

INTERNATIONAL WHOLE GRAIN DAY

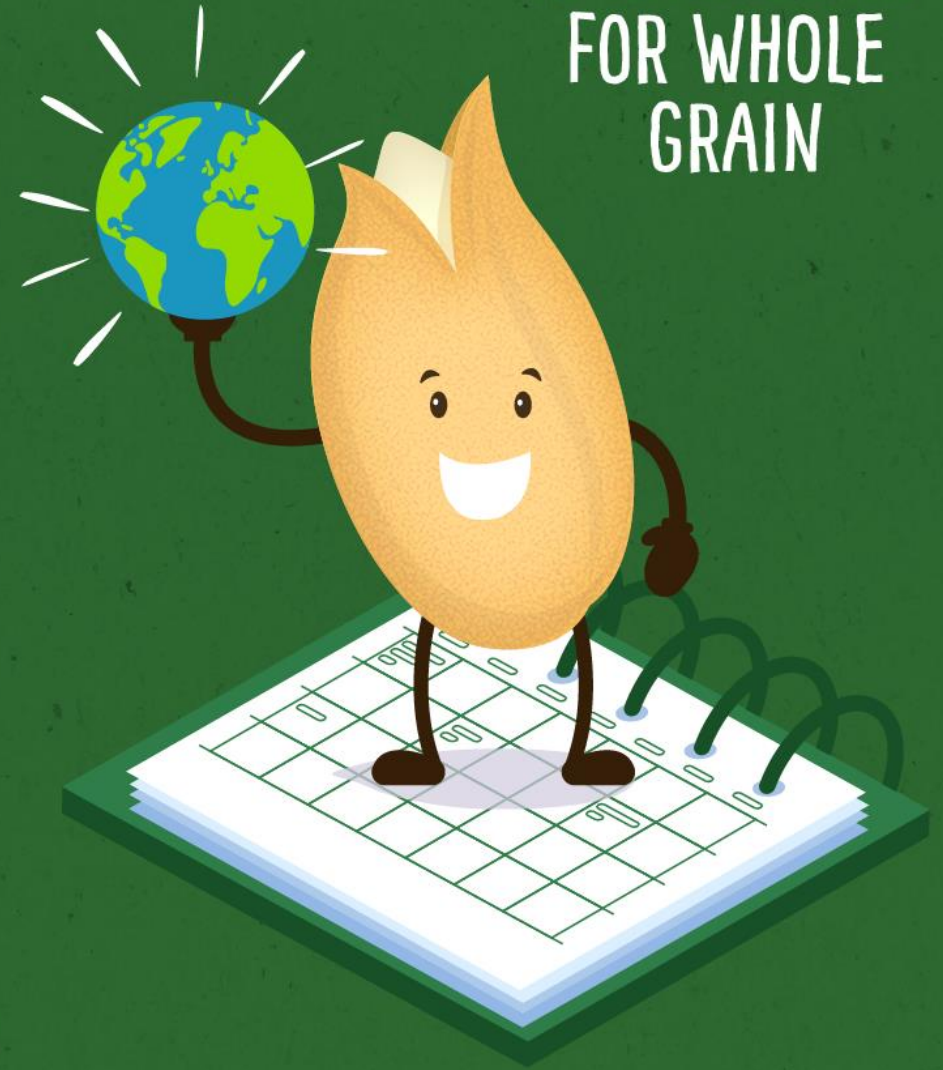
# WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET

16<sup>TH</sup> NOVEMBER 2021 — 15:30-17:00(CET)



@EATWHOLEGRAINS #INTERNATIONALWGDAY

A WHOLE DAY  
FOR WHOLE  
GRAIN







INTERNATIONAL WHOLE GRAIN DAY 16 NOVEMBER 2021 15:30-17:00(CET)

# WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



## AGENDA

### 15:30-15:35 Welcome & introduction



› **SUE SAVILLE**,  
Moderator, Broadcast  
and Medical Journalist



› **CAROLINE SLUYTER**, Board  
Member, Whole Grain  
Initiative and Program  
Director, Oldways Whole  
Grains Council

### 15:40-16:00 Keynote address

15:40-15:50 **Whole grains for global  
health and sustainable  
diets**



› **DR. FRANCESCO BRANCA**,  
Director, Nutrition and Food Safety,  
World Health Organization (WHO)

15:50-16:00 **Why food systems have  
so much to gain from  
whole grains in  
addressing pressing  
environmental challenges**



› **PATRIZIA FRACASSI**,  
Senior Nutrition and Food  
Systems Officer, Food and  
Agriculture Organization  
of the United Nations  
(FAO)

### 16:00-16:50 Panel discussions

**Panel one: Whole grain and  
plant-based diets**



› **DR. AMANDA WOOD**, Researcher, Stockholm  
Resilience Centre at Stockholm University



› **MANUEL MOÑINO**, Lead of the European  
Specialist Dietitians Network in Public Health,  
European Federation of the Associations of  
Dietitians (EFAD)



› **PROF. JOHN SIEVENPIPER**, Associate Professor  
Department of Nutritional Sciences, University  
of Toronto

**Panel two: Fighting COVID-19 and  
chronic diseases - what role for  
whole grain?**



› **SHEENA SWANNER**, Director of Nutrition  
Programs, American Institute for Cancer  
Research (AICR)



› **JEMMA O'HANLON**, Senior Food and Nutrition  
Advisor, National Heart Foundation of Australia



› **PROF. PHILIP CALDER**, Head of Human  
Development & Health and Professor of  
Nutritional Immunology, University of  
Southampton

