



8TH INTERNATIONAL WHOLE GRAIN SUMMIT

“Driving whole grain adoption throughout the food supply chain”

March 31- April 2, 2025 | Detmold, Germany



PROGRAMME





Monday, 31 March 2025

08:00 – 08:45 Bus Transfer Bad Salzuflen – Detmold

08:00 – 11:00 **REGISTRATION & POSTER SET-UP**

09:00 – 10:30 **PRE-CONFERENCE MEETINGS - (by separate invitation only)**

AGF		ICC MEETING	
	09:00 – 10:30	ICC Executive Meeting Chaired by: Bertrand Matthäus, ICC President - Max Rubner-Institut, DE	
MRI		HEALTHGRAIN FORUM	
	09:00 – 10:30	Healthgrain Forum: General Assembly and Spring Workshop Chaired by: Kristof Brijs, HGF Chair	
Lecture Hall	11:00 – 11:15	OPENING CEREMONY	
		WELCOME WORDS FROM THE ORGANIZERS Bertrand Matthäus – ICC President, Max Rubner-Institut, DE Götz Kröner, AGF President, Kröner Stärke GmbH, DE Caroline Sluyter – Chair Whole Grain Initiative, Oldways Whole Grains Council, US	

11:15 – 12:35 **Session 1: The Foundations of Whole Grain Advocacy**

Chairs: Bertrand Matthäus, ICC President - Max Rubner-Institut, DE
Chris Seal, Newcastle University, GB

Lecture Hall	11:15 – 11:45	OVERVIEW OF WHOLE GRAIN INITIATIVE ACTIVITIES/ACCOMPLISHMENTS	
	11:15 – 11:20	INTERNATIONAL WORKING GROUP ON WHOLE GRAIN DEFINITION(S)	Jan Willem van der Kamp, TNO, NL
	11:20 – 11:25	INTERNATIONAL WORKING GROUP ON THE ECONOMIC EVALUATION OF INCREASED WHOLE GRAIN INTAKE	Jan de Vries, HGF, FI Nutrition Solutions, NL
	11:25 – 11:30	INTERNATIONAL WORKING GROUP ON BEST PRACTICES FOR PUBLIC-PRIVATE PARTNERSHIPS & COMMUNICATION	Caroline Sluyter, Oldways Whole Grains Council, US
	11:30 – 11:35	INTERNATIONAL WORKING GROUP ON THE WHOLE GRAIN INTAKE RECOMMENDATIONS	Eleanor Beck, UNSW, AU
	11:35 – 11:40	INTERNATIONAL WORKING GROUP ON FOOD POLICY	Christelle Avart, CPW, CH (online)
	11:40 – 11:45	ASIA-PACIFIC WORKING GROUP	Hsi-Mei Lai, National Taiwan University, ROC
Lecture Hall	11:45 – 12:10	SETTING THE STAGE: NUTRITION & HEALTH	
		EXPLORING NUTRITION, WHOLE GRAIN HEALTH BENEFITS, AND ECONOMIC IMPACT	Rikard Landberg, Chalmers University, SE
Lecture Hall	12:10 – 12:35	KEYNOTE LECTURE	
		UNDERSTANDING THE FOOD SUPPLY CHAIN: A FOUNDATION IN FOOD SYSTEMS THINKING	Pieter van't Veer, WUR, NL

12:35 – 13:35

Lunch Break, Exhibition & Poster Viewing

Exhibition Hall

13:35 – 15:45

Session 2: Opportunities & Challenges in the Current Whole Grain Landscape

Chairs: Jan de Vries, Healthgrain Forum, FI; Nutrition Solutions, NL
Alexandra Hüsken, Vice-Chair AGF, Max Rubner-Institut, DE

Lecture Hall	13:35 – 13:55	WHOLE GRAINS & SUSTAINABILITY	
		WHOLE GRAINS' ROLE FOR A SUSTAINABLE, RESILIENT FUTURE	Peiman Milani, Rockefeller Foundation, KE

Lecture Hall	13:55 – 14:15	THE GLOBAL REGULATORY LANDSCAPE	
		NAVIGATING WHOLE GRAIN REGULATIONS, LABELING, HEALTH CLAIMS, AND DIETARY GUIDANCE AROUND THE GLOBE	Caroline Sluyter, Oldways Whole Grains Council, US

Lecture Hall	14:15 – 14:45	OPPORTUNITIES TO BETTER EVALUATE THE HEALTH EFFECTS OF PROCESSED FOODS	
	14:15 – 14:30	CATEGORISATION OF FOODS BY DEGREE OF PROCESSING - OPPORTUNITIES AND THREATS	Eleanor Beck, UNSW, AU
	14:30 – 14:45	DIFFERENTIATING WHOLE GRAIN FOODS ACROSS THE NOVA CLASSIFICATION SYSTEM, INCLUDING THE "ULTRA-PROCESSED FOODS CATEGORY	Elissa Price, UNSW, AU

