

A close-up photograph of a white bowl filled with golden-brown cereal. A silver spoon is lifted from the bowl, holding three cereal pieces that are arranged to form a smiley face. The background is a solid dark teal color.

BUILDING WHOLE GRAIN GENERATIONS

Through Public Private
Partnerships



Cereal Partners Worldwide
Nestlé and General Mills

WHY WHOLEGRAIN MATTERS?

A diet low in whole grains resulted in **almost 270,000 avoidable deaths from all causes in 2016**, of which **250,000** are deaths from cardiovascular disease in Europe
(Global Burden of Disease study 2016)



WHOLEGRAIN ADVOCACY: OBJECTIVES

- 1. Encourage more people to make whole grain a habit as part of a healthy balanced diet**
- 2. Drive better awareness** of the health benefits of whole grain for health & well-being
- 3. Identify opportunities to put Whole Grain higher on the agenda of national public authorities/policy-makers**
- 4. Realise WholeGrain Partnership** as a vehicle to promote whole grain consumption underpinned by a strong identity and voice
- 5. Build a harmonized definition** of WG foods in ASEAN, **quantitative WG recommendation** and establishing **consistent criteria for labelling WG products**



UNLOCKING A WHOLEGRAIN MOVEMENT

Creating a wholegrain “movement” + demonstrating our commitment to helping more people enjoy a wholegrain-rich diet in more markets

WG QUANTITATIVE RECOMMENDATION

EAT 48g OR MORE OF
WHOLE GRAINS DAILY



Nestle Cereals deliver
1 of your 3 a day

IGNITING A WHOLEGRAIN TREND



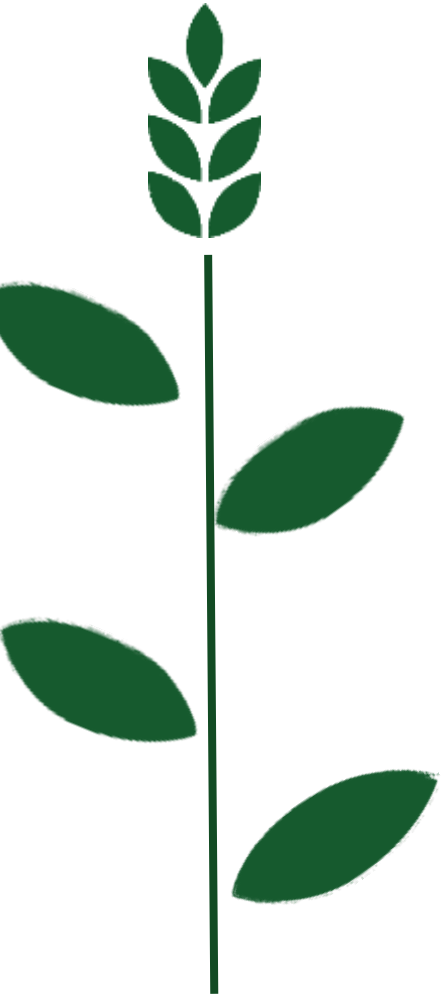
WG talked about by more
people

WG BENEFITS BEYOND PRODUCT CLAIMS



WG benefits shared by
credible organisations

LABELLING OF WHOLE GRAIN AROUND THE WORLD



Minimum WG per serving:

- In the United States and Canada (Wholegrain Council), Australia (Grains and Legumes Nutrition Council), and the UK (Institute of Grocery Distribution) **8 grams of whole grain per serving** has been recognized as a significant amount to be eligible for whole grain labelling