**Panel three: Evolving public  
policy initiatives on whole grain**



› **GITTE LAUB HANSEN**, Project Consultant,  
Danish Cancer Society



› **DANIELA FLORES**, Nutritionist,  
Nutricion sin Etiquetar



› **JOANNA KANE-POTAKA**, Executive Director  
and co-Founder, Food2030

### 16:50-17:00 Q&A and Closing Remarks





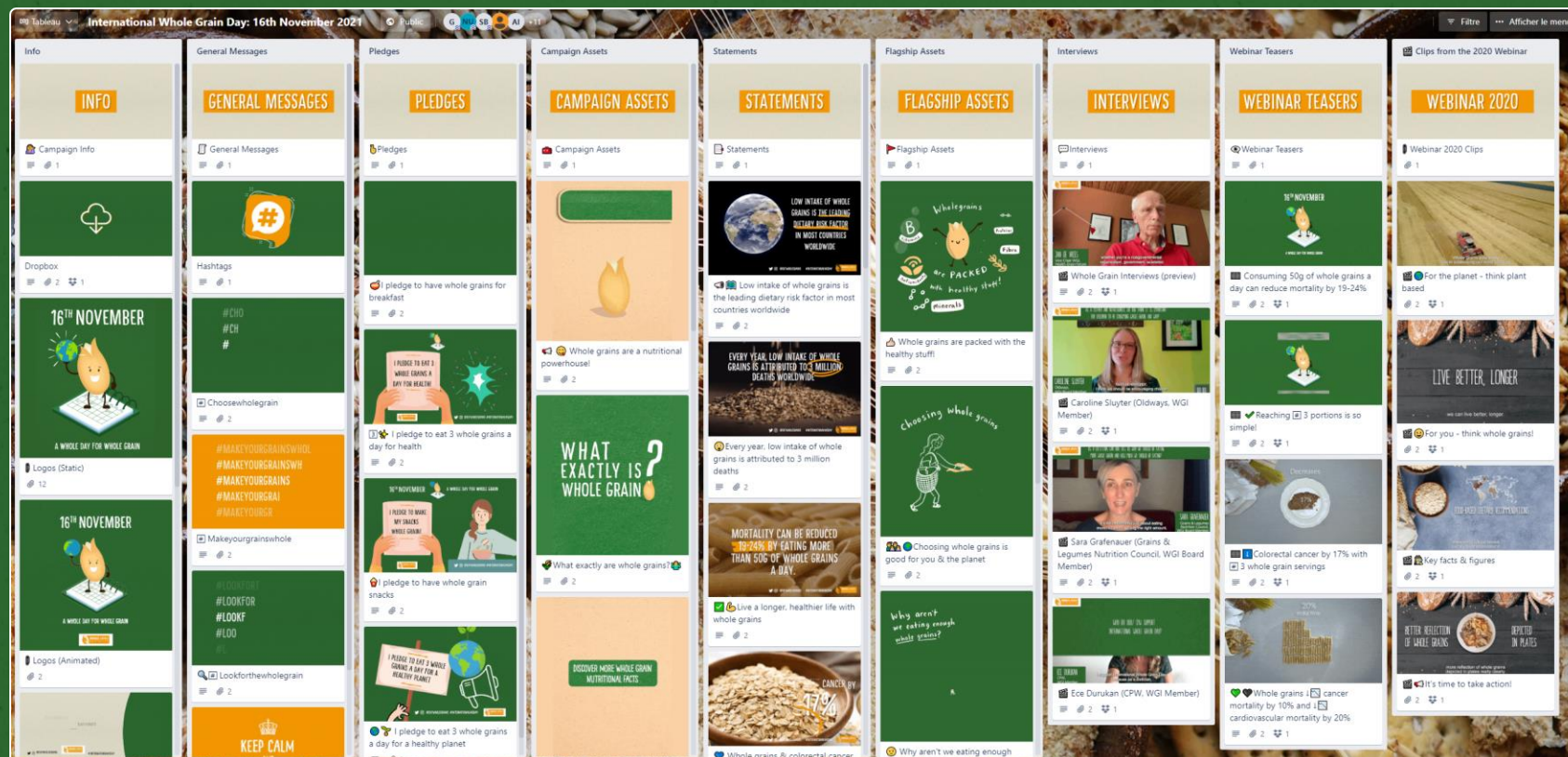
# INTERNATIONAL WHOLE GRAIN DAY 16 NOVEMBER 2021 15:30-17:00(CET)

## WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



## International Whole Grain Day Communication Toolkit

<https://bit.ly/3wQIDbg>





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# Welcome and Introduction



**Caroline Sluyter**

Board Member, Whole Grain Initiative  
and Program Director, Oldways Whole  
Grains Council



# - VISION & MISSION

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Whole Grain Summit 2017 ⇒ **VIENNA WHOLE GRAIN DECLARATION**

- experts' consensus on the principal goals
- actions that must be taken to increase whole grain intake
- cooperation in a global "**Whole Grain Initiative**" with international working groups

## **Whole Grain Initiative's VISION:**

To globally increase whole grain intake.

## **Whole Grain Initiative's MISSION:**

- Worldwide interdisciplinary collaboration driven by principles of
  - engagement,
  - sharing knowledge, information and resources,
  - transparency and inclusivityto increase the whole grain intake worldwide.
- To act as overarching independent counterpart for policy makers, health orgs, and others.

# - ACTIVITIES / Working Groups



International Working Group on  
**Whole Grain Definitions**

**Aims:** Reach consensus on a global definition of whole grain raw materials

Reach consensus on a whole grain food definition

**Chair:** Jan Willem van der Kamp / TNO



International Working Group on  
**Economic Evaluation of Increased Whole Grain Intake**

**Aims:** Give insight into the economic impact of whole grains and health care costs relative to increasing whole grain consumption beyond current levels

**Chair:** Jan de Vries / Nutrition Solutions



International Working Group on  
**Best Practices for Public-Private Partnerships & Communication**

**Aims:** Create cohesive and consistent messaging and strategies around the promotion of whole grains to help capture consumer attention

Provide a framework that can be used in communities/countries/regions around the globe to form public-private partnerships

**Chair:** Caroline Sluyter / WGC



International Working Group on  
**Sustainability of Whole Grains**

**Aims:** Develop data that will clarify the role that cereal grains might play in promoting the most sustainable food supply.

Evaluate the whole grain supply chain to build a holistic understanding of whole grain sustainability.

**Chair:** Keagan Ringling / University of Minnesota



International Working Group on  
**Food Policy**

**Aims:** Advocate for harmonized, coherent food policies that promote the consumption of whole grains including national dietary guidelines and front-of-pack nutritional labelling

**Chair:** Gabriel Masset / CPW





# - ACCOMPLISHMENTS so far

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International Working Group on

## **Whole Grain Definitions**

- Reached consensus and disseminated the **definition of whole grain** (as an ingredient) and the **definition of a whole grain food**
- Definitions are currently available on WGI website and will soon be published in a peer-reviewed journal

International Working Group on

## **Best Practices for Public-Private Partnerships & Communication**

- Secured recognition for International Whole Grain Day
- Planned today's 3<sup>rd</sup> annual Whole Grain Day event and webinar

International Working Group on

## **Economic Evaluation of Increased Whole Grain Intake**

- Responsible for four independent studies evaluating the economic impact of increasing whole grain intake
- Studies include data from US, Finland, and Australia, looking at cardiovascular disease, coronary heart disease, diabetes, and colorectal cancer

International Working Group on

## **Food Policy**

- Recently submitted comments to the EU Commission encouraging the inclusion of whole grain as a food group in the NutriScore front-of-pack labelling scheme's algorithm





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# WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



Cereal Partners Worldwide  
Nestlé and General Mills



## International Whole Grain Day 2021 Supporters

@EATWHOLEGRAINS #INTERNATIONALWGDAY #MAKEYOURGRAINSWHOLE #CHOOSEWHOLEGRAINS





INTERNATIONAL WHOLE GRAIN DAY

16 NOVEMBER 2021

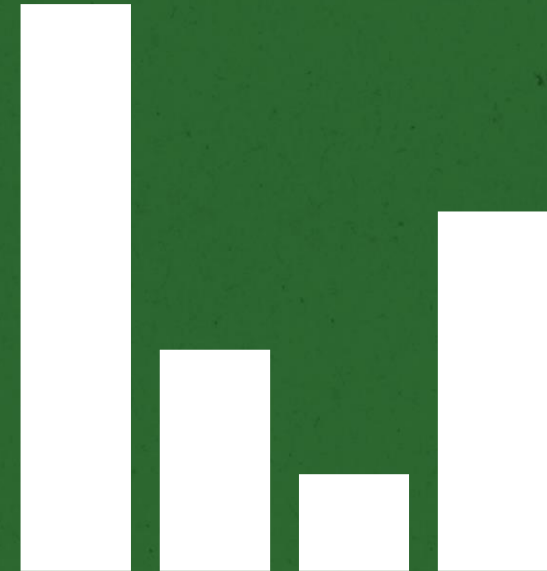
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WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



A WHOLE DAY  
FOR WHOLE  
GRAIN

Poll:  
What is the primary  
reason you choose  
whole grain options?