Lecture Hall	14:45 – 15:45	SUPPLY & UPTAKE OF WHOLE GRAINS	
	14:45 – 15:05	BRIDGING SCIENCE AND PRACTICE: ENHANCING AFFORDABILITY AND ACCESS TO WHOLE GRAIN FOODS FOR HEALTHIER DIETS"	David Kamau, FWGA, KE
	15:05 – 15:25	EXAMINING EMERGING EUROPEAN MARKETS AND THE FACTORS THAT INFLUENCE THE WHOLE GRAIN CONSUMPTION	Alfred Mar, ICC-AUSTRIA, AT
	15:25 – 15:45	ASSESSING THE MARKET STATUS OF WHOLE GRAIN FOODS IN SOUTH KOREA	Gary G. Hou, SPC Group, KR (online)

15:45 – 16:15

Break, Exhibition & Poster Viewing

Exhibition Hall

16:15 – 18:30

Session 3: Driving Increased Whole Grain Adoption

Chairs: David Kamau, FWGA, KE
Rikard Landberg, Chalmers University, SE

Lecture Hall	16:15 – 17:15	ENGAGING THE PRIVATE SECTOR	
	16:15 – 16:35	DRIVING TRANSFORMATION TOGETHER: THE POWER OF PUBLIC-PRIVATE PARTNERSHIPS	Rikke Iben Neess, Danish Whole Grain Partnership, DK / Maria Alexandersson, Swedish Whole Grain Partnership, SE
	16:35 – 16:55	HOW FOOD COMPANIES CAN CHAMPION WHOLE GRAINS FOR BETTER HEALTH	20-minute video showcasing 10-12 companies promoting WGs
	16:55 – 17:15	CREATING A WHOLE GRAIN TOOLKIT: EMPOWERING MANUFACTURERS WITH RESOURCES FOR SUCCESS	Bo Dohmen, FoodDrinkEurope, BE

Lecture Hall	17:15 – 17:35	CONSUMER BEHAVIOR AND ATTITUDES ABOUT WHOLE GRAINS	
		WHOLE GRAIN FOOD TRENDS: UNDERSTANDING CONSUMER CHOICES AND WHAT DRIVES WHOLE GRAIN PURCHASES	Kathy La Macchia, Grains & Legumes Nutrition Council, AU
Lecture Hall	17:35 – 18:15	STRATEGIES FOR CREATING CONSUMER BEHAVIOR CHANGE AND INCREASED DEMAND	
	17:35 – 17:55	COOKING FOR CHANGE AND MAKING WHOLE GRAINS THE NEW NORM	Jessie Sommarström, Sodexo, SE (online)
	17:55 – 18:15	TRANSFORMING THE FOOD ENVIRONMENT: HOW INDUSTRY CAN INFLUENCE AND NUDGE CONSUMERS TO CHANGE THEIR HABITS	Yana Manyuk, Social and Behavioral Change Advisor, Sight and Life Foundation, CH (online)
Lecture Hall	18:15 – 18:30	CLOSING REMARKS	
		WORKING TOGETHER TO CHART A PATH FORWARD	Caroline Sluyter, Oldways Whole Grains Council, US
19:00 – 21:30		WELCOME RECEPTION	
WELCOME RECEPTION at “Stratosphere”, Palaisstraße 1, 32756 Detmold, DE			

21:45 – 22:15 pm Bus Transfer Detmold- Bad Salzufen

Tuesday, 1 April 2025

07:45 – 08:30

Bus Transfer Bad Salzufflen - Detmold

WORKSHOP

Workshop 1

INGREDIENT AND FOOD PROCESSING

Room: MRI Canteen

Room Host: Dhan Bhandari - AHDB (retired), UK

Table Hosts: Mikkel Andersen, Bernard Bonjean, Christophe Courtin, Bertrand Matthäus, Valentina Narducci, John Taylor

Workshop 2

DISTRIBUTION AND SALES OF WHOLE GRAIN FOODS TO CONSUMERS

Room: Pavillon

Room Host: Caroline Sluyter- Oldways Whole Grains Council, US

Table Hosts: Maria Alexandersson, Sara Grafenauer, David Kamau, Hsi-Mei Lai, Alfred Mar

Workshop 3

INFLUENCING CONSUMER BEHAVIOR

Room: Exhibition Hall

Room Host: Eleanor Beck- UNSW, AU

Table Hosts: Kristof Brijs, Silvia Folloni, Kathy La Macchia, Alexandra Meynier, Rikard Landberg, Jan-Willem van der Kamp, ,

08:00 – 09:00

EXHIBITION & POSTER VIEWING (Exhibition Hall)

08:30-08:45

Instructions Refresh for Table Hosts (by invitation only)

Veronika Haslinger

09:00 – 09:30

INTRODUCTION TO THE WORKSHOP (WS) TOPICS & FORMAT

Lecture Hall Room

Chairs:

Sara Grafenauer- UNSW AU

Maria Alexandersson- Swedish Whole Grain Partnership, SE

Introduction to the WS on Ingredients and Food Processing (WG1)

