

CELEBRATING INTERNATIONAL Whole Grain DAY
Hosted by MEP Elsi Katainen & Whole Grain Initiative

19 November 15:00-17:00
 Room A5G1



Time	Presentation	Speaker	Speaking Points
15:00-15:10	Introductions & Welcome	MEP Elsi Katainen (Vice-Chair Agri Committee)	-Launch of the international WG day. -Present the panel, aims of the event ✓ to celebrate international WG day),to raise awareness of the benefits of WG for health and planetary health ✓ ensure more people make whole grain a daily habit ✓ The panel discussion will be followed by a WG tasting session.
15.10-15:15	Short Video to be supplied by a Whole Grain Initiative Member	Moderator or MEP Katainen	Do the public know what wholegrains are, how to identify them and how much they should be consuming for health?

Moderated Panel Discussion 15:20- 16:30

3 slides per speaker to kick-start the interactive conversation with panellists and audience

The Commission's role in promoting nutritious, healthy and sustainable dietary patterns.	John Bell, European Commission Director Healthy Planet, DG Research & Innovation at European Commission	- The Priorities of the new Commission, and convergence between sustainability/ health and how Member States can be engaged.
Wholegrain consumption and the reduction of cardiovascular disease.	National Heart association tbc	3 slides: <ul style="list-style-type: none"> - Why wholegrain is important for heart health - How national heart foundations are promoting WG consumption at national level; - How policymakers can support with realizing the goal of encouraging more people to consume more WG and mobilize change. - Easy ways for consumers to add more wholegrain into their daily diet

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Policy gaps in increasing whole grain consumption.

European Public Health Alliance (EPHA)

Nikolai Pushkarev

3 slides

-EPHA Nutrition Priorities
-How wholegrain fits into the "from farm to fork strategy"

The role of national food policies and food-based dietary guidelines to better promote better societal diets and to stimulate greater whole grain consumption.

National Health Attachés:

-Finland

-Belgium

3 slides

[New Food-Based Dietary Guidelines](#)

Become a whole grain advocate and join the campaign

**Concluding Remarks
Whole Grain Initiative**

Michaela Pichler, ICC Secretary General

-Presentation of the Whole Grain Initiative creation, aims and mission of the campaign.
-How people can join the network/ become formal members/advocates of WG and support the campaign
-challenges for industry to reformulate their products to add more wholegrain into their products (technical aspects etc.)

16:30- 17:00 Networking Reception Room A5G1