ICC and the way how to increase whole grain & ancient grain intake

April 12, 2018 – Cape Town/SA

Bringing the Ancient Grains to the World’s Dinner Tables
ICC’s Mission since 1955

The International Association for Cereal Science and Technology is the pre-eminent international association in the field of cereal science and technology, committed to global cooperation through the dissemination of knowledge, conducting research, and developing standard methods that contribute to advance innovation, improve food quality, food safety and food security for the health and well-being of all people.
Initiating steps for the Whole / Ancient Grain movement

• Repeated studies have demonstrated that people eating more whole grains have reduced risks of many diseases compared to those eating less.

• Many countries have adopted specific recommendations for people to choose whole grain-based foods instead of refined grain-based foods.

• Current data proof that whole grain intake in most countries remains well below existing recommended levels.

⇒ this is a concern for long-term public health and leaded us to organize together with HGF and UoM the 6th Whole Grain Summit in 2017.
220 Participants from 36 countries

Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Greece, Hungary, India, Indonesia, Italy, Kazakhstan, Lebanon, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovenia, South Africa, Spain, Sweden, Switzerland, Chinese Taipei, Turkey, United Arab Emirates, United Kingdom, United States
World Café Session on **Breeding and Technology**

How can high extraction flours be better used to replace refined flour to improve nutritional quality?

How can we add value to bran as ingredient, without detracting from whole grain use?

Sensory improvement vs. nutritional value: where are the limits of this balance?

Will it be possible to maintain a supply of sufficiently high quality whole grain / ancient grains if demand increases while water (or other resources) becomes increasingly scarce? What are the implications?

Can traditional processing of whole grain / ancient grains guide future technologies and products?
Can we agree on global definitions for whole grain ingredients and foods – and on harmonization of global and local definitions? What about ancient grains?

What are the best practices and tools for whole grain / ancient grain promotion? Can we adapt these to work in different countries?

Whole grains / ancient grains out-of-home: can they become the norm in restaurants and cafeterias?

How can industry, government, and health groups work together to create win-win partnerships, locally and globally?

Facts vs. emotion: What works for counteracting fake news and negative messages?
World Café Session on Nutrition & Health

Can we get a consensus on an international, science based recommendation on whole grain / ancient grain intake?

When whole grains are not good news – how can concerns around cereals and health be addressed?

A new role for whole grains / ancient grains as the pillar of a healthy, sustainable diet – is this true and how can this be proven?

Better evidence underpins everything – creating standards for whole grain /ancient grain studies

What are the future trends for whole grains / ancient grains and health and what will drive them?

What is the impact of cereal processing on the health impact of grains, and how can this be measures?
This declaration reflects the experts’ consensus on the principal goals that must be addressed, and the actions that must be taken in order to increase whole grain intake.

**Supported by:**
- Alexander Technological Educational Institute – Dept. of Food Technology, GR
- Catholic University of Portugal, PT
- Chinese Cereals and Oils Association (CCOA), CN
- CPW, CH
- Faculty of Health, Medicine and Life Sciences,
- Faculty of Biotechnology Research Centre in Biotechnology and Fine Chemistry – CBOF, PT
- Frank Thielecke, CH
- General Mills, US
- Health Grain Forum, FI
- ICC, AT
- Nestlé Research, CH
- NUTRIM - School of Nutrition and Translational Research in Metabolism, NL
- Nutrition Solutions, NL
- Maastricht University - Dept. of Human Biology NL
- University of Nebraska, US
- University of Minnesota – Dep. of Food Science and Technology, US
- University of Wollongong, AU
- Whole Grain Council, US
- ...
VIENNA WHOLE GRAIN DECLARATION
- A Call to Action for Increasing Whole Grain Intake
from the participants of the 6th International Whole Grain Summit in Vienna 2017

DECLARATION OF KEY GOALS AND ACTION POINTS

Four key goals must be met to drive whole grain acceptance and product availability, and to create and execute appropriate communication and education programs. Using the World Café discussion process, Whole Grain Summit participants identified the following goals and specific action points that will help achieve them:

1. Definitions
   Reach consensus on a global definition of a whole grain (raw materials) and on the definition of a whole grain food.

2. Intake Recommendation
   Reach consensus on recommended quantitative whole grain intake, backed up by both health and economic research.

3. Sustainability
   Reach consensus about the contributions of whole grains to sustainable diets and the health of the planet.

4. Promotion and Education
   Form ongoing partnerships working together to increase whole grain consumption and to disseminate authoritative whole grain statements and campaigns globally.
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<th>ACTION POINTS</th>
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<tbody>
<tr>
<td><strong>1. Definitions</strong></td>
<td>• Convene a global working group including key grain science groups and experts from diverse regions, to finalize a definition of whole grain (raw materials) using existing definitions as a starting point.</td>
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<tr>
<td>Reach consensus on a global definition of a whole grain (raw materials) and on the definition of a whole grain food.</td>
<td>• Follow a similar process for defining a whole grain food, once a global intake recommendation has been agreed (see below).</td>
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KEY GOALS

ACTION POINTS

2. **Intake Recommendation**
   Reach consensus on recommended quantitative whole grain intake, backed up by both health and economic research.