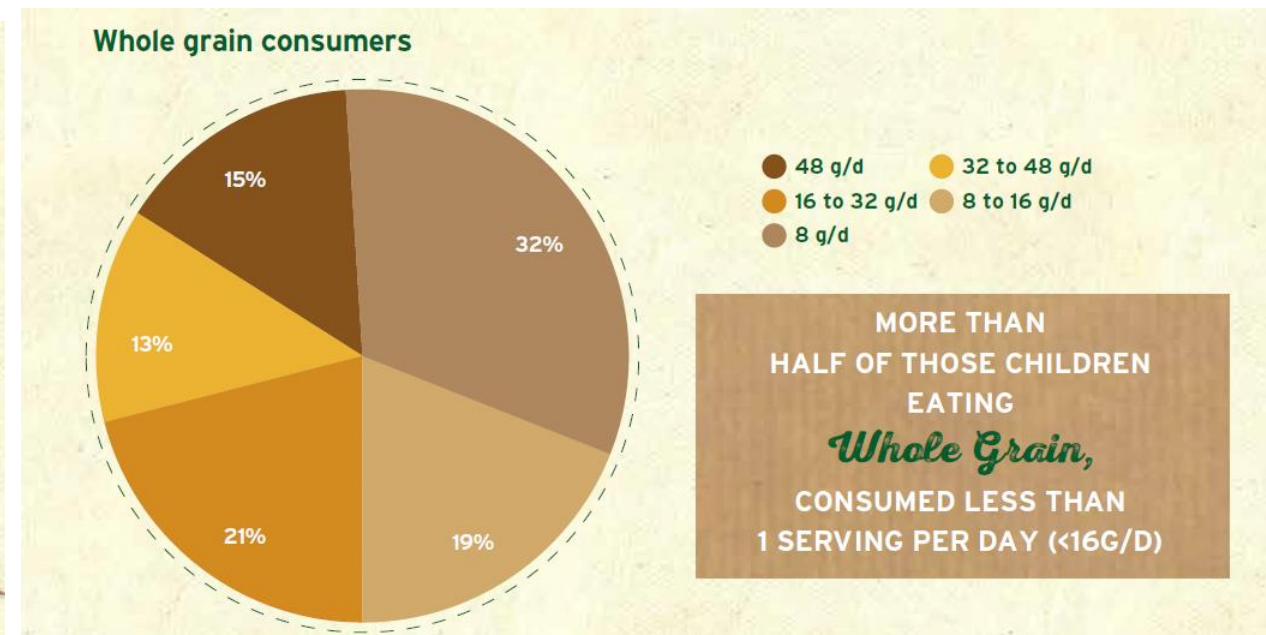
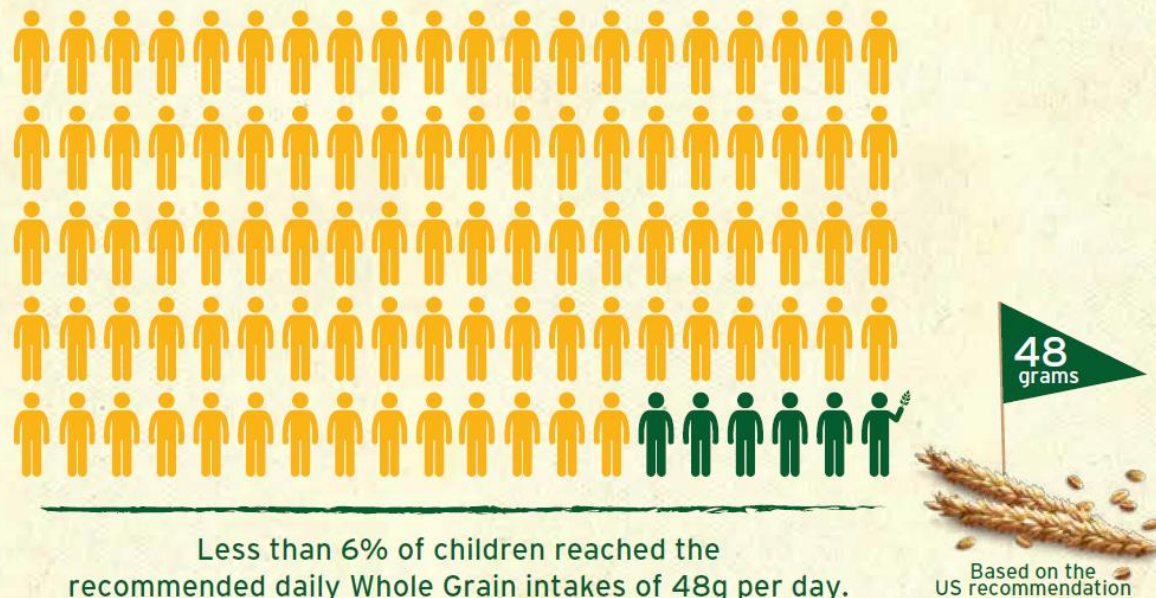
Based on the US daily recommendation equivalent to 48g/d, we believe that 8g of whole grain per serve of grain food is a significant amount that should be a minimum content level for labelling