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WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



# Keynote speech



**Dr Francesco Branca**

Director, Nutrition and Food Safety,  
World Health Organization of the United  
Nations (WHO)





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# Keynote speech



**Patrizia Fracassi**

Senior Nutrition and Food Systems Officer,  
Food and Agriculture Organization of the  
United Nations (FAO)



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# Panel 1: Whole Grain and Plant-Based Diets



**Dr. Amanda Wood**, Researcher,  
Stockholm Resilience Centre at Stockholm  
University



**Manuel Moñino**, Lead of the European  
Specialist Dietitians Network in Public  
Health, European Federation of the  
Associations of Dietitians (EFAD)

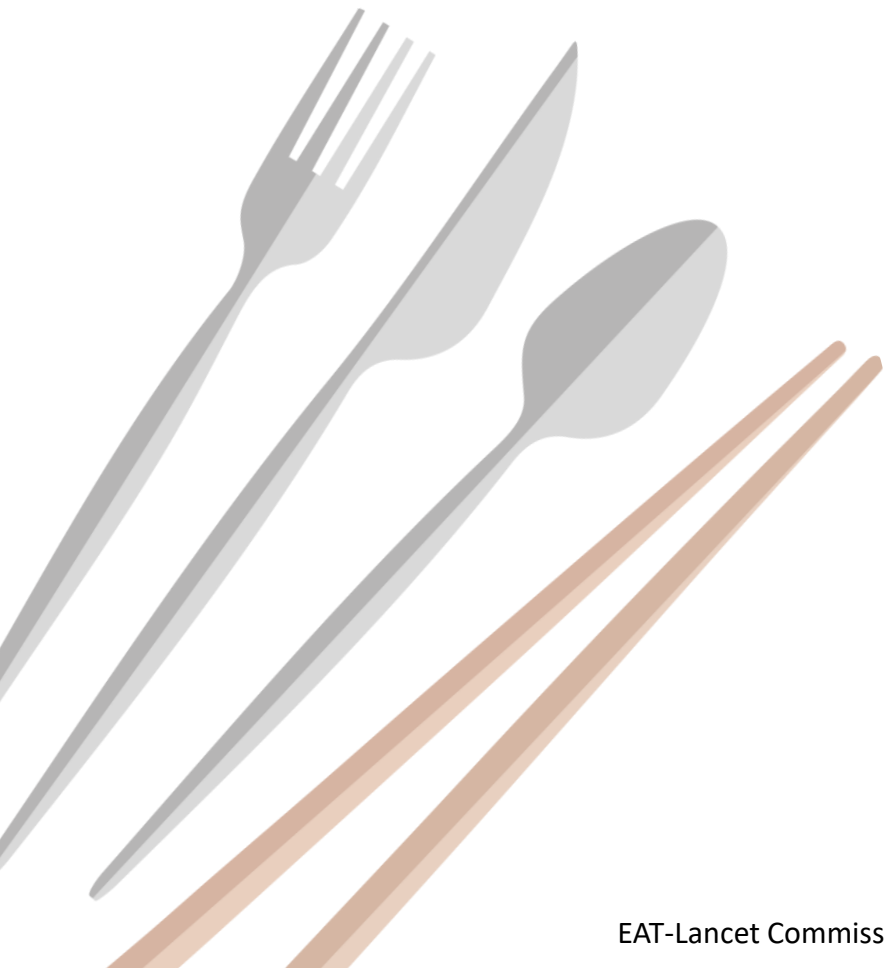











**Prof. John Sievenpiper**, Associate  
Professor Department of Nutritional  
Sciences, University of Toronto



# Planetary Health Diet

2500 kcal/day



		Macronutrient intake grams per day (possible range)	Caloric intake kcal per day
	Whole grains <b>Rice, wheat, corn and other</b>	<b>232</b>	<b>811</b>
	Tubers or starchy vegetables <b>Potatoes and cassava</b>	<b>50</b> (0–100)	<b>39</b>
	Vegetables <b>All vegetables</b>	<b>300</b> (200–600)	<b>78</b>
	Fruits <b>All fruits</b>	<b>200</b> (100–300)	<b>126</b>
	Dairy foods <b>Whole milk or equivalents</b>	<b>250</b> (0–500)	<b>153</b>
	Protein sources <b>Beef, lamb and pork</b> <b>Chicken and other poultry</b> <b>Eggs</b> <b>Fish</b>	<b>14</b> (0–28) <b>29</b> (0–58) <b>13</b> (0–25) <b>28</b> (0–100)	<b>30</b> <b>62</b> <b>19</b> <b>40</b>
	<b>Legumes</b> <b>Nuts</b>	<b>75</b> (0–100) <b>50</b> (0–75)	<b>284</b> <b>291</b>
	Added fats <b>Unsaturated oils</b> <b>Saturated oils</b>	<b>40</b> (20–80) <b>11.8</b> (0–11.8)	<b>354</b> <b>96</b>
	Added sugars <b>All sugars</b>	<b>31</b> (0–31)	<b>120</b>



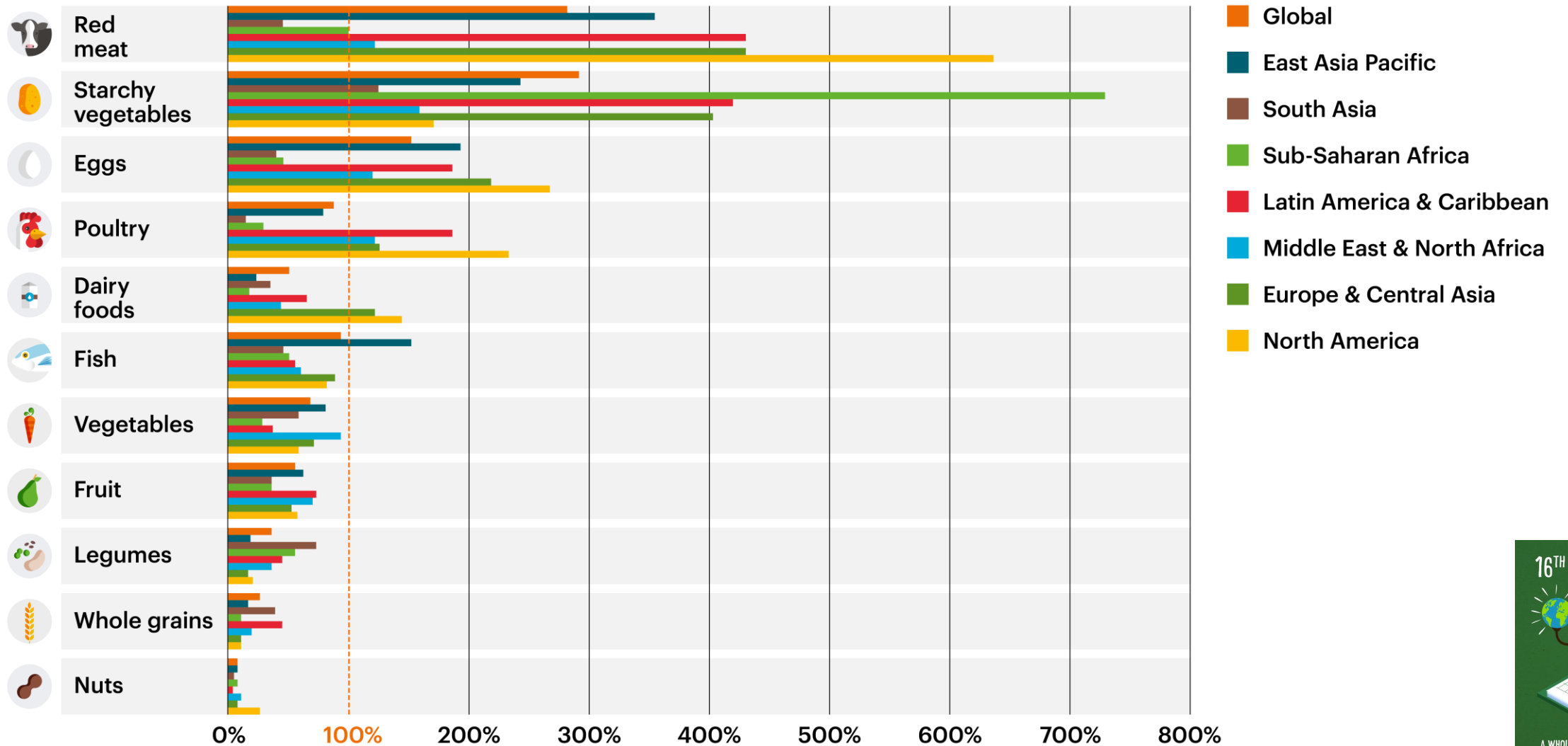
# Planetary Health Diet

2500 kcal/day





# Current Intakes vs Planetary Health Diet



# Whole Grains in Canada

**John L Sievenpiper, MD, PhD, FRCPC<sup>1,2,3,4,5</sup>**

<sup>1</sup>Diabetes Canada Clinician Scientist

<sup>2</sup>Associate Professor, Department of Nutritional Sciences, University of Toronto

<sup>3</sup>Staff Physician, Division of Endocrinology & Metabolism, St. Michael's Hospital

<sup>4</sup>Scientist, Li Ka Shing Knowledge Institute, St. Michael's Hospital

<sup>5</sup>Lifestyle Medicine Lead, MD Program, University of Toronto

International Whole Grain Day online Webinar Event,



UNIVERSITY OF  
**TORONTO**

November 16, 2021

**St. Michael's**

Inspired Care.  
Inspiring Science.



