Take Wholegrain Seriously!

Make your grains whole: for your and the planet's health

Hosted by MEP Elsi Katainen & Whole Grain Initiative

19 NOVEMBER
15:00-17:00
ROOM ASP 5G1

The first edition of the International Whole Grain Day aims at celebrating the positive impact of whole grain on nutrition, wellbeing and sustainability. The event will look at how policymakers and stakeholders can work together to encourage more people to “make their grains whole” as part of healthy and sustainable dietary patterns, via a moderated, interactive panel discussion.

The panel discussion will be followed by a networking reception.

WHAT?

The objectives and key themes of the event are:

- **Encourage** more people to “make their grains whole” as part of healthy and sustainable dietary patterns.
- **Act** as an incubator for exchanging whole grain good practices, knowledge and initiatives across Europe to create an EU whole grain movement.
- **Create** enabling environments from farm to fork, so consumers can better access healthier, affordable, convenient and delicious whole grain products.
- **Nudge** consumers into making whole grain a daily habit via the promotion of meaningful whole grain recommendations in National Food-Based Dietary Guidelines.
- **Call on** the EU and national governments to implement nutrition policies that address whole grain policy gaps (i.e. labelling and recommended intakes) and create enabling environments to support healthy, tasty and sustainable dietary switches.
- **Request** official endorsement of the International Whole Grain Day 2019 and the subsequent yearly editions (2020+)

WHY?

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#internationalWGDay  #makeyourgrainswhole  #choosewholegrains
# Programme

**15:00-15:10**  
**Introductions & Welcome**  
› MEP ELSI KATAINEN, Vice-Chair Agri Committee, will launch the International Whole Grain day and present the objectives of the event.

**15:10-15:15**  
**Moderator Introduction**  
› SUE SAVILLE, Broadcast and Medical Journalist, will inform the audience about the format of the discussion and introduce panelists.

**15:20-16:30**  
**Moderated Panel Discussion**  

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
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<tr>
<td>Finland: Food-Based Dietary Guidelines and the role of healthy carbohydrates</td>
<td>HELI KUUSIPALO, Senior Researcher and Nutritionist, Finnish Institute for Health and Welfare (THL)</td>
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<td>Whole grain in Slovenia – a challenge but also a great opportunity</td>
<td>PETRA MEDVED DJURASINOVIC, Senior Consultant, Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises</td>
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<td>Whole Grains in Southern Europe: it is time to act!</td>
<td>ROBERTO VOLPE, MD PhD researcher at National Research Council of Italy and Italian Society for Cardiovascular Prevention (SIPREC), Representative at European Heart Network</td>
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<td>Planning a public-private partnership for increased intake of whole grain in Sweden</td>
<td>ANETTE JANSSON, Expert in advocacy and prevention, Swedish Heart/Lung Association</td>
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<td>Become a whole grain advocate and join the campaign</td>
<td>NIKOLAI PUSHKAREV, policy coordinator on food, drink and agriculture, European Public Health Alliance (EPHA)</td>
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<td>Policy opportunities for healthy and sustainable food environments</td>
<td>MICHAELA PICHLER, Secretary General, International Association for Cereal Science and Technology (ICC) will explain how to become a whole grain advocate and join the campaign.</td>
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**DID YOU KNOW?**  
Switching to whole grain reduces the risk of cardiovascular disease, colorectal cancer, type 2 diabetes overweight and obesity.
Elsi Katainen is Finnish member of European Parliament in Renew Europe Group. She is a member and Vice-Chair of AGRI committee and substitute member of INTA. Back in Finland, she has dairy farm together with her family and they are forest owners as well. Mrs Katainen was rapporteur in Horizon Europe’s AGRI cluster at Autumn 2018. During the last mandate, Mrs Katainen was also ALDE shadow rapporteur for UTP directive.

Sue Saville is a highly-experienced broadcast journalist; she was Medical Correspondent at ITV News for 12 years, also a general News Correspondent there, after her role as Chief Correspondent at GMTV. Sue started her journalistic career as a BBC News Trainee, followed by reporter positions in BBC television & radio. Sue chairs conferences, hosts awards events and makes corporate films, as well as running Media Training courses for healthcare companies.

Heli Kuusipalo is a senior researcher on mother and child nutrition and health policy in the Finnish Institute for Health and Welfare. Prior to this, she was team leader of the technical work package “Early Interventions” in EU Joint Action on Nutrition and Physical Activity, JANPA, to reduce childhood obesity (2015-2017) and Finland’s focal point for FAO for the ICN2, International Conference on Nutrition 2014.

Heli Kuusipalo
Senior Researcher and Nutritionist, Finnish Institute for Health and Welfare (THL)

Elsi Katainen
Vice-Chair Agri Committee, European Parliament

Sue Saville
Broadcast and Medical Journalist

Petra Medved Djušarinić
Senior Consultant, Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises

Roberto Volpe
MD PhD researcher at National Research Council of Italy and Italian Society for Cardiovascular Prevention (SIPREC), Representative at European Heart Network

Anette Jansson
Expert in advocacy and prevention, Swedish Heart/Lung Association

Nikolai Pushkarev
Policy coordinator on food, drink and agriculture, European Public Health Alliance (EPHA)

Michaela Pichler
Secretary General, International Association for Cereal Science and Technology (ICC)

Since 2015, Michaela Pichler is Secretary General and CEO of the International Association for Cereal Science and Technology Headquarters (ICC). With her background in economics, here long-term experience in agricultural policy systems and her skills as quality manager and auditor, Ms. Pichler played an active role in the Whole Grain Declaration, following the 6th International Whole Grain Summit, and the Whole Grain Initiative. She also serves as Board Member at the Harald Perten Foundation and as Chair of the Supervisory Board at the Global Harmonisation Initiative.
The Whole Grain Initiative

The Whole Grain Initiative arose from the International Whole Grain Summit 2017 in Vienna where more than 200 scientists, health experts, representatives from government regulators as well as managers, manufacturers and marketers from more than 35 countries convened, aiming at coming to consensus and measurable results on how to increase consumption of whole grains. The aim of the Whole Grain Initiative is to increase consumption of whole grains worldwide. At present the Whole Grain Initiative is coordinated by the International Association for Cereal Science and Technology (Vienna, Austria), with the support of InterelGroup (Brussels, Belgium).

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