IN SEA PEOPLE ARE MISSING OUT WHOLE GRAIN BENEFITS

BASED ON THE RESULTS OF DIETARY INTAKE RESEARCH IN COLLABORATION WITH
NEWCASTLE UNIVERSITY AND HEALTH PROMOTION BOARD:

94% of children in Singapore did not meet the
whole grain intake recommendation

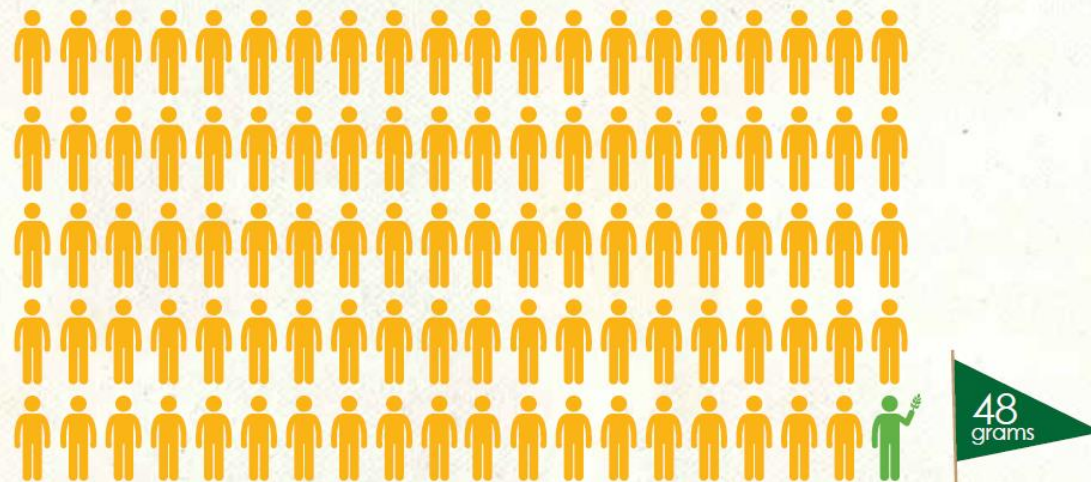
Whole grain intakes are very low and 6 out of
10 children are not eating any whole grain



