

GRAINITY WORKSHOP 2008 draft 5



The role of cereal foods in Nordic and Baltic dietary strategies

Date: 15-16 April 2008 (Tuesday-Wednesday, travel on Monday evening 14 April)

Place: Hotel Novotel Vilnius, Gedimino av 16, Vilnius, Lithuania (<http://www.novotel.com>)

Aim: To interact with public health organisations and discuss about the role of grain foods in dietary strategies in the Nordic countries. We should develop mutual understanding about the recommended intakes and actions needed to improve the quality of cereal foods consumed. Definitions, labelling issues and communication strategies will be addressed.

Participants: Representatives of disease associations and public health institutes, nutritionists, cereal scientists and companies from Nordic and Baltic countries.

15 April 2008

12:00-13:00 Lunch

13:00-17:30 Wholegrain, rye, oat and health

Cereals in relation to dietary recommendations (Göran Hallmans, University of Umeå)

Intake of wholegrain, rye and oat in the Nordic countries (Stefan Sahlström, Matforsk)

Wholegrains in Denmark - definition and recommendations for intake (Heddie Mejborn, National Food Institute, National Food Institute, Technical University of Denmark)

Grain fibre and cholesterol (Per Åman, SLU)

15:00-15.30 Coffee break

Antioxidative effects of whole grain cereal intake (Matti Tikkanen, University of Helsinki)

Cereals in relation to glucose metabolism (Kaisa Poutanen, VTT)

Cereals and gut health (Knud Erik Bach Knudsen, Aarhus University)

Cereals and breast cancer risk (Herman Adlercreutz, University of Helsinki)

19:30-22:00 Dinner, Restaurant AVILYS, Vilnius

rye and oats for health

16 April 2008

9:00-12:30 Nordic and Baltic actions for promoting consumption of healthy cereal foods

Danish Whole Grain partnership program with special emphasis on strategies for increasing the availability of whole grain products in retail and food service (Morten Strunge Meyer, Danish Cancer Society)

Pure oats and celiac disease – practices in the Baltic region (n.n, Baltic Celiac Association)

The Nordic strategy for promoting the keyhole strategy – impact on intake of cereals (n.n, Sweden)

10:30-11:00 Coffee break

Cereal foods and heart symbol (n.n, Finnish Heart Association)

Other developments in claims and symbols (Ingmar Börjesson, Cerealialia)

Industry's role and responsibility in consumer communication (Tarja Kujala, Vaasan & Vaasan)