HEALTHY CEREAL FOODS FOR CONSUMERS

HEALTHGRAIN FORUM

The HEALTHGRAIN Forum (www.healthgrain.org) based in Europe and with links worldwide, is an active network of universities, institutes and industries interested in grain and grain based products. It started in 2010 for continuing research, networking and communication activities of the HEALTHGRAIN EU project (2005-2010), the largest cereal-health project ever, and is acting as the Nutrition and Health Task Force of ICC, the International Association for Cereal Science and Technology (www.icc.or.at). For joining the Forum, see www.healthgrain.org/membership.

The mission of the HEALTHGRAIN Forum is to promote science-based concepts fully unlocking the health promoting potential in the entire grain food production chain to obtain healthy, convenient and appealing foods.

The vision of the Healthgrain Forum is that grain-based foods assist consumers in health maintenance worldwide, help reduce health care costs and provide added value for companies in the production chain from farm to fork.

The Forum, based in Europe and with links worldwide, is formulating priorities for research and is developing a range of communications activities, with the overall aim of increasing consumers’ intake of protective components in whole grains.

Promoting research for cereal technology and nutrition

Based on its research priorities the Forum is working at:

1. Enhancing cooperation between member organisations in research.
   The Forum initiated the “Well on Wheat” project (2017-2019), an evidence-based evaluation of the effects of wheat types and food processing in the context of wheat and gluten avoidance.
3. Cooperation with other parties for providing high quality academic and industrial cereal expertise in food and health research programmes and projects.

Communication of cereals–health findings and issues

The Forum’s communication plan identifies new results and issues deserving enhanced communication. Target groups include all actors in the cereal production chain and nutrition scientists, health professionals, dieticians, policy makers and global food authorities.

Key activities are:

1. Communication of HEALTHGRAIN Forum results in conferences and peer-reviewed publications.
2. Publication of definitions for whole grain raw materials and products, and of science based quantitative recommendations for whole grain intake.
3. Participation in (inter-) national scientific conferences and organisation of dedicated symposia, focussing on the health benefits of whole grain and its bioactive components.

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Chalmers Tekniska Högskolan, Sweden
Chopin Technologies, France
Danish Whole Grain Campaign, Denmark
De Vries Nutrition Solutions, the Netherlands
ETH Zürich, Switzerland
Federico II University of Naples (UniNa), Italy
Finnish Bread Information (Leipätiedotus ry), Finland
GoodMills Innovation GmbH, Germany
Grains & Legumes Nutrition Council, Australia
Innova Management, Switzerland
International Association for Cereal Science and Technology (ICC), Austria
Katholieke Universiteit Leuven, Belgium
Kellogg, United States
Lantmännens Research Foundation, Sweden
Maastricht University (UM), the Netherlands
Manchester Metropolitan University, UK
Max-Rubner-Institut, Bundesforschungsinstitut für Ernährung und Lebensmittel (MRI), Germany
Mondelēz International, France
National Agricultural Research and Innovation Centre (NARIC), Hungary
Nederlands Bakkerij Centrum (Dutch Bakery Centre, NBC), the Netherlands
Nestlé, Switzerland
Newcastle University, United Kingdom
Nofima, Norway
Openfields, Italy
Oy Karl Fazer Ab, Finland
Passion Céréales, France
Puratos, Belgium
Senson, Finland
Stefan Steinmetz GmbH & Co. KG, Germany
Swedish University of Agricultural Sciences (SLU), Sweden
Technical Research Centre of Finland (VTT), Finland
The Netherlands Organisation for Applied Scientific Research (TNO), the Netherlands
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