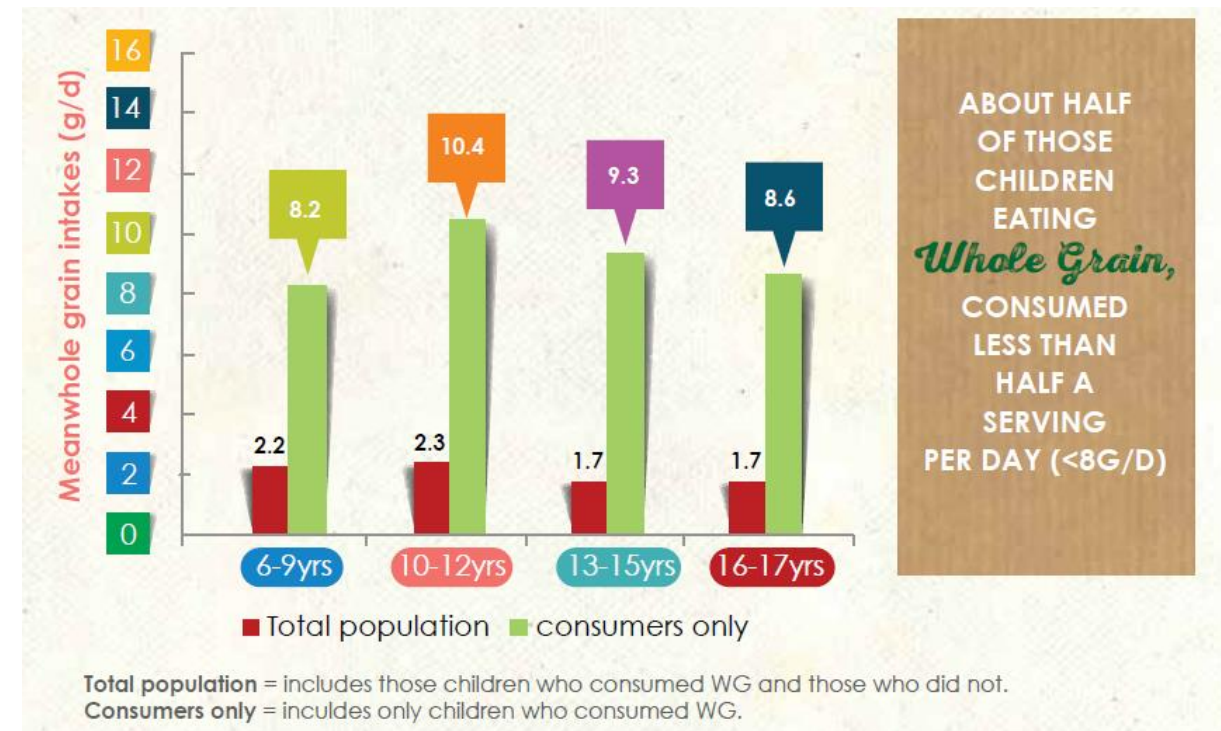
IN SEA PEOPLE ARE MISSING OUT WHOLE GRAIN BENEFITS

BASED ON THE RESULTS OF DIETARY INTAKE RESEARCH IN COLLABORATION WITH NUTRITION SOCIETY OF MALAYSIA:

99% of children in Malaysia did not meet the whole grain intake recommendation

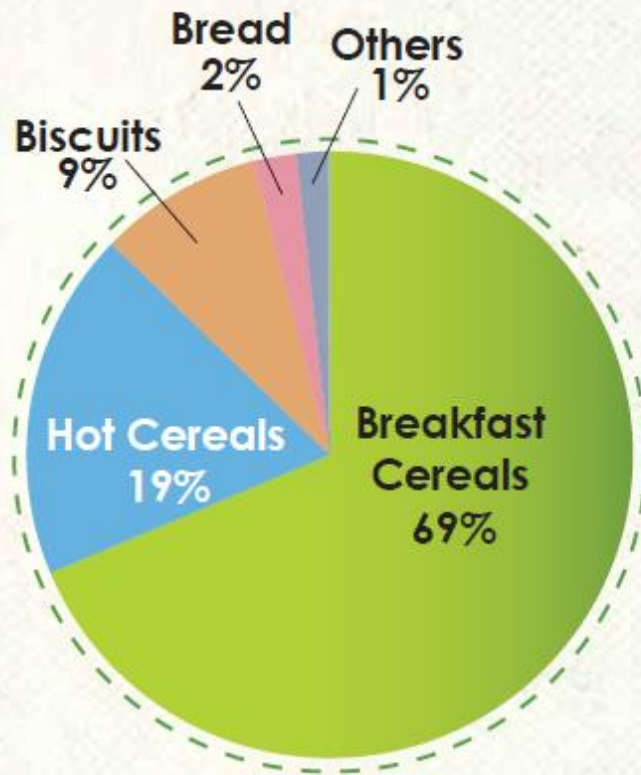


The U.S. recommendation for Whole Grain is 48 grams per day.

