



WholeEUGrain

A European Action on Whole Grain Partnerships



Facts

- The prevalence of overweight and obesity is increasing worldwide – which leads to noncommunicable diseases (NCDs).
- Dietary habits are very important in relation to preventing overweight and related NCD's.
- Intake of whole grain (WG) helps prevent NCDs such as cardiovascular diseases, type 2 diabetes, and cancer.
- Only a limited number of consumers are aware of the health benefits brought by the increased consumption of whole grain products.
- Denmark was able to increase consumers` awareness about the benefits of consumption of whole grain through public/private partnership.

A European Action on Whole Grain Partnerships

The project WholEUGrain was launched in November 2019 in collaboration with project partners from four countries (Denmark, Romania, Slovenia, Bosnia and Herzegovina). WholEUGrain project lasted 3 years and received funds from the European Union's 3rd Health Programme.

Aim of the project

The aim was to facilitate and get some experiences in transfer of the Danish best practice model for a Whole Grain Partnership (WGP) to other countries, mainly the countries involved in the project – but also by involving other countries and stakeholders, aimed to increase the population's whole grain consumption.

Overall objectives of WholEUGrain project were to:

- promote a good health status through healthy diets
- prevent non communicable diseases
- reduce inequalities regarding the access to healthy food
- establish supportive environments for healthy lifestyles by developing country-based whole grain public/private partnerships

Main results of the project

Evidence based report	Preparedness and feasibility report	Toolbox	EU Guideline
where we summarize definitions, review of studies and sustainability aspects for dietary guidelines	where we highlight the nutritional status of the population by individual country, recommendations, insight into consumer behavior in relation to whole grain products, development, food reformulation and product labeling, and characteristics of partnerships	guidelines for establishing a public-private partnership for whole grain products	where we summarize all our experiences, events and activities that we have implemented in order to reach our own partnerships in the field of whole grain products

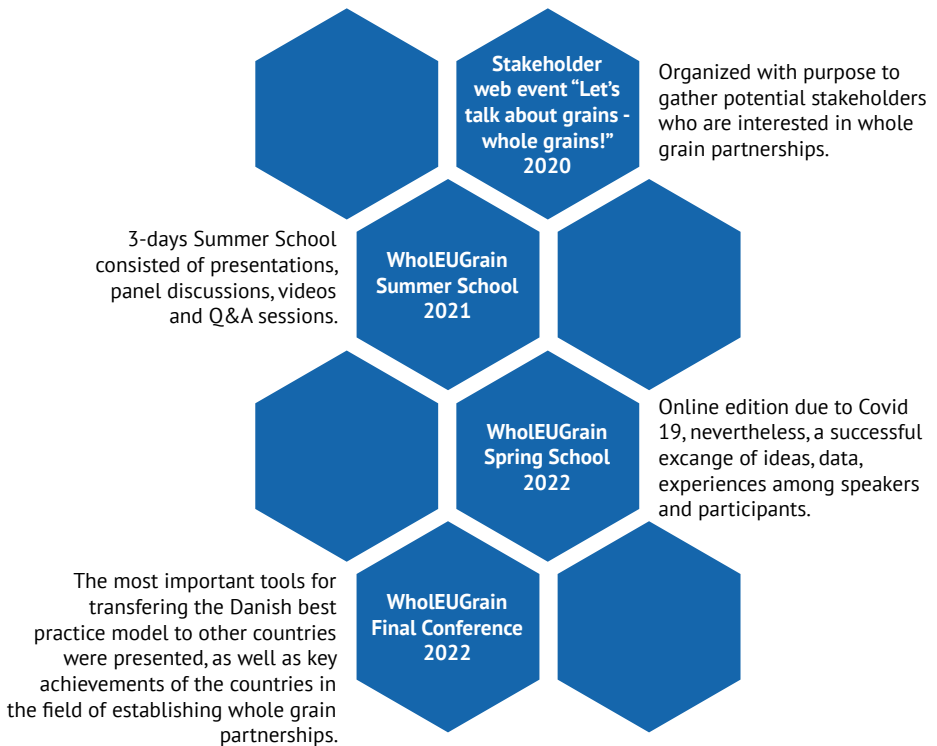
**PUBLIC/PRIVATE
WHOLE GRAIN
PARTNERSHIP AT
NATIONAL/SUB-
NATIONAL LEVELS**

Every participating country was able to move forward with activities in the direction of a partnership establishment. Partnerships are currently at different stages of development, but we have already implemented many good practices in the field of identifying and involving stakeholders, informing consumers, educating public institutions, etc.

Main target groups

The primary target groups were public and private stakeholders which were involved into the discussions, activities, events at national/sub-national levels. We tried to explain the main reason of all activities to attract their attention, interest, and motivation for the involvement. Several events were organized for this reason as well.

We kept focus on consumer as well, as they are the end-users of whole-grain products. Many of project activities were thus directly meant for the consumer to spread the information about the value, offer, characteristics, need and expectations.





Project partners



More about WhoEUGrain project:

Website: www.gzs.si/wholeugrain

FB profile: www.facebook.com/wholeugrain2019

LN profile: www.linkedin.com/company/wholeugrain



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