



# Wholegrain

**SGPP**

15-16 March

**Bente Stærk**

Deputy Head of Division, Healthy diet & Communication  
Danish Veterinary and Food Administration

e-mail: [best@fvst.dk](mailto:best@fvst.dk)

More information: <http://www.fuldkorn.dk/english>

## *Wholegrain*

- 1. EU context and initiatives*
- 2. Experience of Denmark*
- 3. Possible replication/expansion*

*Q&A*

*Measure interest of MS*

## *1. EU context and initiatives*

### *EU framework for reformulation*

*Strategy for Europe on Nutrition, Overweight  
and Obesity related health issues com (207)  
279*



# Experience of Denmark The Whole Grain Partnership





# Whole Grain Partners



**IL FORNAIO**  
KOMPROMISLØST ITALIENSK HÅNDVÆRK

**Orkla**  
Foods Danmark

**Nestlé**  
Good Food, Good Life

**COOP**

**REMA 1000**  
Meget mere discount!



**HJERTEFORENINGEN**

**SKÆRTOFT MØLLE®**

**LEKSANDS**  
KNÄCKEBRÖD



Kræftens Bekæmpelse

**Valsemøllen**  
**finax**

**CRE DIN®**

**Harry**  
Bäcker seit 1658



**Lantmännen**  
Cerealía



**Barilla**  
The Italian Food Company. Since 1877.

**Mette Munk**  
Bake-off

**Casa Italia**  
FOOD INGREDIENTS & SOLUTIONS

**struer**

**Miljø- og Fødevareministeriet**



**Pågen**

**FOOD SOLUTIONS**

**D I Fødevarer**

**Lantmännen**  
Unibake

Est. 1913  
**Nakskov**  
Mill Foods

**Dansk Supermarked**

**diabetes foreningen**

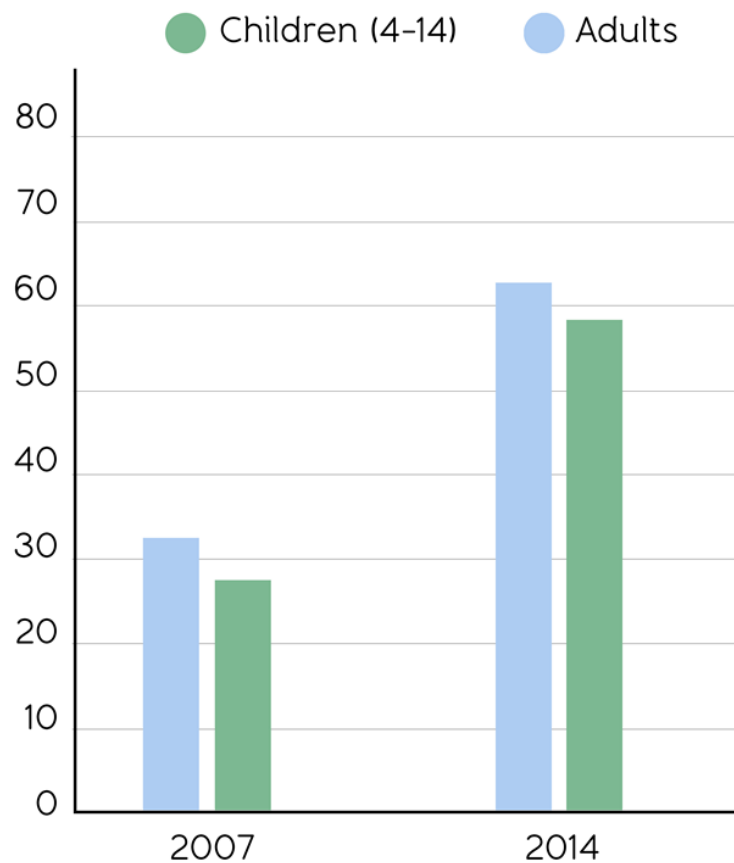


**Schulstad**

# Results - health via whole grain intake



2007: 36 g/day/10MJ  
2014: 63 g/day/10MJ  
Recommendation 75 g/day/10 MJ



# Background



- "The Atkins Diet" in 2007
- The scientific knowledge base (2008)
- 75 grams of whole grain pr. Day (2008)
- Involving the partners