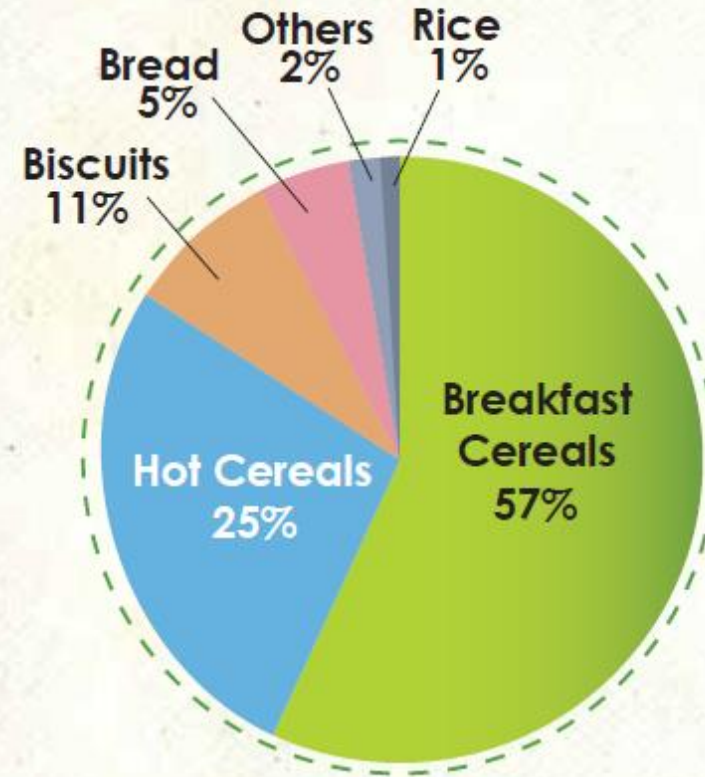


BREAKFAST CEREALS ARE THE MAJOR CONTRIBUTOR TO WHOLE GRAIN INTAKES

99.5% of Whole Grain in breakfast cereals was provided by Nestlé Breakfast Cereals.



Children (6-12yrs)

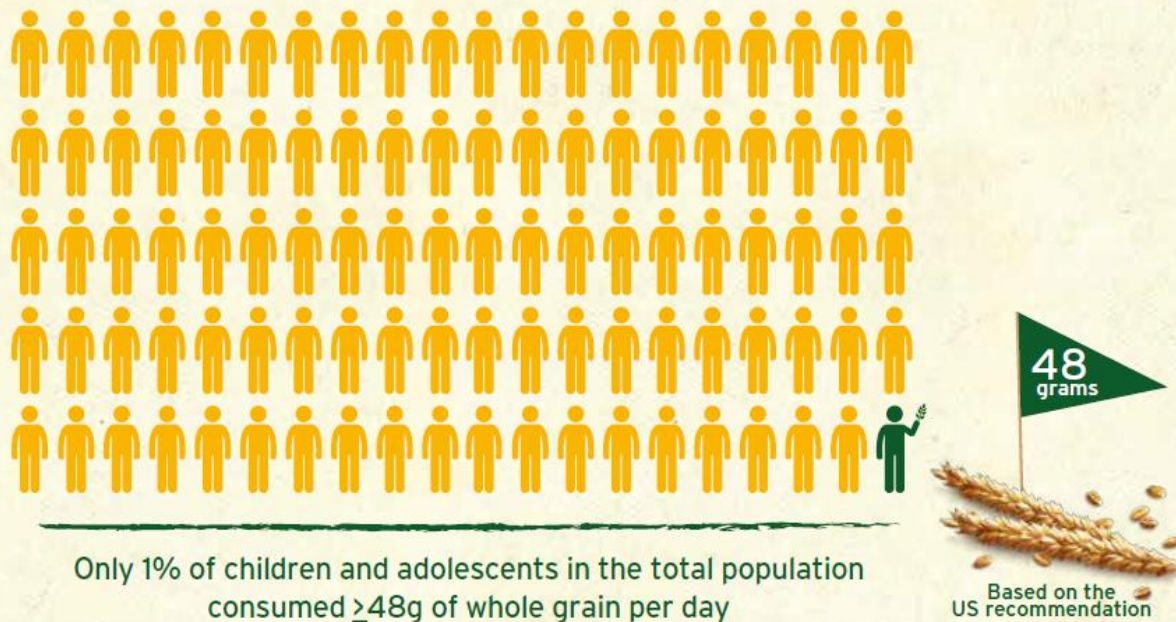


Teenagers (13-17yrs)

