



**International
Whole Grain Day
19th Nov**

Building a Whole Grain Generation: aligning policy and industry innovation for healthier diets from the earliest stages

19 November 2025

15:30-17:00(CET)

#InternationalWholeGrainDay



Join the 7th International Whole Grain Day celebration!

We will explore how innovation, education and policy can join forces to make whole grains fun, accessible and an everyday choice - starting with the youngest generations. You will hear from policymakers, public health experts, industry leaders and civil society as we discuss how to create a supportive environment through smart regulation, inclusive procurement practices and innovative products.

EVENT PROGRAMME

15:30-15:35

Welcome and introduction

- > **Florence Ranson**, Moderator

15:35-15:45

Keynote speeches

- > **Roberto Volpe**, Medical Researcher, European Heart Network
- > **Michael Goran**, Vice Chair of Research, Children's Hospital Los Angeles

15:45-16:25

Panel 1 | Raising a Whole Grain Generation: Initiatives for a healthier future

- > **Aurora Perez-Cornago**, Scientific Officer, Joint Research Center (European Commission)
- > **Joanne Slavin**, Professor in Food Science and Nutrition, University of Minnesota
- > **David Kamau**, General Director, Fortified Wholegrain Alliance
- > **Maria Alexandersson**, Project Manager, FullkornsFrämjandet (Whole Grain Partnership)

Q&A

16:25-16:50

Panel 2 | Feeding the future: Industry's recipe for a Whole Grain Generation

- > **Ece Nevra Göncü**, President, CEEREAL (the European Breakfast Cereal Association)
- > **John Athanatos**, Global Head of Regulatory and Scientific Affairs, Nestlé Nutrition
- > **Rikke Ramm Eberlein**, Corporate Affairs Head of CSR, Lidl Denmark

Q&A

16:50-17:00

Closing remarks

- > **Florence Ranson**, Moderator
- > **Christelle Avart**, Food Policy Working Group Chair, Whole Grain Initiative