# Vision, mission and strategy

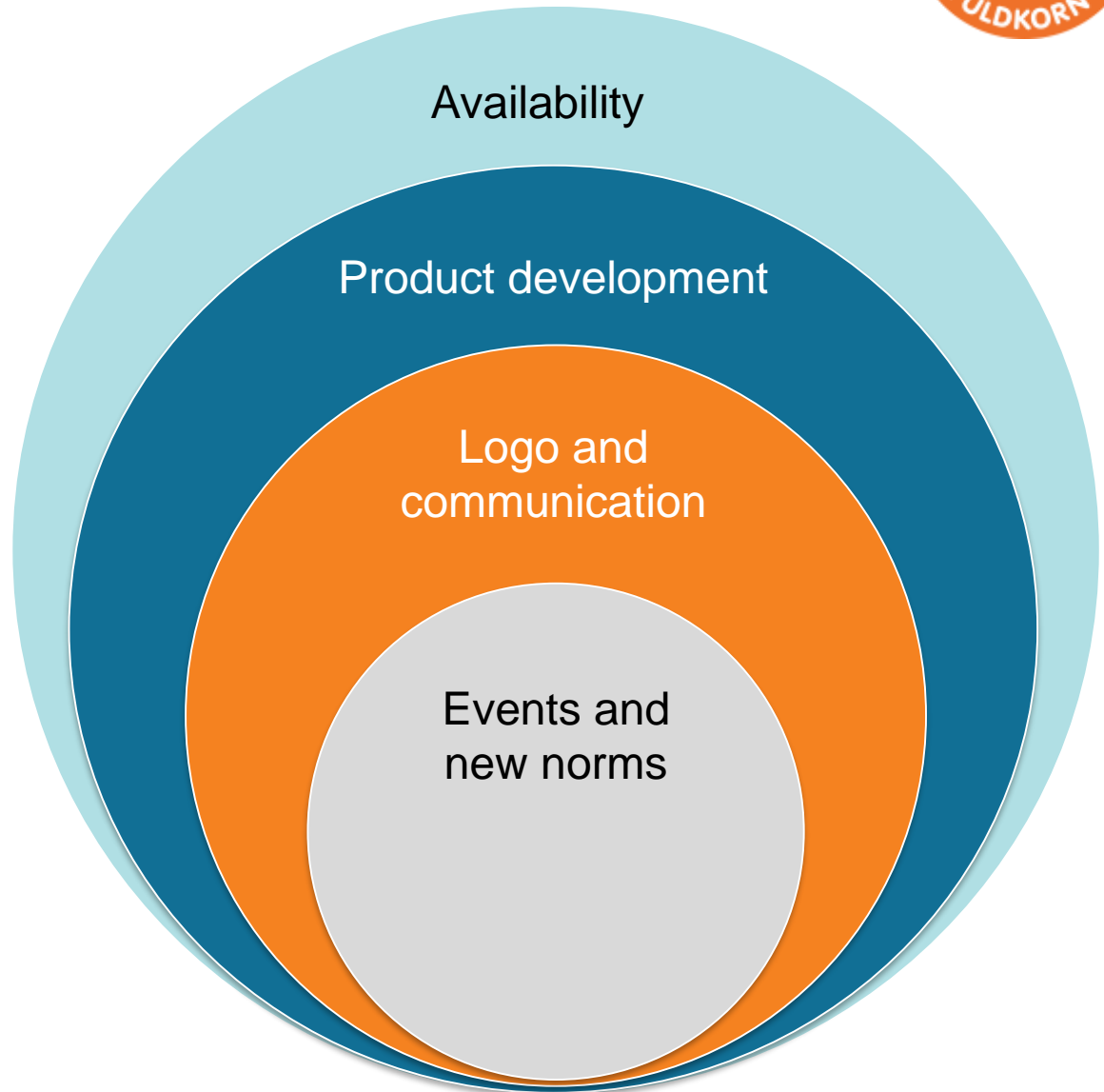


## VISION

The Partnership promotes public health by making the Danes eat more whole grain.