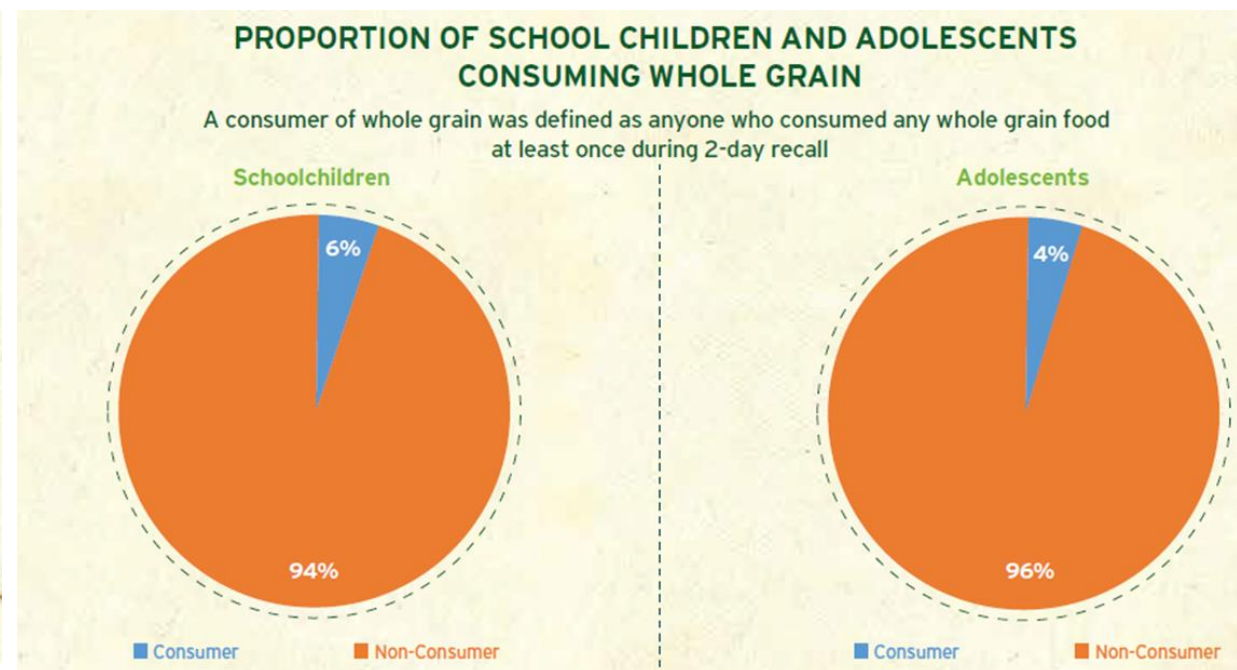
IN SEA PEOPLE ARE MISSING OUT WHOLE GRAIN BENEFITS

BASED ON THE RESULTS OF DIETARY INTAKE RESEARCH IN COLLABORATION WITH FOOD AND NUTRITION RESEARCH INSTITUTE (FNRI-DOST):

99% of children in Philippines did not meet the whole grain intake recommendation

