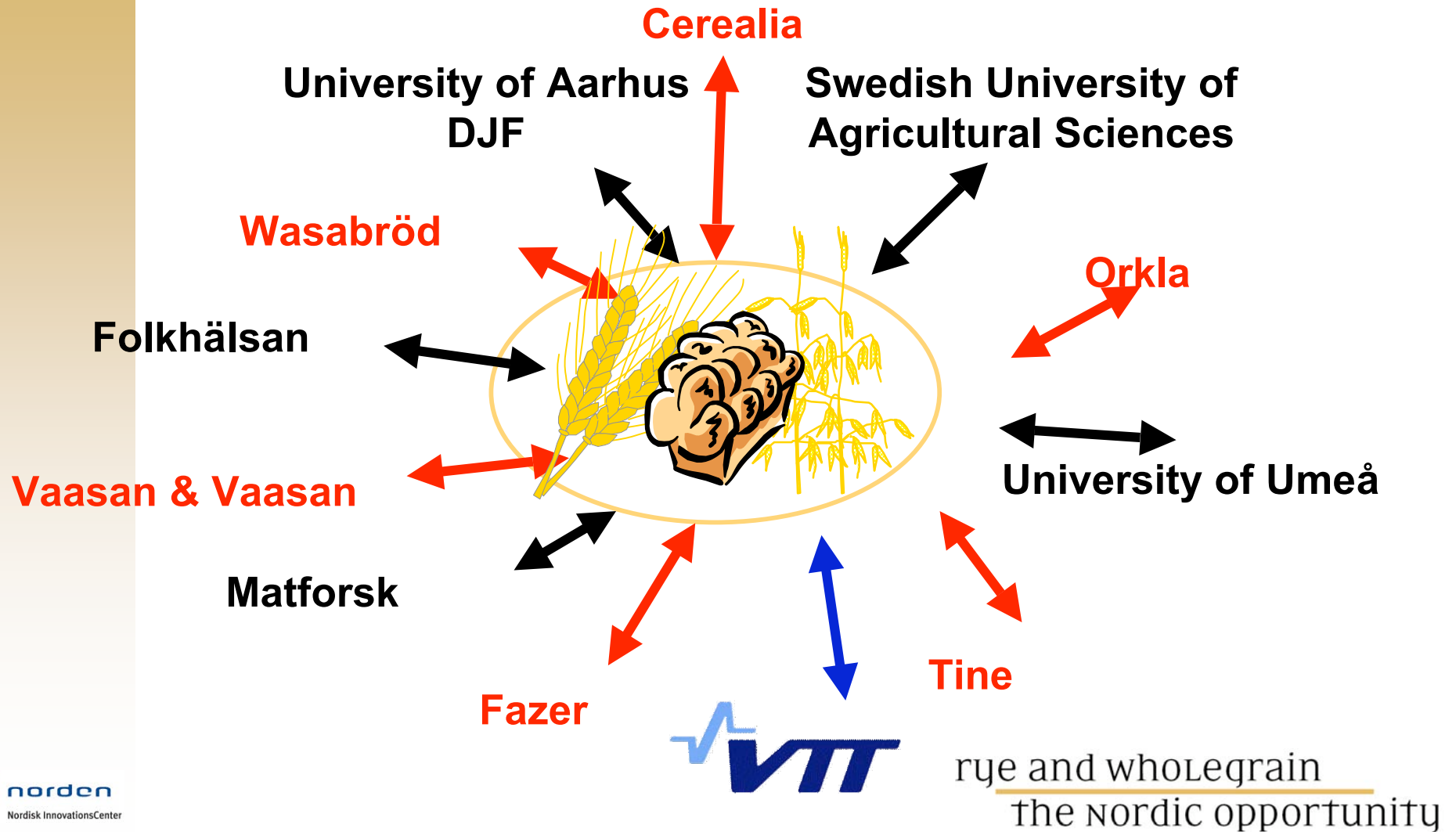
WHOLEGRAIN, RYE AND OAT – THE NORDIC OPPORTUNITY (GRAINITY)

- **The objective is to strengthen the cereal based food industry in development of functional whole grain, rye and oat food products.**
 - × To increase the competitiveness of grain based Nordic food industries by exploiting on-going scientific research
 - × to provide shared Nordic views to substantiate nutritional and health claims of grain foods.
 - × to extend the Nordic collaboration in functional cereal foods to the Baltic countries



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GRAINITY Partners





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GRAINITY PARTNERS

- **VTT**
Finland, Kaisa Poutanen/Kati Katina/Pekka Lehtinen
- **University of Helsinki**
Finland, Herman Adlercreutz
- **University of Aarhus**
Denmark, Knud Erik Bach Knudsen, Helle Nygaard Lærke
- **Umeå University**
Sweden, Göran Hallmans
- **SLU**
Sweden, Per Åman
- **Matforsk**
Norway, Stefan Sahlström
- **Lantmännen Food R&D**
Sweden, Denmark and Norway, Ingmar Börjesson
- **Orkla**
Norway & Sweden, Anders Högberg/Jan Poulsen
- **Wasabröd**
Sweden, Leif Holmgren
- **Fazer Bakeries**
Finland, Sweden, Estonia, Lithuania; Risto Viskari/Heli Anttila
- **Vaasan&Vaasan Group**
Finland, Sweden, Estonia, Lithuania, Latvia.; Tarja Kujala
- **TINE**
Norway, Stein-Erik Birkeland



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GRAINITY TOOLS AND EXPECTED IMPACT

- **Tools**
 - × Knowledge transfer
 - × Reports, articles
 - × Homepage
 - × Identification of new product categories
 - × Workshops
- **The expected outcome is:**
 - × That the Nordic cereal industry will be a leading actor in the increasing healthy cereal foods market.
 - × Increased quality of innovation within the cereal based industry
 - × New networks between science and industry



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GRAINITY DELIVERABLES

- **RECOMMENDATIONS FOR DEFINITIONS AND CRITERIA FOR HEALTH CLAIMS**
- compare health claim developments and criteria in cereal foods in the Nordic countries,
- follow the respective scientific research progress, make suggestions for Nordic and European practise,
- discuss definitions and claims with stakeholders

- **INTERACTION WITH PUBLIC HEALTH ORGANISATIONS**
- interact with public health organisations about the role of grain foods in dietary strategies in the Nordic countries;
- develop mutual understanding about the initiatives needed to improve the quality of cereal foods consumed,
- interview stakeholders and involve stakeholders in workshop

www.vtt.fi/proj/grainity