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# Disclosures (past 24 months)

## Board Member/Advisory Panel

- Diabetes Canada 2018 Clinical Practice Guidelines Expert Committee for Nutrition therapy
- Canadian Cardiovascular Society (CCS) 2016 Dyslipidemia Guidelines Update
- European Association for the Study of Diabetes (EASD) Clinical Practice Guidelines Expert Committee for Nutrition therapy
- Obesity Canada Clinical Practice Guidelines Expert Committee
- International Life Science Institute (ILSI) North America
- European Fruit Juice Association Scientific Expert Panel
- SNI Scientific Advisory Committee

## Research Support

- Canadian Institutes of Health Research (CIHR)
- Canadian Foundation for Innovation/Ontario Research Fund
- Diabetes Canada
- PSI Foundation
- American Society for Nutrition (ASN)
- National Honey Board (USDA “check off” program)
- International Life Sciences Institute (ILSI)
- Pulse Canada
- Quaker Centre for Excellence
- Tate & Lyle Nutritional Research Fund at the University of Toronto
- Glycemic Control and Cardiovascular Disease in Type 2 Diabetes Fund at the University of Toronto (a fund established by the Alberta Pulse Growers)

–Nutrition Trialists Fund at the University of Toronto (a fund established by the Calorie Control Council)

–United Soybean Board (USDA “check off” program)

## “In-kind” food product donations for trials

Almond Board of California, California Walnut Commission, Peanut Institute, Barilla/Upfield, Unico/Primo, Loblaw's, Quaker, Kellogg Canada, Danone, Nutrartis, Soylent

## Ad Hoc Consulting Arrangements

- Tate & Lyle
- Perkins Coie LLP
- Inquis Clinical Research

## Honoraria or Speaker Fees

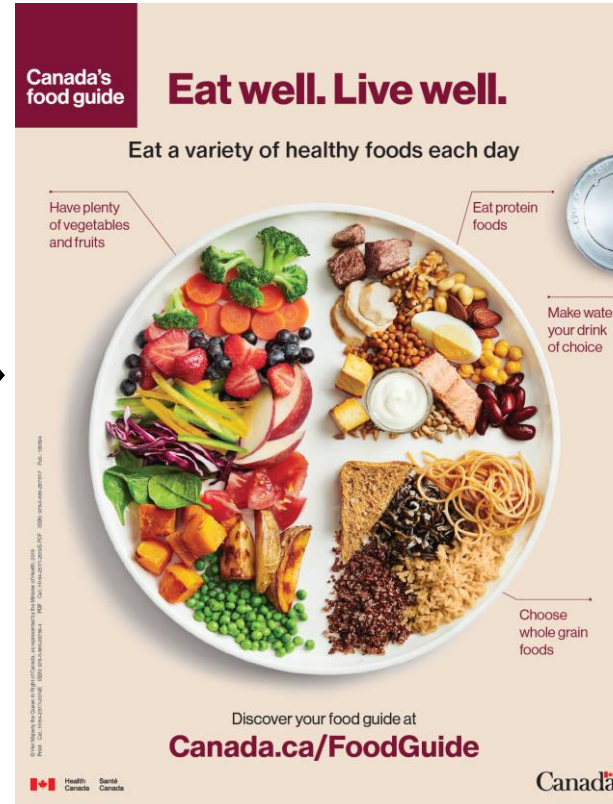
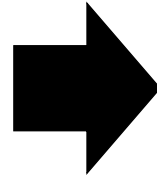
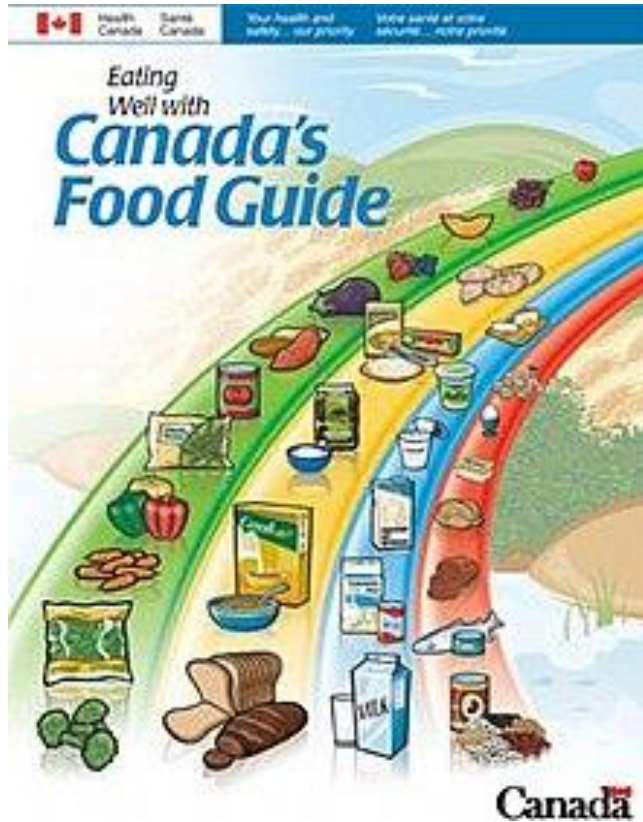
- Nestle
- IFIC
- General Mills
- Danone
- International Sweeteners Association
- International Glutamate Technical Committee
- Calorie Control Council
- Abbott

## Other

- Spouse is an employee of AB InBev
- Director, Toronto 3D Knowledge Synthesis and Clinical Trials foundation



# Whole grains have become more prominent in the new Canada's Food Guide



*“Vegetables, fruit, **whole grains**, and protein foods should be consumed regularly”*

<https://food-guide.canada.ca/static/assets/pdf/CFG-snapshot-EN.pdf>

<https://food-guide.canada.ca/static/assets/pdf/CDG-EN-2018.pdf>

[https://www.canada.ca/content/dam/hc-sc/migration/hc-sc/fn-an/alt\\_formats/hpfb-dgpsa/pdf/food-guide-aliment/print\\_eatwell\\_bienmang-eng.pdf](https://www.canada.ca/content/dam/hc-sc/migration/hc-sc/fn-an/alt_formats/hpfb-dgpsa/pdf/food-guide-aliment/print_eatwell_bienmang-eng.pdf)



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# Whole grains is the single the most important dietary risk factor:

