



HEALTHGRAIN - FORUM -

The best of the grain for consumer well-being

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HEALTHGRAIN FORUM

OBJECTIVES

- Exploit and expand the expertise created in the HEALTHGRAIN project to increase the awareness, availability and acceptability of healthy cereal foods.
- Pull together, stimulate and initiate research facilitating the development, processing and use of healthy cereal foods, including new research projects, continuing and expanding the scientific themes of HEALTHGRAIN
- Continue knowledge and technology sharing between academia, industry and public bodies
- Communicate grain food use issues with EU and global food authorities, policy makers, consumer/health associations and other organizations
- Be the platform for the creation of a broader grain alliance for better health



HEALTHGRAIN FORUM

- **Mission**

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

- **Vision**

Grain based foods assist consumers in health maintenance worldwide, help reduce health care costs and provide added value for companies in the production chain

- **Motto**

More of the grain, the best of the grain for consumer benefit



HEALTHGRAIN FORUM

- The Forum will be administered in the form of an association to be established under the Finnish regulatory system: A not-for-profit association pursuing a networking and scientific aims with the name “HEALTHGRAIN Forum”
- The constitutive meeting was held 6th May 2010 in Lund with 40 founding member organisations, and the first board was elected
- The financial resources of the association will consist of:
 - ✗ the annual membership fees of the member institutions
 - ✗ the entrance fee of those members not part of the EU HEALTHGRAIN network
 - ✗ IPR/trademark licence or related fees
 - ✗ grants, donations or any other income
- The research within the Forum will be carried out by the resources available by the members in their individual projects



HEALTHGRAIN FORUM

ELEMENTS OF ACTIVITIES

RESEARCH

- Establish a Strategic RTD Agenda and action plan
- List the on-going research already in place

COMMUNICATION

- Deliver information through website, intranet, electronic newsletters and personal communication
- Act as an active partner in general discussion on science based opinions, definitions and recommendations

MEETINGS

- Arrange a meeting of members once a year
- Arrange a workshop on specific topics once a year

OPEN INNOVATION

- Facilitate open innovation network

OTHER

- Reference materials
- Use of logo.. Etc tbd



HEALTHGRAIN FORUM

RESEARCH

- Most of the research (95%) is done at national level: The aim is to make links within distinct projects: shared plans, samples and methods, scientist visits
- A joint SRA, Strategic Research Agenda, allowing improvement of the use of grain in human food, will be prepared
- The SRA will be communicated with funding organisations, ETP Food for Life etc. With the aim to raise possibilities for new funding opportunities
- The Forum activities are expected to catalyze joint project applications in smaller groups
- New possible EU-funding sources: Framework programs (KBBE), Specific supportive actions (SSA), Marie Curie (MC), Co-operation in Science and Technology (COST), European Science Foundation (ESF), Erasmus....



HEALTHGRAIN FORUM

COMMUNICATION

- Websites
- Workshops
- Other



HEALTHGRAIN FORUM

COMMUNICATION: WEBSITES

After May 31st :

www.healthgrain.org will be HEALTHGRAIN Forum website with public part and login part for members

The old HEALTHGRAIN project website will have an archive function
– no updates/ new information after end of project

- Visitors of www.healthgrain.org are directed to www.healthgrain.eu for the HEALTHGRAIN project information

www.cerealsandhealth.com , similar to www.tomatoesandhealth.com

will provide information for consumers – both scientific and 'popular' (video's games ...)



HEALTHGRAIN FORUM

MEETINGS

- General assembly (GA) meetings: all members welcome
 - ✗ The next to be held 23-24 November in Brussels
 - ✗ The first annual meeting in connection with the Cereals&Europe spring meeting Munich 11-13 April 2011
- In connection with the GA meetings, workshop activities to address topics of mutual interest, possibly with invited guests

Possible topics for the November meeting: HEALTHGRAIN
New nutrition results & Definition of whole grain – labelling
issues



HEALTHGRAIN FORUM

NEAR FUTURE

- The Board will organise itself, and start to make practical arrangements to start the Forum activities, including an action plan and budget
- Increase the number of members by invitation of selected members from outside the initial Healthgrain network
- Next GA meeting to discuss the action plan 23-24 Nov in Brussels
- Mail and web communication will be used to interact with the HG Forum members

**New technologies, products,
practices,
Communication strategies**



HEALTHGRAIN FORUM



**Research SRA;
Scientists**