## MISSION

The Partnership increases availability of whole grain products and enhances knowledge of the positive effects of whole grain.





# Strategy



## Key points

- Availability
- Product development
- Logo and communication
- Events and new norms

Important:  
Continuous documentation  
throughout all activities and  
initiatives



Budget:  
App. 330.000 Euro /year

# The logo: "Choose Whole Grains first"



High whole grain content, low content of fat, sugar and salt:

## Flour, flakes, cracked kernels and rice

- 100% whole grain calculated as product dry matter (%DM)
- At least 6 g dietary fibers/ 100g

## Bread and bread mix

- 50% whole grain calculated on dry matter and 30% on QUID
- At least 5 g dietary fibers/100 g. No more than:
- Sugar 5 g/100 gram
- Salt 1 g/100 gram
- Fat 7 g/100 gram



Endorsed by Government and Health NGOs. Whole Grain is one of the National Dietary Guidelines

- Criteria also established for: Rye bread, crisp bread and crusts, breakfast cereals and muesli and Porridge and instant porridge powders, pasta and noodles, rice.

# Communication

## Social and digital media

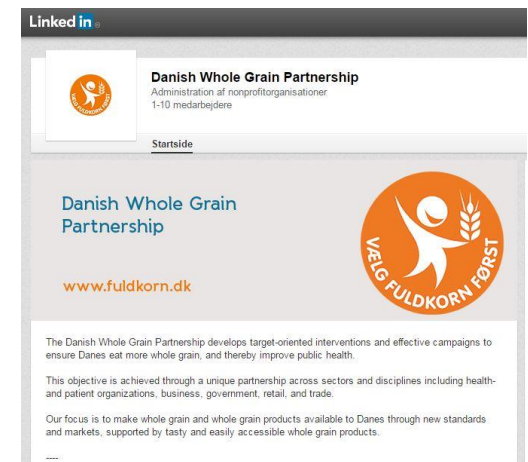
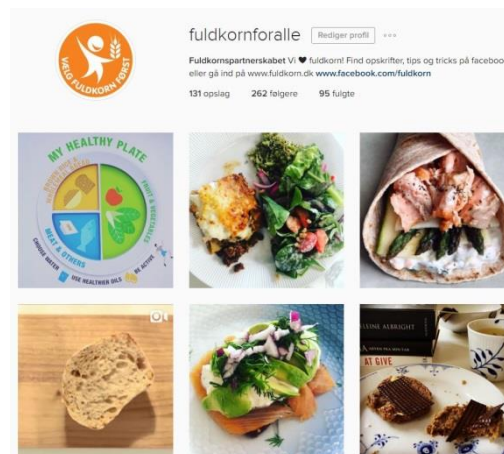


- Creating and managing communities interested in food, health and cooking
- A channel through which partners and we can communicate our purpose
- Launching campaigns and content that can go viral and reach new groups

The whole grain veggie burger → 260,000 people reached

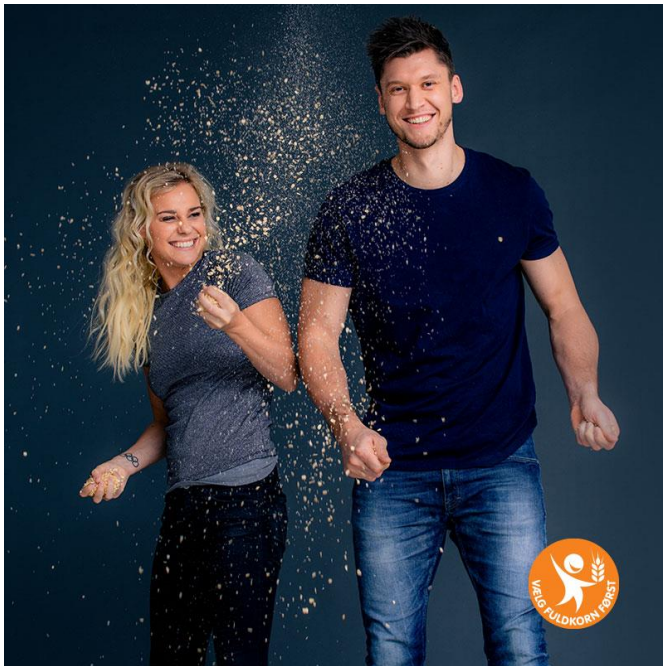
The whole grain rap music video → 320,000 people reached