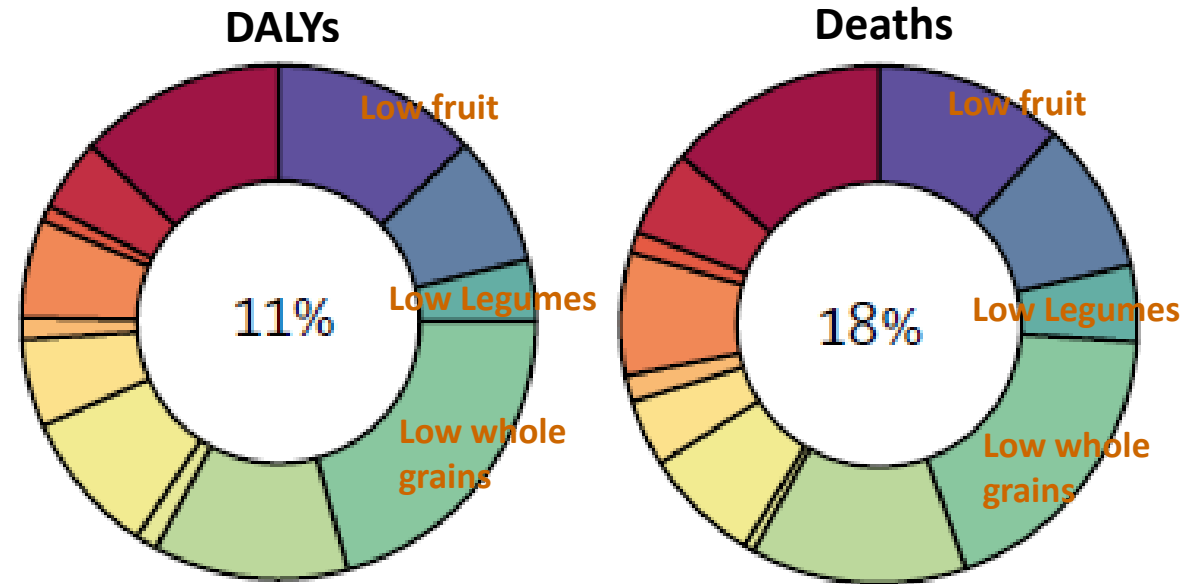
Global burden of disease attributable to 15 dietary risk factors (out of a total of 84 risk factors) in Canada and High-income North America in 2015 and 2017

In **Canada and High-income North America**, the only dietary risk factor in the **top 10** leading risk factors for disability-adjusted-life-years (DALYs) is **Low whole grains (#9)**

2015 (Canada)

Dietary Risk Factors	% DALYs
1. Low whole Grains	2.1%
2. Low Fruit	2.0%
3. Low Nuts & Seeds	1.9%
4. Low Vegetables	1.6%
5. High Sodium	1.6%
6. High Processed Meat	1.0%
7. Low omega-3	0.9%
8. Low Fibre	0.5%
9. Low PUFA	0.5%
10. High TFA	0.5%
11. Low Milk	0.3%
12. High Red Meat	0.3%
13. Low Calcium	0.3%
14. High SSBs	0.2%

2017 (High-income North America)



"Much of the diet **policy debate** has focused on the importance of reductions of **sodium, sugar, and fat**.<sup>85,86</sup>.... If our findings are correct, **a policy focus on the sugar and fat components of diets** might have a **comparatively smaller effect than that of promotion of increased uptake of vegetables, fruit, whole grains, nuts and seeds**...."

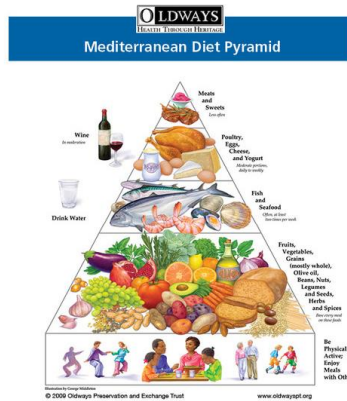
GBD 2015 Risk Factors Collaborators. Lancet 2016; 388: 1659–724

GBD 2017 Diet Collaborators. Lancet 2019;pii: S0140-6736(19)30041-8 [Epub ahead of print]

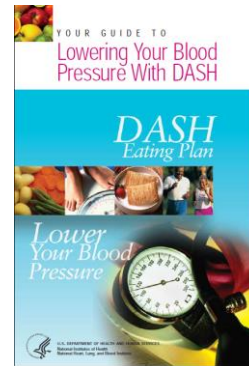


# Plant-based dietary patterns with convincing evidence of benefit contain whole grains

## Mediterranean Diet



## DASH Diet



Food Group	Daily Servings
Grains	6-8
Vegetables	4-5
Fruit	4-5
Low-fat or fat-free dairy products	2-3
Fats and oils	2-3
Food Group	Weekly Servings
Meats, poultry, and fish	6 or less
Nuts, seeds, dry beans, and peas	4-5
Sweets	5 or less

## Portfolio Diet



## Healthy Vegetarian Diet



## Nordic Diet



<https://oldwayspt.org/traditional-diets/mediterranean-diet>

[https://www.nhlbi.nih.gov/files/docs/public/heart/new\\_dash.pdf](https://www.nhlbi.nih.gov/files/docs/public/heart/new_dash.pdf)

[https://www.ccs.ca/images/Images\\_2017/Portfolio\\_Diet\\_Scroll\\_eng.pdf](https://www.ccs.ca/images/Images_2017/Portfolio_Diet_Scroll_eng.pdf)

<https://oldwayspt.org/resources/oldways-vegetarianvegan-diet-pyramid>

Kanerva et al. Public Health Nutr. 2014;17:1697-705



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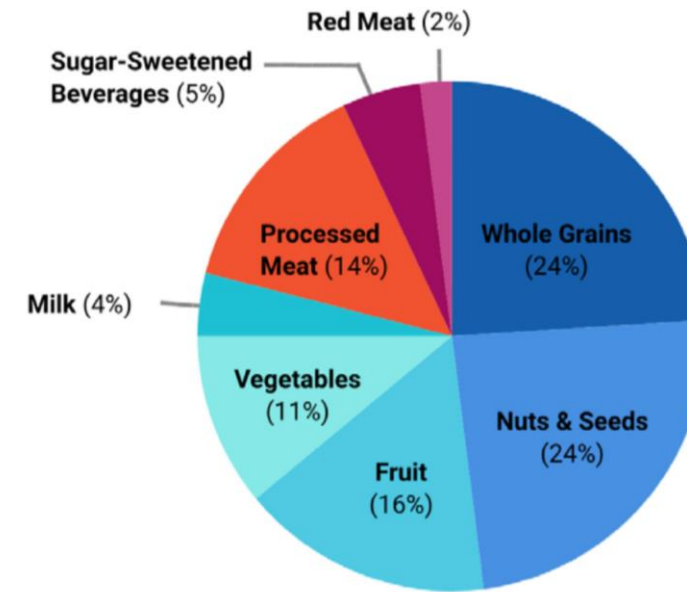


# Most Canadians are not meeting recommendations for whole grains consumption with major economic impact

Only 1.5 to 9.1% of Canadians are meeting recommendations for whole grains

24% of CAD\$15.8 billion economic burden attributable to not meeting recommendations for whole grains

Canadian Population in 2018 ('000) <sup>†</sup>		Healthful Foods (% Consuming at or Above Recommendation)				
		Nuts and Seeds	Whole Grains	Fruit	Vegetables	Milk
Females						
≤14 years	2780.6	1.1	4.8	19.0	15.9	27.6
15–34 years	4703.0	1.5	1.6	5.8	5.8	9.7
35–54 years	4989.7	3.1	1.6	8.7	13.4	6.0
55–64 years	2378.0	4.3	2.4	8.9	15.7	4.7
65–74 years	1629.2	1.9	1.5	9.0	13.1	5.5
75+ years	1434.6	1.5	2.2	8.1	6.7	6.9
Males						
≤14 years	2928.0	0.8	9.1	15.7	12.2	37.8
15–34 years	4825.4	2.5	1.3	5.2	7.0	16.8
35–54 years	5002.8	3.5	1.8	9.9	9.4	6.7
55–64 years	2347.5	3.5	3.5	12.6	26.1	5.8
65–74 years	1516.3	3.0	3.1	11.6	21.3	7.1
75+ years	1005.1	2.8	2.8	9.4	17.4	11.8



Loewen OK, et al. *Nutrients*. 2019;11(10):2529



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16<sup>TH</sup> NOVEMBER



A WHOLE DAY FOR WHOLE GRAIN

**Manuel Moñino**

EFAD Executive Committee member representing the  
General Council of Dietitians-Nutritionists of Spain  
European Specialist Dietetics Network on Public Health lead



# Whole Grain & Plant-Based Diets



In your experience as a practitioner, what are the main barriers for consumers in Spain to increase whole grain intakes?