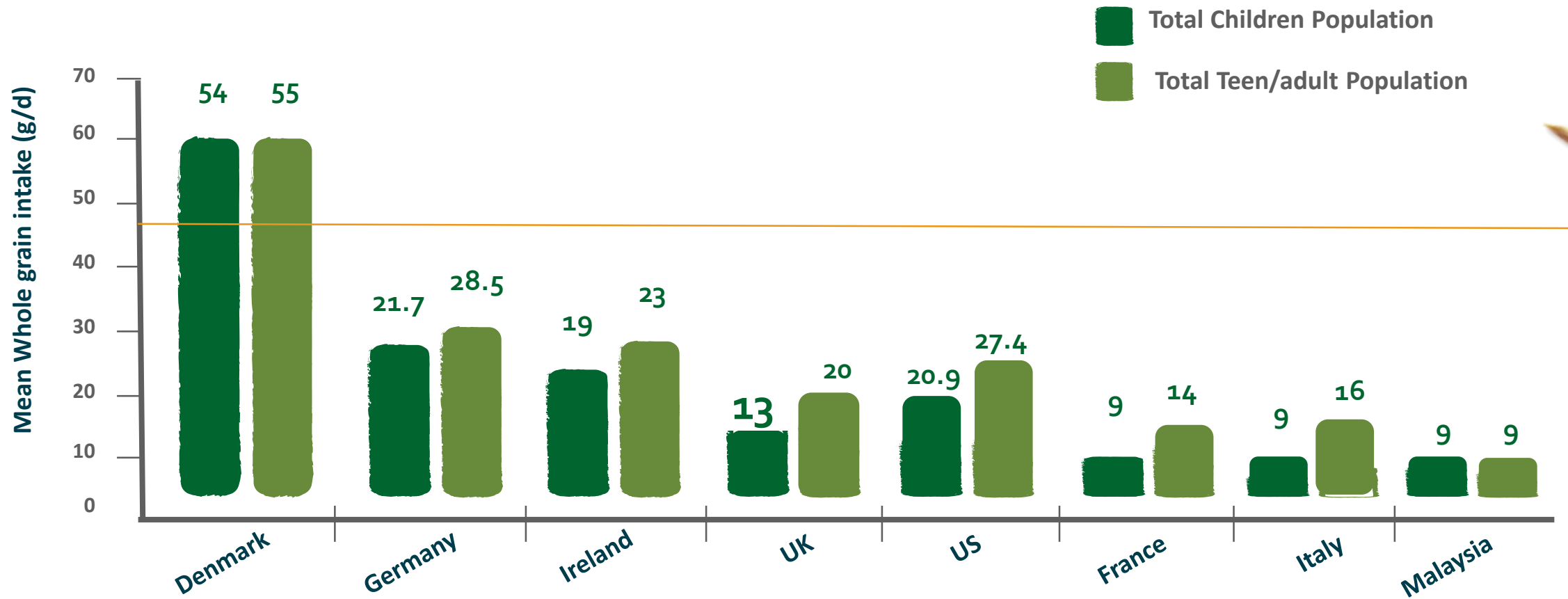


Only 1 in 20 Filipino children and adolescents eat whole grains



FEW PEOPLE ARE ACHIEVING THE US RECOMMENDATION OF 3 SERVINGS (48g) WHOLE GRAIN A DAY

Global overview of the Whole Grain intakes (g/d) in Children & Teenagers



HOW THE RESEARCH TURNS INTO CONSUMER COMMUNICATION?



PARTNERING ON WHOLE GRAIN FOR HEALTH AND WELL-BEING

REALISATION OF A PPP

MISSION: Encouraging more Indonesians to consume more whole grain



Solidifying a strong whole grain identity & voice

PRIORITIES:

1. Creating an enabling regulatory environment and whole grain labelling standards
2. Establishing a daily quantitative dietary recommendation for whole grain, and translating this into meaningful advice for the consumer
3. Increasing accessibility and availability of whole grain products to make whole grain a natural part of the diet
4. Communication, Outreach and Events - creating information campaign to educate, spread the whole grain narrative around the positive benefits of whole grain and dispel whole grain myths

WHY PUBLIC PRIVATE PARTNERSHIPS: BENEFITS

- Creates awareness of the problem
- Creates acceptance of the objective
- Conveys a common message
- Promotes healthier product development
- Increases availability and demand for healthier products
- Facilitates new innovative solutions
- Pools stakeholder finances towards larger overall budget
- Encourages networking

DANISH WHOLE GRAIN PARTNERSHIP - MODEL ROADMAP

VISION: the partnership promoted public health by increasing the average consumption of whole grain within the Danish population

MISSION: increasing the availability of whole grain products and generate a behavioral change through awareness-raising activities on the positive effects of eating whole grain on health



- Spurred by the Atkins diet hype, the Danish Whole Grain Campaign started as public health campaign in Jan 2009
- Composed of Danish Food Agency, food manufacturers and health groups
- The campaign had a clear whole grain recommendation from the outset (75g per day)