The baked oatmeal video → 600,000 people reached





# Communication Youth Campaign





# Communication and events

The annual whole grain day 2018



- Concept: focus on whole grains, no limitations
- More than 1000 different participants
- Free campaign material
  - Posters
  - Recipes
  - Stickers
- Identifying new participants



# Communication and events

Fairs and conferences



# Other initiatives

## Working groups



Whole grain in products without the logo:

- Analysis of products with whole grain
- Questionnaire about incentives to work with whole grain
- Consumer survey – perception of products
- Ambassador bakeries
- Inspiration meetings within the partnership



Teaching store students

- From limited knowledge to whole grain ambassadors
- Focus on whole grain in the shops

New markets:

- Educational material for future food makers
- Foodservice





# Partner role distribution and contribution



Business

Health



Commercial partners

Availability



Product development



On pack communication

- Millers
- Bread, rice, pasta producers
- Retailers
- Craft bakeries
- Cereal producers



The Danish Whole Grain Partnership Secretariat

Credibility, dietary guideline



Research, PR, knowledge



New Norms

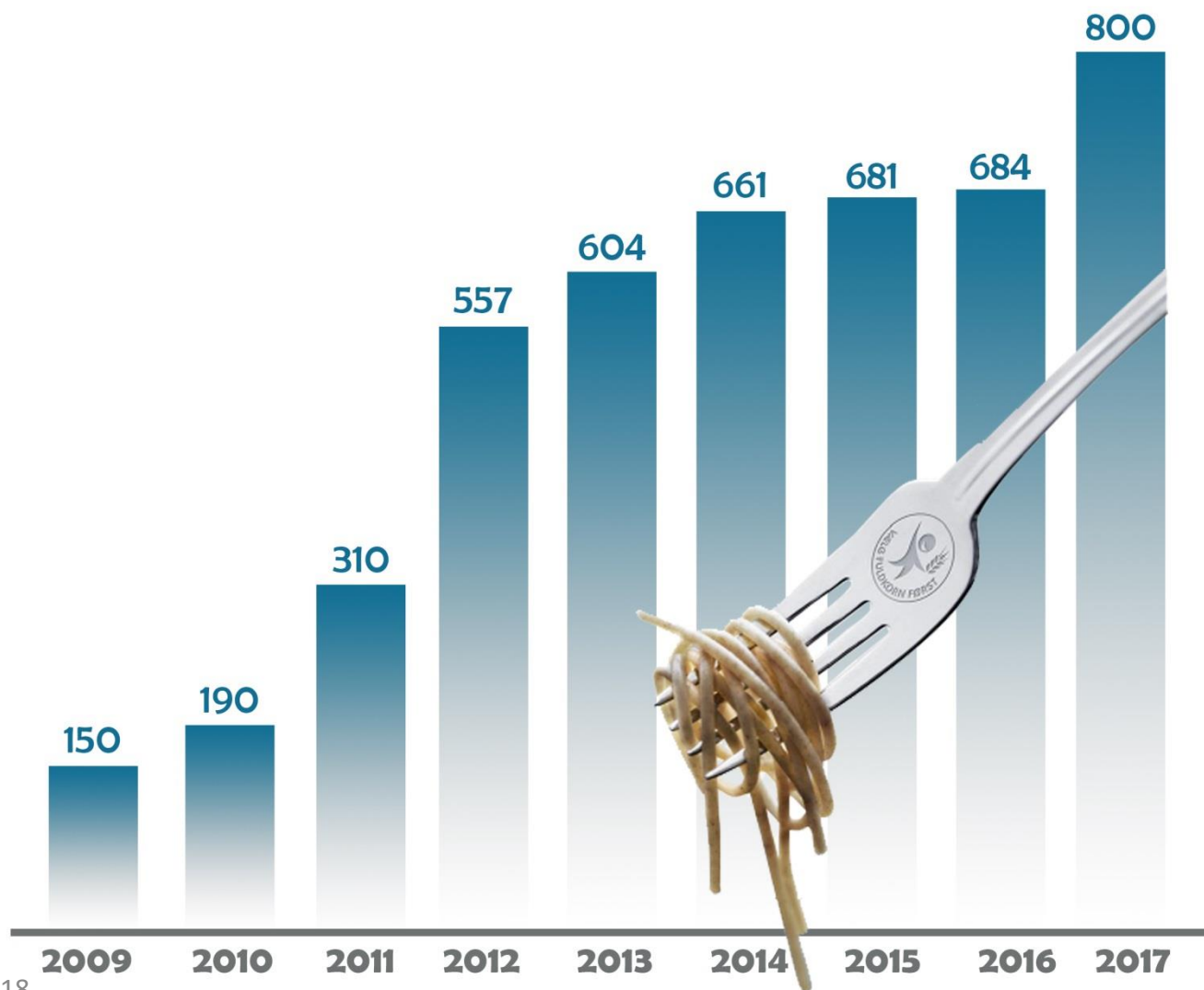
Danish Food Administration and Health NGO's