- ☐ Cost
- ☐ Availability
- ☐ Food literacy
- ☐ Misleading information
- ☐ Lack of specific regulation
- ☐ FBDGs



**EFAD**

**The European Federation**  
of the Associations  
of Dietitians

**Manuel Moñino**  
EFAD Executive Committee member  
European Specialist Dietetics Network on Public Health lead

How can policymakers embed whole grain in a menu of policy measures across whole food systems to support a radical shift in diets that protect human and planetary health?



- ❑ Momentum
- ❑ Local geography
- ❑ Animal vs vegetal
- ❑ Enabling food environments
  - ✓ Food literacy
  - ✓ Public Food Procurement
  - ✓ Labelling / FOPNL
- ❑ FBDGs
- ❑ Food laws
- ❑ NHS - dietary advice



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## Q&A



**Dr. Amanda Wood**, Researcher,  
Stockholm Resilience Centre at  
Stockholm University



**Manuel Moñino**, Lead of the European  
Specialist Dietitians Network in Public  
Health, European Federation of the  
Associations of Dietitians (EFAD)



**Prof. John Sievenpiper**, Associate  
Professor Department of Nutritional  
Sciences, University of Toronto





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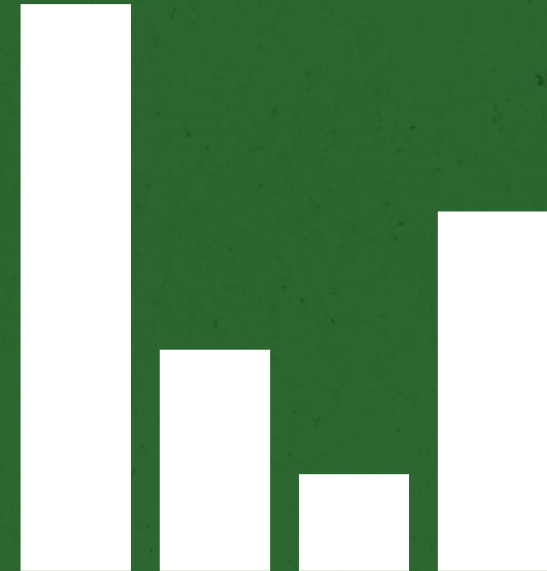
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A WHOLE DAY  
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GRAIN

# Poll:

In your opinion, what is the main barrier for individuals who are not consuming as much whole grain as recommended?





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## Panel 2: Fighting COVID-19 and chronic diseases - what role for whole grain?



**Sheena Swanner**, Director of Nutrition Programs, American Institute for Cancer Research (AICR)



**Jemma O'Hanlon**, Senior Food and Nutrition Advisor, National Heart Foundation of Australia



**Prof. Philip Calder**, Head of Human Development & Health and Professor of Nutritional Immunology, University of Southampton



## WHOLE GRAINS

There is **STRONG** evidence that whole grains **DECREASE** the risk of colorectal cancer

Whole grains may lower cancer risk by reducing chronic inflammation, preventing insulin resistance and speeding up how long potential carcinogens stay in the gut



**90 grams (or 3 servings)**  
of whole grain foods per day reduces the risk of colorectal cancer by 17%

### 1 SERVING OF WHOLE GRAINS=



1 SLICE OF 100% WHOLE GRAIN BREAD



1/2 CUP COOKED BROWN RICE



3 CUPS POPPED POPCORN



6-INCH CORN TORTILLA

# WHOLE GRAINS

AND CANCER PREVENTION

## RESEARCH

Eating whole grains protects against colorectal cancer

## BENEFITS

FIBER

PROTEIN

VITAMINS

MINERALS

PHENOLS

LIGNANS



# Heart Healthy Eating Patterns

16<sup>TH</sup> NOVEMBER



A WHOLE DAY FOR WHOLE GRAIN

1



Plenty of fruit, vegetables and wholegrain cereals.

2



Healthy proteins especially fish, seafood, legumes, nuts and seeds with smaller amounts of eggs and lean poultry. Limit lean red meat to 1-3 times a week.

3



Unflavoured milk, yoghurt and cheese. Those with high blood cholesterol should choose reduced fat varieties.

4



Healthy fat choices with nuts, seeds, avocados, olives and their oils for cooking.

5



Herbs and spices to flavour foods, instead of adding salt



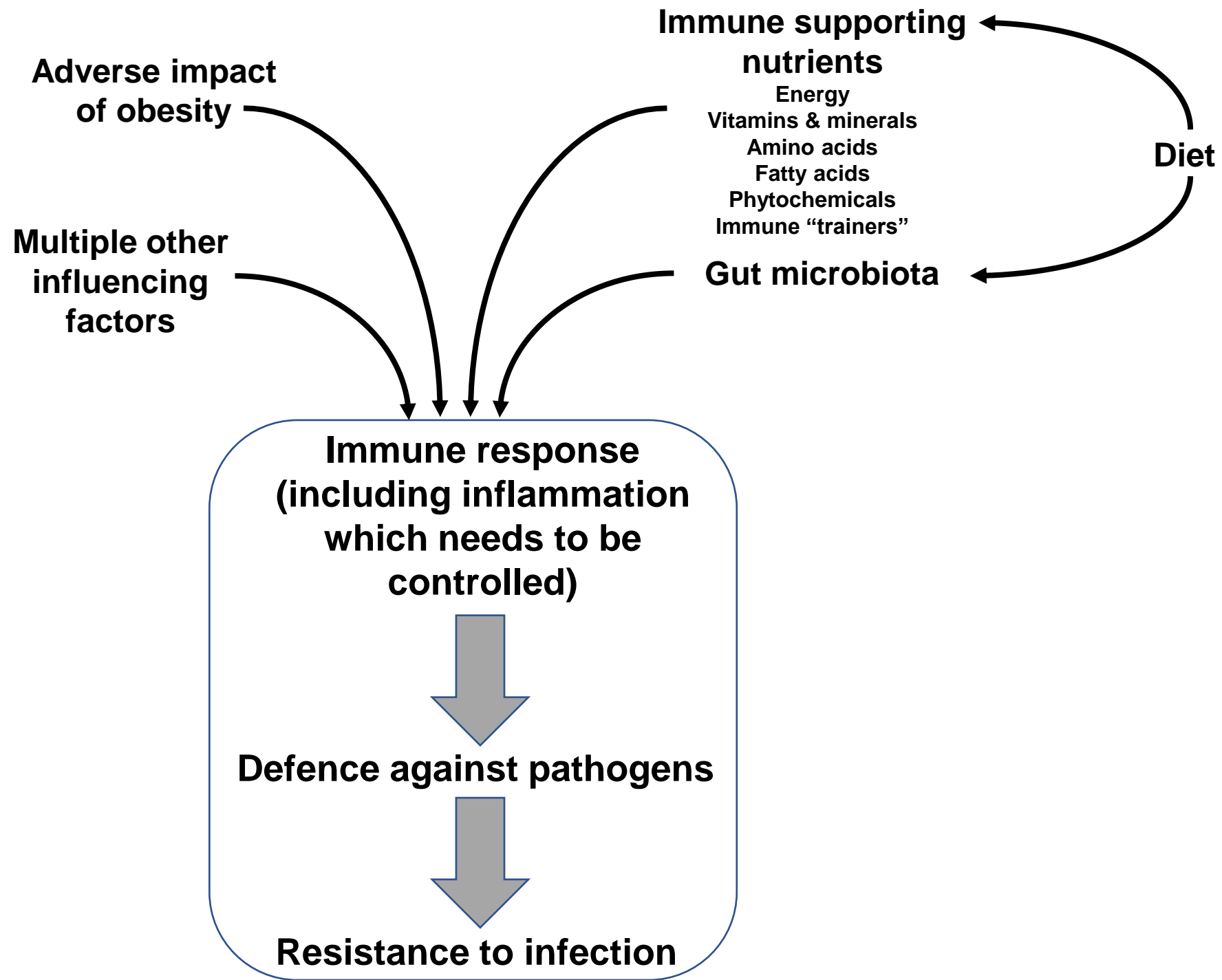
# Increasing whole grain consumption through recipe inspiration