• Document the health evidence for a specific whole grain intake recommendation.
• Commission an evaluation of the economic impact on health care costs, productivity and other factors, from following such an intake.
• Prepare a report detailing the intake recommendation and its economic impact, that can be delivered to policy makers globally.
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<td>3. <strong>Sustainability</strong></td>
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<td>Reach consensus about the contributions of whole grains to sustainable diets and the health of the planet.</td>
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<td>• Document the carbon footprint of whole grains / ancient grains compared to other dietary choices, in the context of growing world populations and climate change.</td>
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<td>4. Promotion and Education</td>
<td>• Create a “how-to” kit detailing ways to create public-private partnerships (involving entities such as WHO, FAO, nutrition non-profits, disease associations, governments, etc.) and how these partners can best work together.</td>
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<td>Form ongoing partnerships working together to increase whole grain consumption and to disseminate authoritative whole grain statements and campaigns globally.</td>
<td>• Develop evidence-based fact sheets addressing popular myths/questions about whole grains / ancient grains and possible emotional appeals (tied to local cultures) to gives these facts greater impact.</td>
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To carry out the action points necessary to meet the key goals, Whole Grain Summit participants agreed to work together on a global “Whole Grain Initiative” and to initiate 6 international working groups:

› Whole Grain Definition(s)
› Whole Grain Intake Recommendation(s)
› Economic Evaluation of Increased Whole Grain Intake
› Sustainable Whole Grain Consumption
› Best Practices for Public-Private Partnerships
› Fact Based Whole Grain Information
How will the “Whole Grain Initiative” operate?

International Whole Grain Working Groups as initiated by the Vienna Whole Grain Declaration

All organisations, companies, initiatives etc. that declare their willingness for cooperation = WGI

Regional/organisational working groups
AIMS:
1.) Reach consensus on a global definition of whole grain (raw materials)
2.) Define a whole grain food

Planned DELIVERABLES:
1.) A global definition of whole grain (raw materials) using the Healthgrain definition as a starting point
2.) Recommendations about the relationships between the global definition and regional/national definition(s)
3.) Follow a similar process for defining a whole grain food, once a global intake recommendation for whole grain has been agreed.
International Working Group: Whole Grain Intake Recommendation

AIMS:
1.) Reach consensus on recommended quantitative whole grain intake, backed up by both health and economic research

Planned ACTIVITIES:
- Document the health evidence for a specific whole grain / ancient grain intake recommendation
- Commission an evaluation of the economic impact on health care costs, productivity and other factors, from following such an intake
- Prepare a report detailing the intake recommendation and its economic impact that can be delivered to policy makers globally
International Working Group: Economics of Increase Whole Grain Intake

AIMS:
1.) Create knowledge of the supply chain of whole grain products and its consequences for production, sales, acceptability, environment, etc.
2.) Develop insight into the economic impact of whole grains and health care costs relative to increasing whole grain consumption beyond current levels.
3.) Create impact on NGO’s at the highest possible level that can be achieved.

Planned ACTIVITIES:
- Creating insights/data in the grain supply chain network
- Developing an overview of technology limitations and consumer interest
- Calculating / estimating the effects of different intake levels on a diversity of health risk factors
- Modelling these data to estimate health benefits relative to health care costs and consequently the reduction these cost
- Compiling information packages for NGO’s such as WHO, FAO, …
International Working Group: Sustainable Whole Grain Consumption

AIMS:
1.) Reach consensus about the contributions of whole grains to sustainable diets and the health of the planet.

Planned ACTIVITIES:
• Document the carbon footprint of whole grains compared to other dietary choices, in the context of growing world populations and climate change
• Breeding strategies that address key sustainability challenges
  ➢ Bitter flavours, water absorption/drought tolerance, shelf life/rancidity, N-uptake/fertiliser, disease resistance, environmental stress
• Building supply chain capacity and resilience to secure future demand for wholegrain
  ➢ Modelling to understand current vs future scenarios
• Develop life cycle assessments that model what an increase in wholegrain intake means for overall environmental impact
International Working Group on Best Practices for Public-Private Partnership

AIMS:
To provide a framework that can be used in communities/countries/regions around the globe to bring together members of industry, government and/or health organizations in win-win partnerships that promote health and well-being through increased whole grain consumption. This group will compile, create, and disseminate resources and best practices for developing these kinds of partnerships.

Planned DELIVERABLES:
- A How-To Kit for creating PPPs that includes support materials along with clearly outlined steps for bringing various stakeholders together
- Newsletter articles and links to resources that could be shared with key stakeholders around the world
- Updated and expanded stakeholder spreadsheet using the format
- Establishment of a panel or advisory board of people who are willing to provide additional resources and assistance with new PPPs as they get off the ground
Whole Grain Initiative & International Working Groups

WHAT ARE THE NEXT STEPS?

- **Find partners** with the same aim around the globe to join the WGI
- **Establish** small (< ~10) international **working groups** of experts and a range of supporting regional groups
- **Collect input** from all involved experts and start discussions
- **Use international Cereal and Grains Meetings** such as the Cereals & Grains 2018 Meeting in London, UK (Oct. 2018), the ICC Symposium on Cereal Science and Technology in Vienna, AT (April 2019) or the 2nd APGC (2019) to share and discuss first outcomes
- **Present the results** of the International Working Groups at the next Whole Grain Summit in 2020
Key message to take home

To increase whole grain intake, efforts cannot be limited to one or two stakeholders, and must be addressed using the combined efforts of all parties involved in the food supply chain.

All key experts / organisations / companies worldwide are invited to join the Whole Grain Initiative and participate in the International Working Groups => just contact ICC at office@icc.or.at.
Think Cereals – Think ICC

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