- Danish Cancer Society
- The Danish Heart Foundation
- The Danish Diabetes Association

External contributors



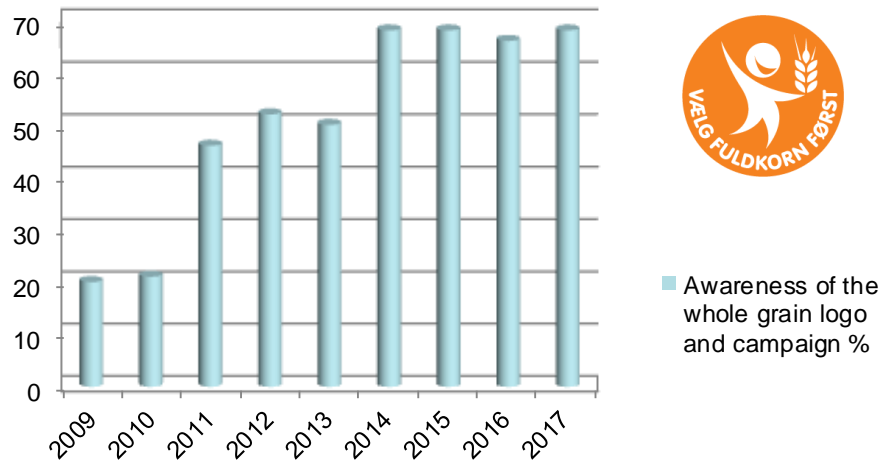
# Results – logo products - availability



