

8TH INTERNATIONAL WHOLE GRAIN SUMMIT

"Driving whole grain adoption throughout the food supply chain"

March 31- April 2, 2025 | Detmold, Germany

WGS
2025

PROGRAMME

AGF
Arbeitsgemeinschaft Getreideforschung e. V.

ICC 70 Years
1955 - 2025



WHOLE GRAIN
INITIATIVE

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, 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 – 01:35

Lunch Break, Exhibition & Poster Viewing

Exhibition Hall

01:35 – 3:45

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

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

Lecture Hall	01:35 – 01:55	WHOLE GRAINS & SUSTAINABILITY	
		WHOLE GRAINS' ROLE FOR A SUSTAINABLE, RESILIENT FUTURE	Peiman Milani, Rockefeller Foundation, KE
Lecture Hall	01:55 – 02:15	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	02:15 – 02:45	OPPORTUNITIES TO BETTER EVALUATE THE HEALTH EFFECTS OF PROCESSED FOODS	
	02:15 – 02:30	CATEGORISATION OF FOODS BY DEGREE OF PROCESSING - OPPORTUNITIES AND THREATS	Eleanor Beck, UNSW, AU
	02:30 – 02:45	DIFFERENTIATING WHOLE GRAIN FOODS ACROSS THE NOVA CLASSIFICATION SYSTEM, INCLUDING THE "ULTRA-PROCESSED FOODS CATEGORY	Elissa Price, UNSW, AU
Lecture Hall	02:45 – 03:45	SUPPLY & UPTAKE OF WHOLE GRAINS	
	02:45 – 03:05	BRIDGING SCIENCE AND PRACTICE: ENHANCING AFFORDABILITY AND ACCESS TO WHOLE GRAIN FOODS FOR HEALTHIER DIETS"	David Kamau, FWGA, KE
	03:05 – 03:25	EXAMINING EMERGING EUROPEAN MARKETS AND THE FACTORS THAT INFLUENCE THE WHOLE GRAIN CONSUMPTION	Alfred Mar, ICC-AUSTRIA, AT
	03:25 – 03:45	ASSESSING THE MARKET STATUS OF WHOLE GRAIN FOODS IN SOUTH KOREA	Gary G. Hou, SPC Group, KR (online)

03:45 – 04:15

Break, Exhibition & Poster Viewing

Exhibition Hall

04:15 – 06:30

Session 3: Driving Increased Whole Grain Adoption

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

Lecture Hall	04:15 – 05:15	ENGAGING THE PRIVATE SECTOR	
	04:15 – 04:35	DRIVING TRANSFORMATION TOGETHER: THE POWER OF PUBLIC-PRIVATE PARTNERSHIPS	Rikke Iben Neess, Danish Whole Grain Partnership, DK / Maria Alexandersson, Swedish Whole Grain Partnership, SE
	04:35 – 04:55	HOW FOOD COMPANIES CAN CHAMPION WHOLE GRAINS FOR BETTER HEALTH	20-minute video showcasing 10-12 companies promoting WGs
	04:55 – 05:15	CREATING A WHOLE GRAIN TOOLKIT: EMPOWERING MANUFACTURERS WITH RESOURCES FOR SUCCESS	Bo Dohmen, FoodDrinkEurope, BE

Lecture Hall	05:15 – 05:35	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	05:35 – 06:15	STRATEGIES FOR CREATING CONSUMER BEHAVIOR CHANGE AND INCREASED DEMAND	
	05:35 – 05:55	COOKING FOR CHANGE AND MAKING WHOLE GRAINS THE NEW NORM	Jessie Sommarström, Sodexo, SE (online)
	05:55 – 06:15	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	06:15 – 06:30	CLOSING REMARKS	
		WORKING TOGETHER TO CHART A PATH FORWARD	Caroline Sluyter, Oldways Whole Grains Council, US
07:00 – 09:30		WELCOME RECEPTION	
<p style="text-align: center;">WELCOME RECEPTION at “Stratosphere”, Palaisstraße 1, 32756 Detmold, DE</p>			

