

# HOW WE WORK

- Health maintenance worldwide,
- help reduce health care costs and
- provide added value for companies in the production chain

- To promote science based concepts
- fully unlocking the health promoting potential in the entire grain zero waste processing chain
- to obtain healthy, appealing and personalized foods

MISSION  
VISION  
GOAL  
STRATEGY

Knowledge inventory

Available Knowledge

APPLYING KNOWLEDGE

EVALUATING KNOWLEDGE

SHARING KNOWLEDGE

More production of healthy cereal and grain based foods assist consumers in the healthy choice

# HOW WE INFLUENCE

We promote communication, collaboration and joint research activities in the frame of grain technology and nutrition:

*We represent a multi-disciplinary platform to boost collaboration between companies and research organizations and improve communication on cereals and grains.*

- Sharing knowledge of latest discoveries, governments activities, trends and product launches in internal workshops twice a year
- Publish science-based opinion papers on relevant topics in cereal science and technology
- Organise webinars on technology, science and strategy advances



[www.healthgrain.org](http://www.healthgrain.org)

# WHERE WE INFLUENCE



HGF Influence on the Food Value Chain

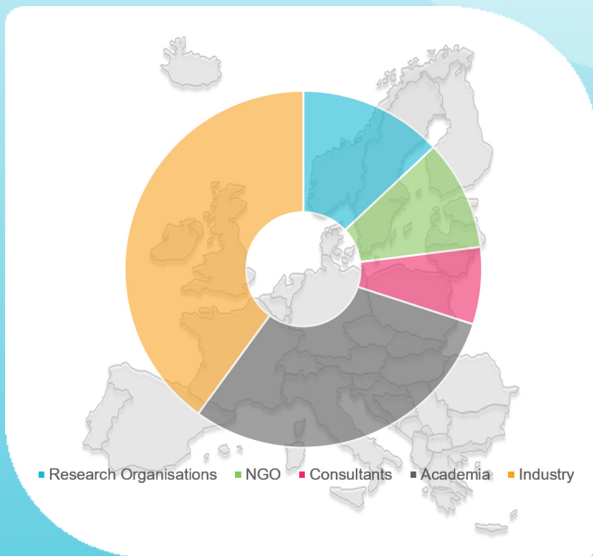
# HGF OUTPUT

Our platform contributes developing healthy, sustainable and appealing cereal and grain-based foods via:

- Contributing to international working groups to represent HGF member's positions and interests.
- Creating high impact scientific publications (list of publications produced by the different activities)
- Contribution to Regulatory-documents such as whole grain food ingredient and whole grain foods definitions

# MISSION

- **Lead collaborations** amongst partners from different sectors, covering the cereal and grain value chain to develop actionable strategies from sourcing, production and consumption
- Promote “understandable” **science-based communication** on the benefits of healthy grains
- Generate strong science expertise to fully **unlock** and protect the **health promoting potential** in the entire cereal and grain processing
- Generate technology discoveries to **produce** safe, **healthy, convenient** and **appealing** cereal and grain foods



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*With our mission we aim to promote accessible changes in the nutrition of people by successful, purpose-driven collaborations amongst private and public sectors.*  
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# OUR ALLIANCES

- International Association for Cereal Science and Technology (AT)
- Cereals and Grains Association (US)
- Whole Grain Initiative (AT)
- Whole Grains Council (US)



## Contact Information



**Healthgrain Forum**  
P.O.Box 1000  
FI-02044 Finland

**Chair:** Prof. Nesli Sözer (VTT, FI)  
**Communication Officer:** Dr. Jan de Vries (NutritionSolution, NL)  
**Secretary:** Caroline Placchetta (ICC, AT)

✉ [office@healthgrain.org](mailto:office@healthgrain.org)  
🌐 [www.healthgrain.org](http://www.healthgrain.org)



**HEALTHGRAIN  
FORUM**

# VISION

Cereal and grains are healthy and sustainable energy sources to people worldwide. They have the potential to become the driver for a better nutrition, contributing to the prevention of most common diseases and health conditions.

The Healthgrain Forum strives to ensure availability of healthy, appealing and affordable cereal and grain foods.

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*More healthy cereal and grains foods produced and consumed*  
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**To achieve our vision, we initiate and support:**

- Purpose-driven collaboration between cross-functional expert teams from academia and the private sector, creating a dialogue and cross-fertilization of ideas
- The implementation of norms, technologies and business strategies to make healthy cereals and grains a reality in everybody's eating habits
- Knowledge and expertise building across the food value chain for individuals and companies