



HEALTHGRAIN

HEALTHGRAIN Final Conference
Enhancing health benefits of cereal foods - results, perspectives, challenges

5-7 May 2010
Scandic Star hotel, Lund, Sweden

The objectives of the conference are to set out the state of the art on cereal grain science and technology, to disseminate HEALTHGRAIN results, and discuss their impact for the future.

Wednesday 5 May 2010

17.30–19.30 *Opening Session*

- 17.30–17.40** **Cereal foods and health – where are we now?**
 Kaisa Poutanen, HEALTHGRAIN Coordinator, VTT, Finland
- 17.40–18.00** **Food and Health as a research challenge in European Union**
 Danièle Tissot, European Commission, Belgium
- 18.00–18.30** **Public health nutrition - scenarios and health claims** Hans Verhagen, RIVM, The Netherlands
- 18.30–19.00** **Cereal grains and healthy foods - challenges for research and industry**
 Baltasar Valles-Pamies, Nestlé Research Centre, Switzerland
- 19.00–19.30** **Epidemiological and clinical studies supporting health benefits of whole grain cereal products**
 Gabriele Riccardi, University of Naples, Italy

19.30–21.00 *Knowledge Plaza with 'smørrebrød' foods and drinks*

Coordination: Jan Willem van der Kamp, Roland Poms

The Knowledge Plaza will provide a unique overview of cereals-health activities:

- A wide range of posters showing results of HEALTHGRAIN and related projects, and
- Table tops by research institutes, companies and organisations communicating to consumers, presenting activities, services and plans related to healthy cereal products and healthy eating.

Thursday 6 May 2010

8.30–15.00 How to promote healthiness by processing and breeding

The wide range of options explored and developed in HEALTHGRAIN for raising levels of beneficial compounds in bread and pasta and for maintaining attractive sensory properties will be outlined, indicating both current application possibilities and new challenges.

New approaches in grain production

- 8.30–8.40 Targeted and facilitated breeding for nutritional quality**
Peter Shewry, Rothamsted Research, United Kingdom
- 8.40–9.00 Variation in bioactive components in wheat and other cereals**
Jane Ward, Rothamsted Research, United Kingdom
- 9.00–9.20 Developing new wheat varieties with enhanced health benefits**
Zoltán Bedo, Agricultural Research Institute of the Hungarian Academy of Sciences, Hungary
- 9.20–9.40 Exploiting genomics and transgenesis for enhanced health benefits of wheat**
Gilles Charmet, INRA, France
- 9.40–10.00 The grain biotechnology toolkit**
Clare Mills, Institute of Food Research, United Kingdom

10.00–10.30 Coffee break

Matching technological and nutritional benefits

- 10.30–10.40 Importance of processing: the issues at stake**
Jan Delcour, Katholieke Universiteit Leuven, Leuven, Belgium
- 10.40–11.00 From classical to innovative milling technologies**
Walter von Reding, Bühler, Switzerland
- 11.00–11.20 Novel dry fractionation technologies**
Xavier Rouau, INRA, France
- 11.20–11.40 The arabinoxylan case**
Christophe Courtin, Katholieke Universiteit Leuven, Leuven, Belgium
- 11.40–12.00 Bioprocessing of bran for improved functionality**
Kati Katina, VTT, Finland

12.00–14.00 Lunch in Knowledge Plaza area

- 14.00–14.20 Impact of process conditions on selected nutritional and quality parameters of bread: outcomes from the EU-FRESHBAKE project**
Alain Le Bail, ONIRIS, France
- 14.20–14.40 Advances in technologies for gluten free products**
Elke Arendt, University College Cork, Ireland
- 14.40–15.00 New consumer product prototypes**
Roberto Ranieri, Barilla, Italy

15.00 – 17.30 Nutrition - Benefits of health promoting compounds and properties

The session will provide an overview of current and new insights in benefits of health promoting compounds and properties of cereal grain based products and will discuss priorities for future research.

15.00–15.20 Benefits of wheat processing on the bioavailability of phenolic acids in relation to potential health effects

Nuria Mateo Anson, Maastricht University, The Netherlands

15.20–15.40 Colonic formation and absorption of short-chain fatty acids from whole grain cereal fractions

Knud Erik Bach Knudsen, University of Aarhus, Denmark

15.40–16.10 *Coffee break*

16.10–16.30 Acute and semi-acute effects on glucose regulation; studies of rye and barley

Elin Östman, Lund University, Sweden

16.30–16.50 Effects of wheat and barley diets on insulin sensitivity and beta-cell function in patients with type 2 diabetes

Anders Frid, Öresund Diabetes Team, Sweden

16.50–17.10 Effects of a “HEALTHGRAIN” diet on metabolic risk factors in subjects predisposed to type 2 diabetes and cardio-vascular disease - a two centre study

Hannu Mykkänen, University of Eastern Finland, Finland

17.10–17.30 Potential of bioactive components in wheat grain fractions – results from human studies

Ruth Price, University of Ulster, Northern Ireland

19.30 *Conference Dinner*

Friday 7 May 2010

9.00–11.00 Consumer attitudes, regulatory issues and communication strategies

- 9.00–9.20 Consumer attitudes to whole grain and functional grain products**
Richard Shepherd, University of Surrey, United Kingdom
- 9.20–9.40 Health-related claims promoting healthy food choices**
Liisa Lähteenmäki, MAPP, Aarhus University, Denmark
- 9.40–9.55 Health statements and claims for cereal grain products in Europe**
David Richardson, DPR Nutrition, United Kingdom
- 9.55–10.10 The HEALTHGRAIN European whole grain definition**
Jan Willem van der Kamp, TNO, The Netherlands
- 10.10–10.30 Shift towards healthy diets - impact on costs of healthcare and quality of life**
Bruce Traill, University of Reading, United Kingdom

10.30–11.00 Coffee break

11.00–12.15 Final Session

The HEALTHGRAIN 2010 + Forum

Enhancing health benefits of cereal foods - the way ahead for research and communication

- 11.00–11.15 Introduction - the HEALTHGRAIN 2010+ Forum**
Kaisa Poutanen, HEALTHGRAIN Coordinator, VTT, Finland
- 11.15–11.30 Strengthening communication with a European basis to all stakeholders**
Jan Willem van der Kamp, TNO, The Netherlands
- 11.30–11.45 HEALTHGRAIN open innovation and HEALTHGRAIN kernel fractions availability for healthier cereal foods**
Roberto Ranieri, Barilla, Italy
- 11.45–12.00 Realising dietary shifts - can the Danish experience be transferred to Europe**
Morten Strunge Meyer, Danish Cancer Society, Denmark
- 12.00–12.15 Communication to consumers of all ages - the power of internet**
David Sutherland, Communications Director, Lycocard project, Caledonian Science Press Ltd, Spain
- 12.15 Final remarks**
Kaisa Poutanen, HEALTHGRAIN Coordinator, VTT, Finland