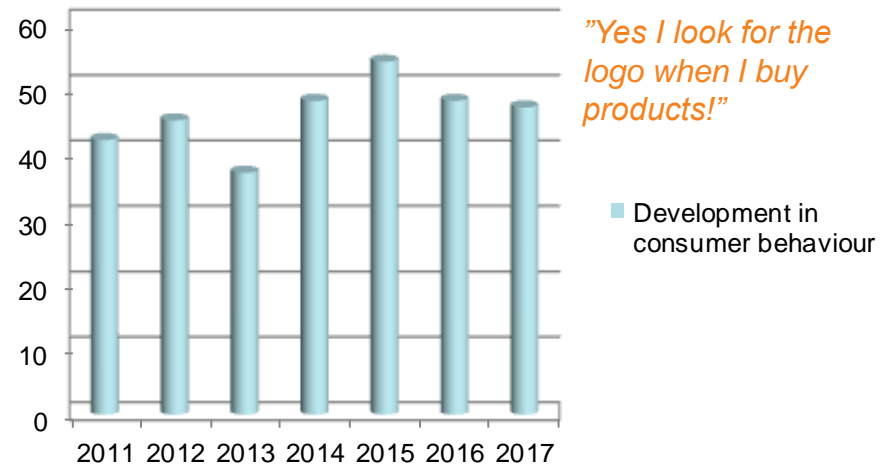
# Results – awareness and behavior



Awareness of the whole grain logo and campaign %



Development in consumer behaviour



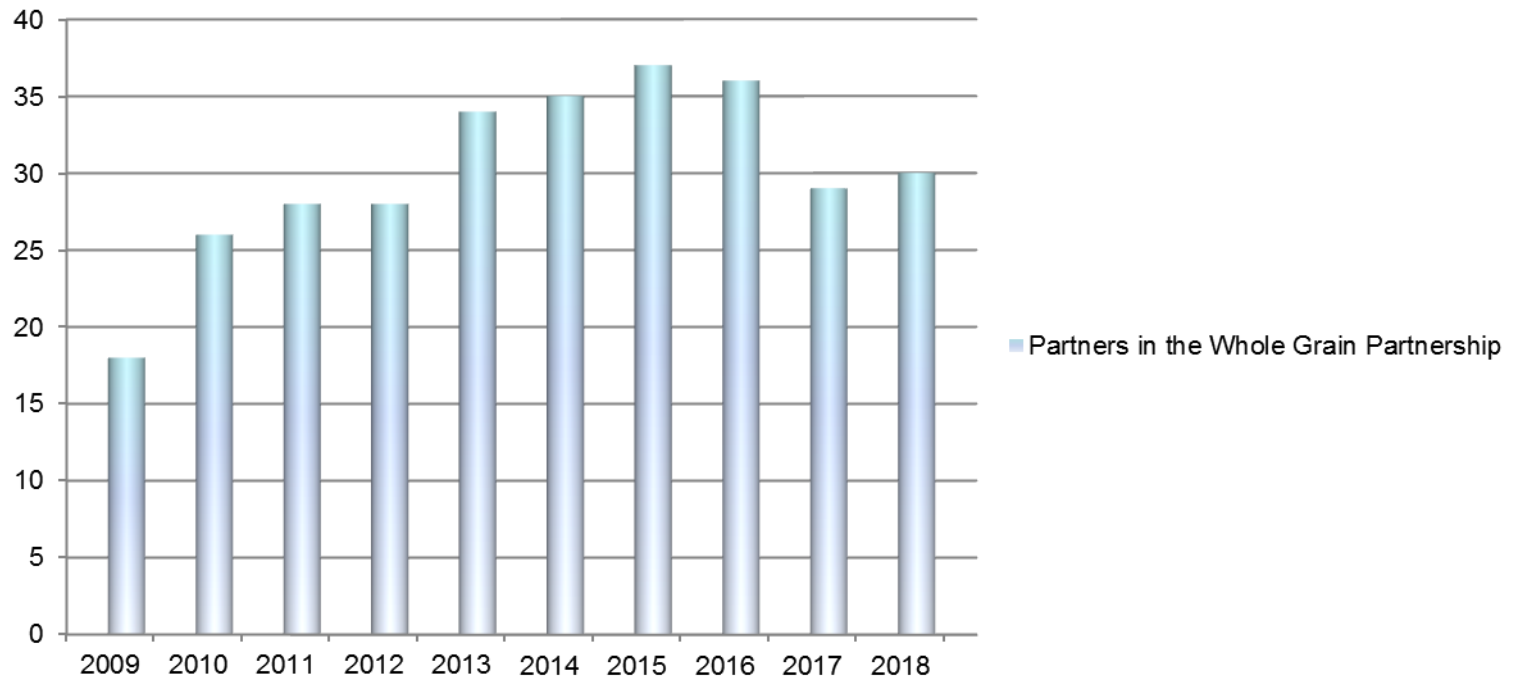
Logo awareness\*  
68 % (population)  
73% (women)