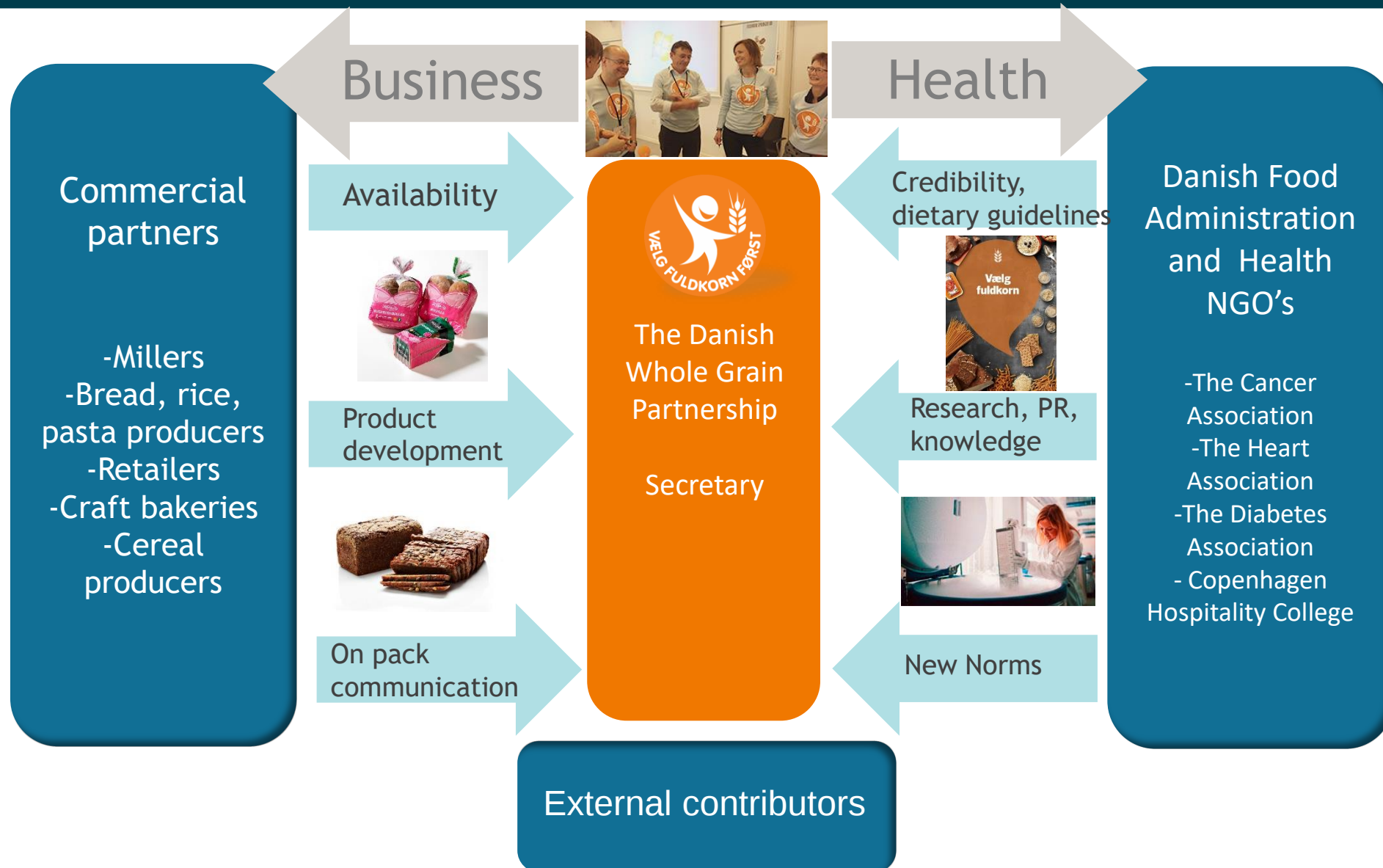
RESULTS resulted in an increase in whole grain consumption by 72% from 36g/day in 2008 to 63g/day in 2014.

DANISH WHOLE GRAIN PARTNERSHIP: THEMATIC CAMPAIGNS

- In February 2012, a campaign was launched: **Have Young Men Eat More Whole Grain**
- By scanning the QR code on campaign posters, people could access the campaign site with information about whole grain recipes for “hangovers” and a competition to win two tablets
- The campaign took place on social media
- The campaign theme was: youth should not miss out on the whole grain
- Outcome: Increase in awareness of logo for the age group 18-25 went up from 10% to 63%



PARTNER ROLES AND CONTRIBUTIONS



PARTNERSHIP: THE SECRET FOR SUCCESS

- Work long-term
- Common basis: Goal, knowledge base, secretariat
- Mutual benefits
- Strong governmental and NGO support
- Mutual trust and respect
- Measurable performance goals - formulate a strategy and actions plans
- Clear distribution of roles
- Equality, democratic and transparent decision processes
- Celebrate successes
- Dynamic activities
- Commitment among the participating stakeholders
- Continuous dialogue is essential

UNLOCKING WHOLE GRAIN AT A POLICY LEVEL

The Joint Research Centre (JRC) report issued in November 2017 represents a **political turning point** with whole grain being recognized as an integral component of a healthy diet



Moves WG higher up the policy agenda

Provides political precedent & blueprint for future prioritization and action on WG

Paves the way for unlocking a whole grain movement across Europe in 2018