Hot oats three ways



Buckwheat, kale and apple salad





## INDIRECT IMPACT

Adverse impact  
of obesity

Multiple other  
influencing  
factors

Immune supporting  
nutrients

Energy  
Vitamins & minerals  
Amino acids  
Fatty acids  
Phytochemicals  
Immune “trainers”

Gut microbiota

**WHOLE  
GRAINS**

Diet

**DIRECT IMPACT**

Immune response  
(including inflammation  
which needs to be  
controlled)

Defence against pathogens

Resistance to infection





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## Q&A



**Sheena Swanner**, Director of Nutrition Programs, American Institute for Cancer Research (AICR)



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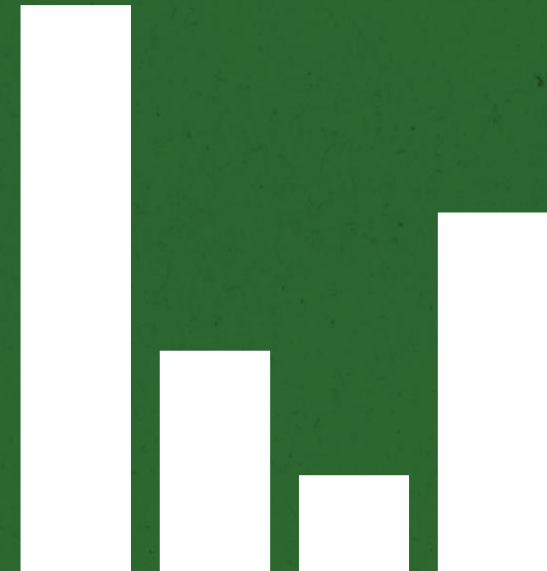
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A WHOLE DAY  
FOR WHOLE  
GRAIN

# Poll:

What do you think is the most effective way to increase whole grain consumption?







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WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



# Panel 3: Evolving public policy initiatives on whole grain



**Gitte Laub Hansen,**  
Project Consultant, Danish  
Cancer Society



**Daniela Flores,** Nutritionist,  
Nutricion sin Etiquetar



**Joanna Kane-Potaka,**  
Executive Director and  
co-Founder, Food2030

# Is public private partnership the only option to promote whole grain intake?

- Two-fold strategy: Logo-driven and Stealth – Danish Model
- Letter of intent and the Norwegian Brødskalaen
- Code of Practice for Whole Grain Ingredient Content Claim – Australian Grains and Legumes Nutrition Council
- UK Fibre Partnership
- Oldways Whole Grain Council - USA





# Should dietary guidance reflect practicality?

The first small steps are the most important!



## Successes of the Danish whole grain partnership:

- Ensuring evidence base for health benefits
- Consistent and trustworthy communication: How to get your whole grains
- Increase availability
- Whole grain logo as incentive for industry and consumer identification
- Getting the right partners on board





# Risk reduction for disease and mortality

- Wholegrain product, servings or ingredient?

Table 1 – Equivalency between amount (in grams) of whole-grain products, number of servings of whole-grain products, and amount (in grams) of whole grain as an ingredient.

Disease & mortality risk	grams / day whole-grain products	= no. of servings whole-grain products	= grams whole grain ingredient
Significant reductions	90 grams	3 servings	48 grams
Further risk reductions	Up to 200-225 grams	6.5-7.5 servings	104-120 grams

Sustainability and climate as a supplementary argument for more whole grains!



# The WholEUGrain Project


## How can you engage?

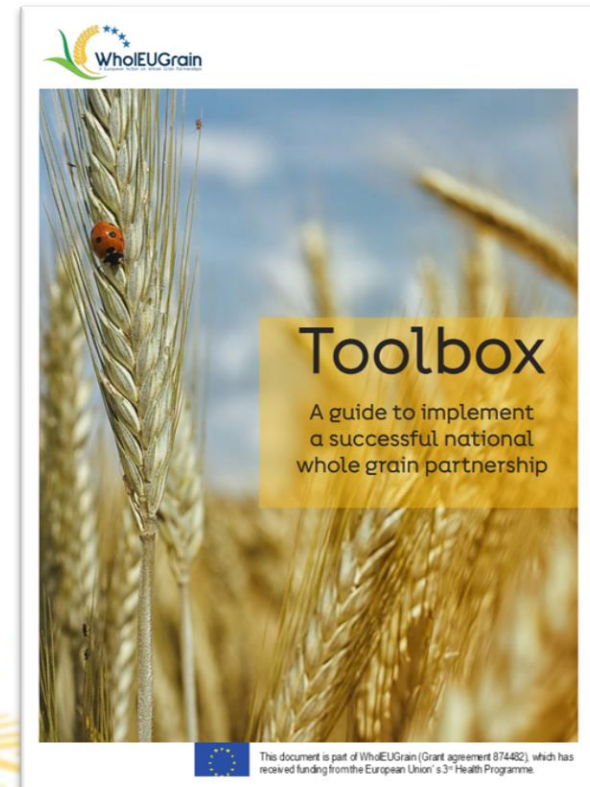
Join Spring School- conference in Slovenia -  
SAVE the dates March 28-30th 2022



Contact information: glh@cancer.dk

## Learn more

- [Evidence base report](#)
- [Toolbox](#) with step-by-step guide
- Stakeholder Network
- [Newsletters](#)
- [Website](#)
- 
- 



16<sup>TH</sup> NOVEMBER



A WHOLE DAY FOR WHOLE GRAIN

# Front of pack labeling (FOPL) in Mexico

- ▶ October 2020 ,FOPL focus on *warning signs* and *cautionary legends* for processed foods and non-alcoholic beverages :

- ▶ Excess of calories, sodium, trans fat, saturated fat and sugar.
- ▶ Caffeine and sweeteners.
- ▶ Prohibition of characters, graphics, pictures, intend to promote consumption among children.
- ▶ No health claims, no endorsements.
- ▶ **NO warning signs/legends= healthier.**



CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS



Declaración nutrimental	
Por 100 g	
Contenido energético	565 kcal (2345kJ)
Contenido energético por envase	365 kcal (1515 kJ)
Proteína	28 g
Grasas totales	45 g
Grasas saturadas	8 g
Grasas trans	0 mg
Hidratos de carbono disponibles	12 g
Azúcares	0 g
Azúcares añadidos	0 g
Fibra dietética	9 g
Sodio	738 mg





# FOPL, an opportunity to promote whole grains?

## ► ENSANUT 2018:

- Population with overweight and obesity (75.2% adults, 10.3% live with Diabetes).
- 64.6% children (5-11 y) & 34.5% adults eat snacks, candies, desserts, frequently; Consumption of SSB is of 85.7% for the same age groups, which increases intake of calories, sodium, sugar and fat.