Consumer behavior\*\*  
47% (population)

# Results – whole grain partners



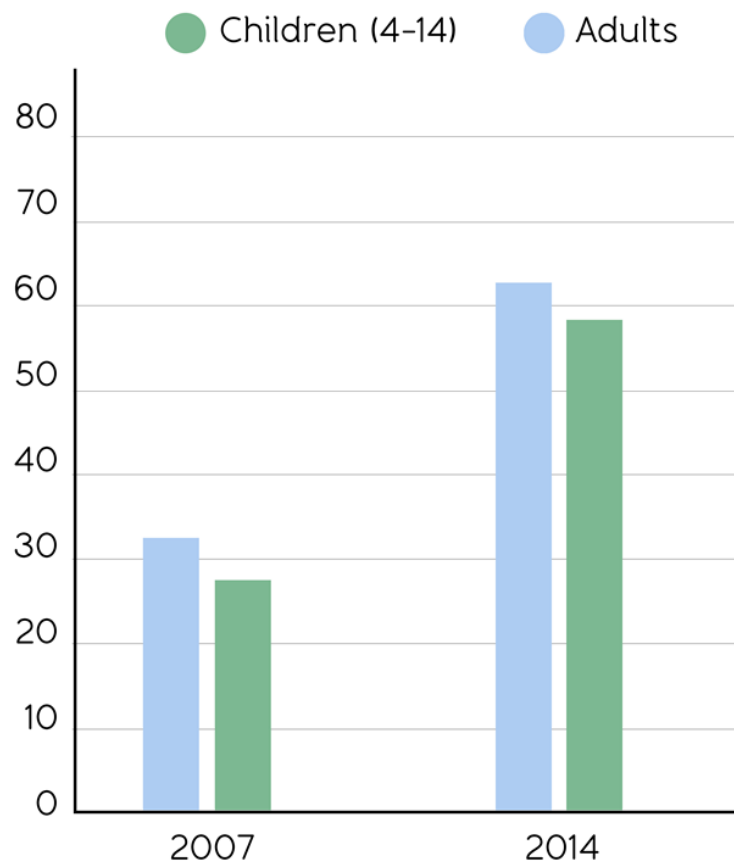
## Partners in the Whole Grain Partnership



# Results – health via whole grain intake



2007: 36 g/day/10MJ  
2014: 63 g/day/10MJ  
Recommendation 75 g/day/10 MJ





# Lessons learned – Main recommendations

If you want to start up a public private partnership



- Get the knowledge base right
- Create measurable performance goals, formulate a strategy and make an action plan
- Be precise about who is doing what and find the synergies between the partners
- Ensure mutual benefits for all partners
- Ensure ownership in partners own organisations
- Document and follow up on targets
- Prepare properly - it took 2 years to establish the partnership and another 2 years to get the operation in place
- Create dynamic activities that attract interest
- Create excitement and make partners proud of being part of the partnership. Always be prepared to help partners
- As a secretariat always contribute with a lot of concrete results and have a high level of activities.
- Renew the partnership by finding new ways to cooperate both with partners and with organizations outside the partnership

## *Highlights from the experience*

*Made a "healthy difference" for the Danes*

*Good for health and for business*

*Made whole grain trendy and a new norm*

*Positive long term cooperation with industry  
and NGO's*

*Annual Whole Grain Day grows*

### *3. Possible replication/expansion*

#### *- Objective:*

*adapt and adopt/expand a wholegrain reformulation strategy including a monitoring system*

#### *- (Wish for) Improvements (Denmark V2.0):*

- ❖ Whole grain in all products (without logo)*
- ❖ Food service market more involved (incl. the canteens)*
- ❖ Better monitoring of intake (and product composition)*
- ❖ Would be happy to hear your ideas .....*

Q&A

*Clarifications*

*To "shoppers"  
are you interested?*