Whole grains go worldwide - trading info internationally

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Danish Whole Grains Campaign

MAKE (AT LEAST!) HALF YOUR GRAINS WHOLE
Conference | Alexandria, VA, USA | April 21, 2009
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
Average intake: 32 g/day

- Whole Grain Sources in Adult Danes 2000-04

- Rye bread 64%
- Rolled oats 9%
- WG wheat bread 7%
- Bread with stuffing 7%
- Muesli 4%
- Oatmeal 3%
- Crisp bread 2%
- Rice, pasta etc 2%
- Breakfast cereals 1%
- Biscuits 1%
Whole Grain Intake over Meals in Adult Danes

- Breakfast: 27%
- Lunch: 50%
- Dinner: 13%
- Snacks: 10%
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

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
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
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
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.
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

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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

1. Availability
2. Product innovations
3. Logo and Communication
4. Events and new norms
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

Workplace Fruit

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>2005</th>
<th>2007</th>
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<tbody>
<tr>
<td>10-19</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>20-49</td>
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<td>50-99</td>
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<td>58</td>
</tr>
<tr>
<td>100+</td>
<td>50</td>
<td>66</td>
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</tbody>
</table>

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.
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 shows 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 Grains 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
Give me your business card to sign up
You may WIN this poster
100% WHOLE GRAIN
16g or more per serving

GRAINS ENTIERS
25g / portion

WHOLE GRAIN
42 grams in 100g

PEŁNE ZIARNO
58 gram na 100 g porcje

GRANOS ENTEROS
19g porción

The Whole Grains Council

WholeGrainsCouncil.org

VÆLG FULDKORN FØRST

WholeGrainsCouncil.org

WholeGrainsCouncil.org

WholeGrainsCouncil.org

WholeGrainsCouncil.org

WholeGrainsCouncil.org

WholeGrainsCouncil.org

WholeGrainsCouncil.org
Thank you

mm@cancer.dk
Fuldkorn.dk

Hver femte dansker kender fuldkornsløgøet

På mindre end to måneder har fuldkorn fået en fast plads i danskernes indkøbskurv. Uagtet med at danskene har læst fuldkornsløgøet, at kende er de også begyndt at købe flere fuldkornsprodukter.

Ambassadører med fuldkorn på hjernen

Fuldkornprodukter er et fast punkt på indkøbslisten hos de otte invælige ambassadører, der er med i fuldkornskampagnen. Læs om de otte ambassadører.

Sådan finder du fuldkorn

Se her hvordan du finder med fuldkorn. Læs mere.

Hvem er vi?

20 myndigheder, organisationer og virksomheder er gået sammen om at øge danskernes punkeverd ved at satse på fuldkorn. Læs mere.
Contributions

Commercial partners (producers, retailers and food service)

Availability
Productdev.
On pack comm.

The WG Campaign

Logos, rules & ‘claims’

New norms

Health partners (Government, researchers and health organizations and EU)

Legitimacy
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 knækkbrød, brune ris, fuldkorns pasta, mæsli og andre morgenmadsprodukter med loget på.

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