09:45 – 10:15 pm Bus Transfer Detmold- Bad Salzufen

Tuesday, 1 April 2025

07:45 – 08:30 Bus Transfer Bad Salzuflen - Detmold

WORKSHOP

Session 1	INGREDIENT AND FOOD PROCESSING Room: MRI Canteen Room Host: Dhan Bhandari Table Hosts: Christophe Courtin, John Taylor, Mikkil Andersen, Bernard Bonjean, Bertrando Matthäus, Valentina Narducci
Session 2	DISTRIBUTION AND SALES OF WHOLE GRAIN FOODS TO CONSUMERS Room: Pavillon Room Host: Caroline Sluyter Table Hosts: David Kamau, Sara Grafenauer, Alfred Mar, Maria Alexandersson, Hsi-Mei Lai
Session 3	INFLUENCING CONSUMER BEHAVIOR Room: Exhibition Hall Room Host: Eleanor Beck Table Hosts: Kathy La Macchia, Rikard Landberg, Jan-Willem van der Kamp, Kristof Brijs, Alexandra Meynier, Silvia Folloni

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 Maria Alexandersson	
	Introduction to the WS on Ingredients and Food Processing incl. time for questions	Dhan Bhandari
	Introduction to the WS on Distribution and Sales of Whole Grain Foods to Consumers incl. time for questions	Caroline Sluyter
	Introduction to the WS on Influencing Consumer Behaviour incl. time for questions	Eleanor Beck
	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 – 01:30 WORLD CAFÉ – HIGHLIGHT THE ESSENCE

Workshop Rooms

Chair: Room Host

Highlight the essence

Pitch Session

Discussion

Individual Preferences

01:30 – 02:20 LUNCH BREAK with exhibition and poster viewing
(Exhibition Hall)

02:20 – 03:50 LECTURE HALL REPORTING AND DISCUSSING SESSION

Lecture Hall

Chairs: Sara Grafenauer
Maria Alexandersson

First reporting on Brainstorming Ingredients and Food Processing Dhan Bhandari

First reporting on Brainstorming Distribution and Sales of Whole Grain Foods to Consumers Caroline Sluyter

First reporting on Influencing Consumer Behaviour Eleanor Beck

Floating panel discussion

03:50 - 04:20 COFFEE BREAK (Exhibition Hall) with change of room

04:20 – 06:00 WORKSHOP ON ACTION DEFINING

Workshop Rooms

Chair: Room Host

Workshop on action defining Table Hosts

06:00 – 06:30 EXHIBITION & POSTER VIEWING (Exhibition Hall)

06:30 – 07:00 Bus transfer from Conference Venue to the Dinner Venue

07:00 – 10:00 GALA DINNER

GALA DINNER at Hotel Maritim, Parkstraße 53, 32105 Bad Salzuflen (organized bus transfer)

10:00 – 10:30 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:	tbd	
		Best poster presentations on Ingredient and Food Processing	
		Best poster presentations on Distribution and Sales of Whole Grain Foods to Consumers	
		Best poster presentations on Influencing Consumer Behaviour	
	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	
		Maria Alexandersson	
		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 – 01:30 PANEL DISCUSSION ON A COMMON STRATEGY How to increase the Whole Grain Consumption

Lecture Hall	Moderation:	<i>Caroline Sluyter</i>
		Carlos Abundancia (Eufic), Mikkel Andersen Lantmännen Unibake); Ece Durukan (CEEREAL, Cereal Partners Worldwide); Didier Jans (AIBI); Rikard Landberg (Chalmers University);

01:30– 02:00

FINAL CONCLUSIONS, FUTURE ACTIONS AND CLOSING

Lecture
Hall

Dhan Bhandari
Caroline Sluyter
Eleanor Beck
ICC and AGF

02:00 – 02:30

Lunch to Go

02:30

END OF THE 8TH INTERNATIONAL WHOLE GRAIN SUMMIT

02:15 – 03:15

WGS CORE-COMMITTEE MEETING (BY SEPARATE INVITATION ONLY)