- FOPL intends to impact on decreasing consumption of these products, choose healthier options, but it is not focus on promoting nutrition education.

- Dietary Guidelines: prefer whole grains vs other options. ( ¿? frequency, servings recommended ,health benefits, options). \*

- Without sufficient knowledge on how to identify whole grains or any other positive food groups or nutrient dense options (pulses, fiber, water, vegetables, fruits) consumers may become confused and don't incorporate best food options.

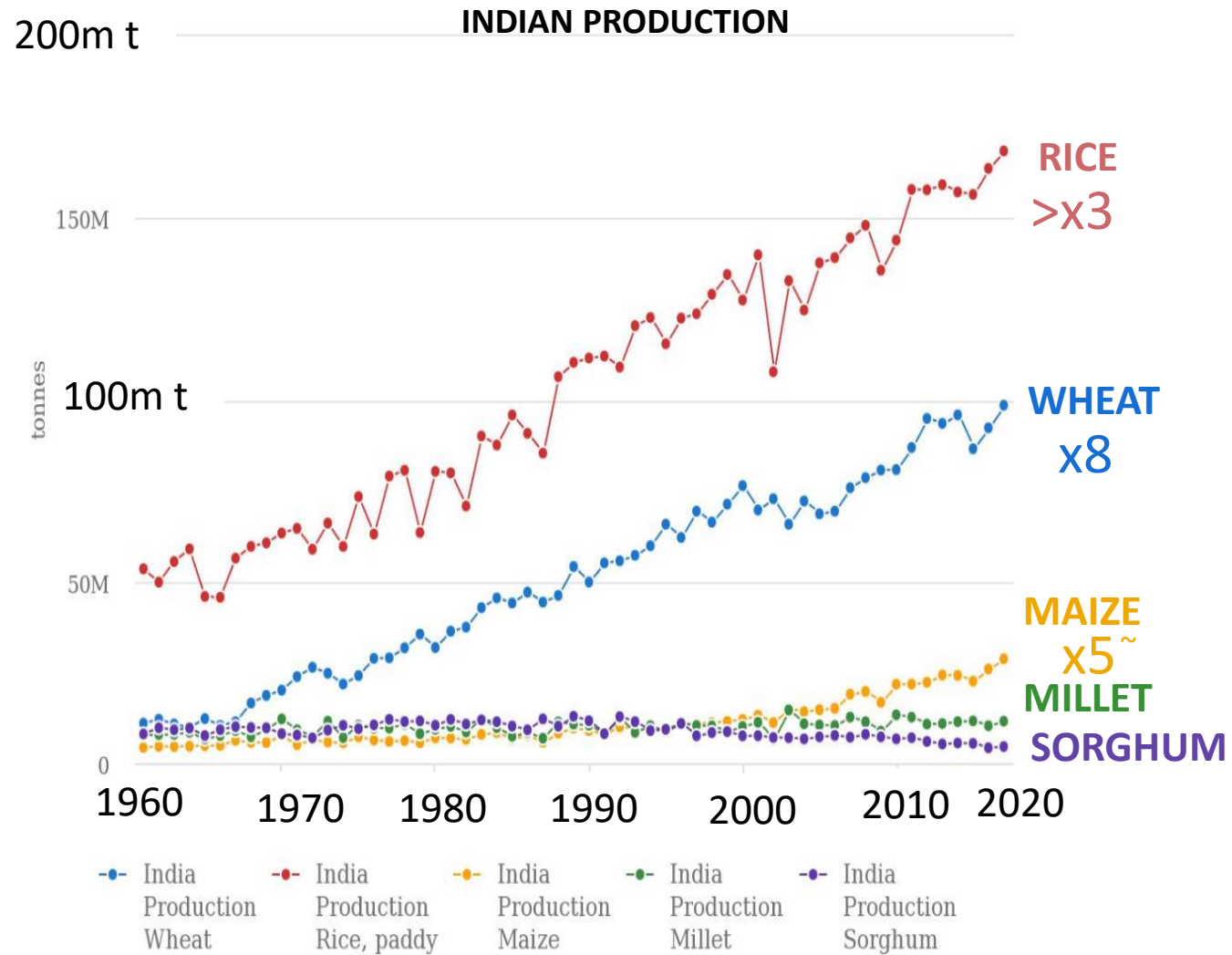
- **Urgent need of nutrition education in order to impact public health... remove negative stigma of “good” or “bad” food.**



\*Bonvecchio A, et al. Guías Alimentarias y de Actividad Física, CONACYT. Academia Nacional de Medicina. México 2013.

\*Norma Oficial Mexicana NOM-043-SSA2-2012. Servicios básicos de de salud. Promoción y educación para la salud en materia alimentaria. Criterios para brindar oriethnación

## INDIA'S STAPLE CHANGES



Source: FAOSTAT (Oct 11, 2019)



**Food2030**  
Driving demand for smarter foods



## MILLET INITIATIVES IN INDIA

1. International Year of Millets
2. Largest nutrition studies support claims:  
Diabetes, Cardiovascular, Anaemia, Growth
3. Policy to create a level playing field
  - School feeding
  - minimum support price
  - Public distribution system
4. Food entrepreneur support
5. Millet missions and promotions

## RISKS

- Risk of polishing
- Risk of ultra processing
- Risk of non agro-ecology approach



**Food2030**  
Driving demand for smarter foods







INTERNATIONAL WHOLE GRAIN DAY 16 NOVEMBER 2021 15:30-17:00(CET)

# WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



## Q&A



**Gitte Laub Hansen,**  
Project Consultant, Danish  
Cancer Society



**Daniela Flores,** Nutritionist,  
Nutricion sin Etiquetar



**Joanna Kane-Potaka,**  
Executive Director and co-  
Founder, Food2030



INTERNATIONAL WHOLE GRAIN DAY

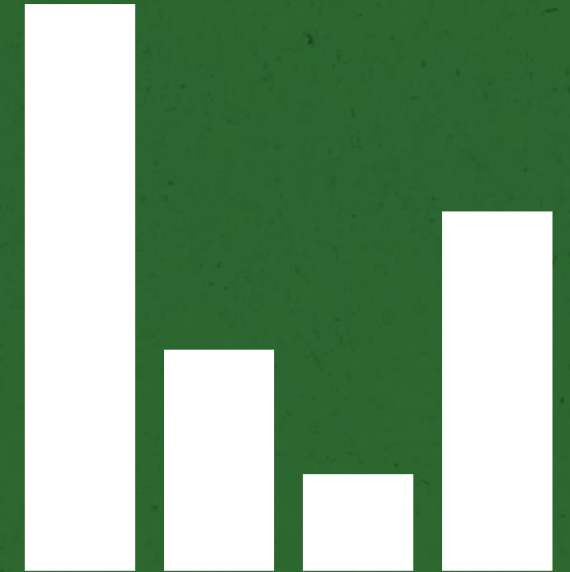
16 NOVEMBER 2021 15:30-17:00(CET)

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# Poll:

Do you think there should be a UN Whole Grain Awareness Day or a UN “Year of the Whole Grain” celebration to raise awareness?





INTERNATIONAL WHOLE GRAIN DAY

16 NOVEMBER 2021 15:30-17:00(CET)

WHOLE GRAINS: IT'S TIME TO ACT FOR YOU AND THE PLANET



A WHOLE DAY  
FOR WHOLE  
GRAIN

# Q&A and Closing Remarks

Find out more information here:

[www.wholegraininitiative.org](http://www.wholegraininitiative.org)