

**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 | <b>Introductions &amp; Welcome</b>                                   | MEP Elsi Katainen (Vice-Chair Agri Committee) | -Launch of the international WG day.<br>-Present the panel, aims of the event<br>✓ to celebrate international WG day),to raise awareness of the benefits of WG for health and planetary health<br>✓ ensure more people make whole grain a daily habit<br>✓ The panel discussion will be followed by a WG tasting session. |
| 15.10-15:15 | <b>Short Video to be supplied by a Whole Grain Initiative Member</b> | 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. | <b>John Bell, European Commission</b><br>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.                      | <b>National Heart association</b><br>tbc  | <b>3 slides:</b> <ul style="list-style-type: none"> <li>- Why wholegrain is important for heart health</li> <li>- How national heart foundations are promoting WG consumption at national level;</li> <li>- How policymakers can support with realizing the goal of encouraging more people to consume more WG and mobilize change.</li> <li>- Easy ways for consumers to add more wholegrain into their daily diet</li> </ul> |

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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