Dhan Bhandari

incl. time for questions

Introduction to the WS on Distribution and Sales of Whole Grain Foods to Consumers (WG2)

Caroline Sluyter

incl. time for questions

Introduction to the WS on Influencing Consumer Behaviour (WG3)

Eleanor Beck

incl. time for questions

Introduction to the Workshop Format

Veronika Haslinger

09:30 – 09:40

MOVE TO WORKSHOP ROOMS

09:40 – 11:40

WORLD CAFÉ IN 3 ROUNDS

Workshop Rooms

Chair:

Room Host

Introduction of the Room Host
Discussion Round 1
Discussion Round 2 (rotate to a new table)
Discussion Round 3 (rotate to a new table)

11:40 – 12:20

COFFEE BREAK (Exhibition Hall)

12:20 – 13:30		WORLD CAFÉ – HIGHLIGHT THE ESSENCE	
Workshop Rooms	Chair:	Room Host	
		Highlight the essence	
		Pitch Session	
		Discussion	
		Individual Preferences	
13:30 – 14:20		LUNCH BREAK with exhibition and poster viewing (Exhibition Hall)	
14:20 – 15:50		LECTURE HALL REPORTING AND DISCUSSING SESSION	
Lecture Hall	Chairs:	Sara Grafenauer- UNSW AU	
		Maria Alexandersson, Swedish Whole Grain Partnership, SE	
		First reporting on Brainstorming Ingredients and Food Processing (WG1)	Dhan Bhandari
		First reporting on Brainstorming Distribution and Sales of Whole Grain Foods to Consumers (WG2)	Caroline Sluyter
		First reporting on Influencing Consumer Behaviour (WG3)	Eleanor Beck
		Floating panel discussion	
15:50 - 16:20		COFFEE BREAK (Exhibition Hall) with change of room	
16:20 – 18:00		WORKSHOP ON ACTION DEFINING	
Workshop Rooms	Chair:	Room Host	
		Workshop on action defining	Table Hosts
18:00 – 18:30		EXHIBITION & POSTER VIEWING (Exhibition Hall)	
18:30 – 19:00		Bus transfer from Conference Venue to the Dinner Venue	
19:00 – 22:00		GALA DINNER	
		GALA DINNER at Hotel Maritim, Parkstraße 53, 32105 Bad Salzuflen)	
22:00 - 22:30		Bus Transfer Bad Salzuflen - Detmold	

Wednesday, 2 April 2025

07:45– 08:30

Bus Transfer Bad Salzuflen - Detmold

08:30 – 09:50

WORKSHOP II ON ACTION DEFINING

Workshop
Rooms

Chair:

Room Host

Workshop on action defining

Table Hosts

Pitch session**Discussion and Interest Indication**

09:50– 10:00

Break and change of room

10:00– 11:00

NEW ADVANCEMENTS IN THE FIELD
SHORT ORALS ON POSTERS

Lecture Hall

Chairs:

Christophe Courtin, KU Leuven, BE

Pieter van't Veer, WUR, NL

Best poster presentations on Whole Grain Research and Technology**Best poster presentations on Increasing Use/Availability of Whole Grains in Products****Award Ceremony**

11:00– 11:30

COFFEE BREAK with Exhibition & Poster Viewing
(Exhibition Hall)

11:30 – 12:30

SHARING THE OUTCOMES OF THE WORKSHOPS

Lecture Hall

Chairs:

Sara Grafenauer- UNSW AU

Maria Alexandersson, Swedish Whole Grain Partnership, SE

**Final summary on Ingredient and Food Processing
incl. some time for comments/questions from the Lecture Hall**

Dhan Bhandari

**Final summary on Distribution and Sales of Whole Grain Foods to Consumers
incl. some time for comments/questions from the Lecture Hall**

Caroline Sluyter

**Final summary on Influencing Consumer Behaviour
incl. some time for comments/questions from the Lecture Hall**

Eleanor Beck

12:30 – 13:30

PANEL DISCUSSION ON A COMMON STRATEGY
How to increase the Whole Grain Consumption

Lecture Hall

Moderation:

Caroline Sluyter- Oldways Whole Grains Council, US

Carlos Abundancia (Eufic), Mikkel Andersen (Lantmännen Unibake); Yulia Berezhnaya (PepsiCo); Ece Durukan (CEEREAL, Cereal Partners Worldwide); Didier Jans (AIBI); Rikard Landberg (Chalmers University)

13:30– 14:00

FINAL CONCLUSIONS, FUTURE ACTIONS AND CLOSING

Lecture
Hall

Dhan Bhandari
Caroline Sluyter
Eleanor Beck
ICC and AGF

14:00 – 14:30

Lunch to Go

14:30

END OF THE 8TH INTERNATIONAL WHOLE GRAIN SUMMIT

14:15 – 15:15

WGS CORE-COMMITTEE MEETING (BY SEPARATE INVITATION ONLY)