

REALISING DIETARY SHIFTS

- can the Danish experience be transferred to Europe?



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The Danish Whole Grains Campaign
European Cancer Leagues
HEALTHGRAIN, Lund, 7 May 2010



Selected Danish experiences

Organizational experiences

Strategies for increasing consumption



6 A Day Campaign



6 om dagen

Spis mere frugt og grønt

Danske sundhedsmyndigheder og organisationer anbefaler danskere at spise mere frugt og grønt. Det kan være 3 grøntsager og 3 frugter = 6 om dagen. I alt 400 gram - hver dag! 6 om dagen kan reducere risikoen for mange former for kræft. Risikoen for at få en blodprop i hjertet er også mindre. Disse to sygdomme er skyld i mere end halvdelen af alle dødsfald i Danmark.



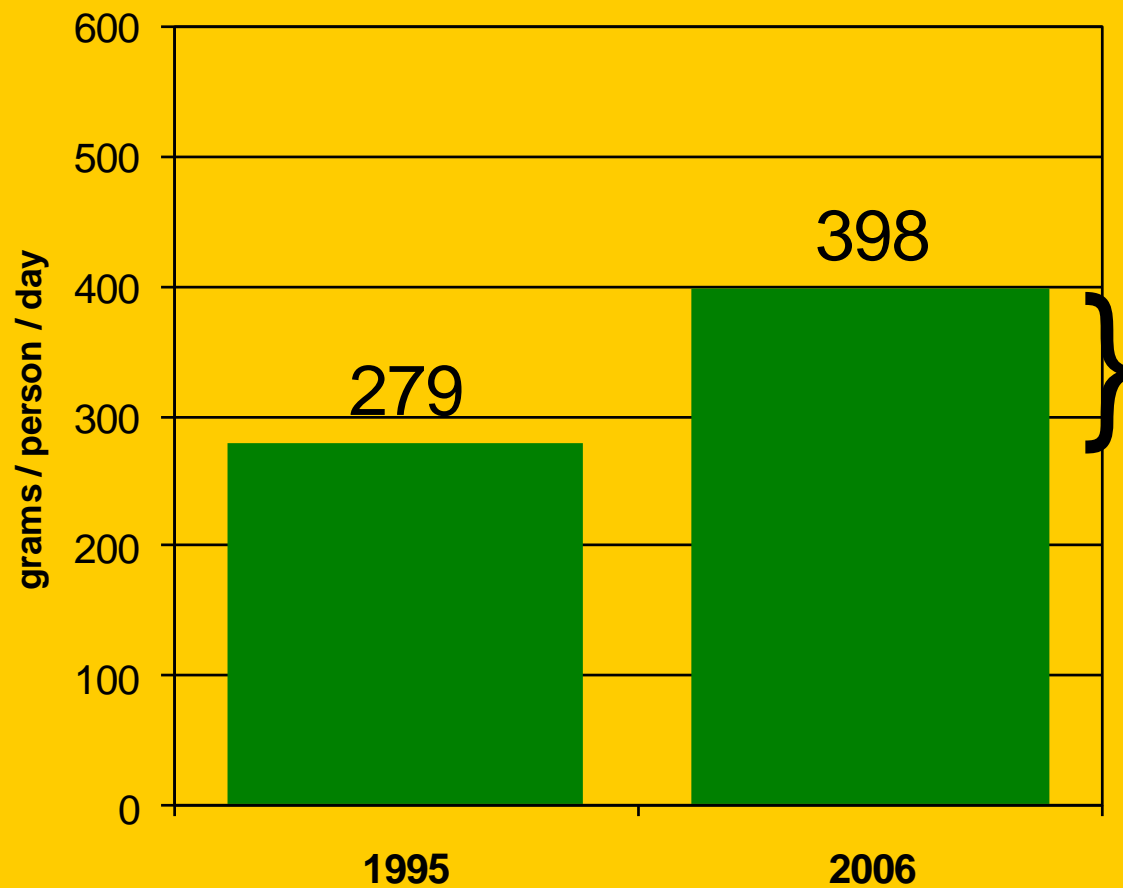
Workplace Fruit Program



Free fruit is now available to employees in more than 50% of Danish workplaces



Fruit and vegetable intake in Denmark



43% Increase



6 A Day Success

Health and business:

F&V intake rose **43%** 1995–2006

Business:

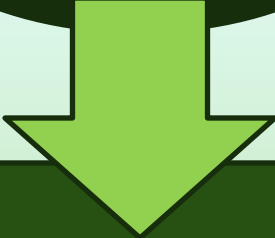
F&V consumer prices rose **50%** (2001-06), while other foods only rose **5-9%**. Q: How was that achieved?

A: 6 A Day created higher perceived value of F&V among consumers

We aim to repeat this for Whole Grains



Commercial partners



Whole Grains Campaign

Good for health AND business



Government



Health partners



25 partners so far...



23 supporters...



LØVBJERG



Paradiset Gø



How to create broad acceptance?

Involve and engage the players you want to activate.
Ownership



Karve

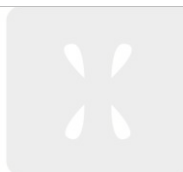
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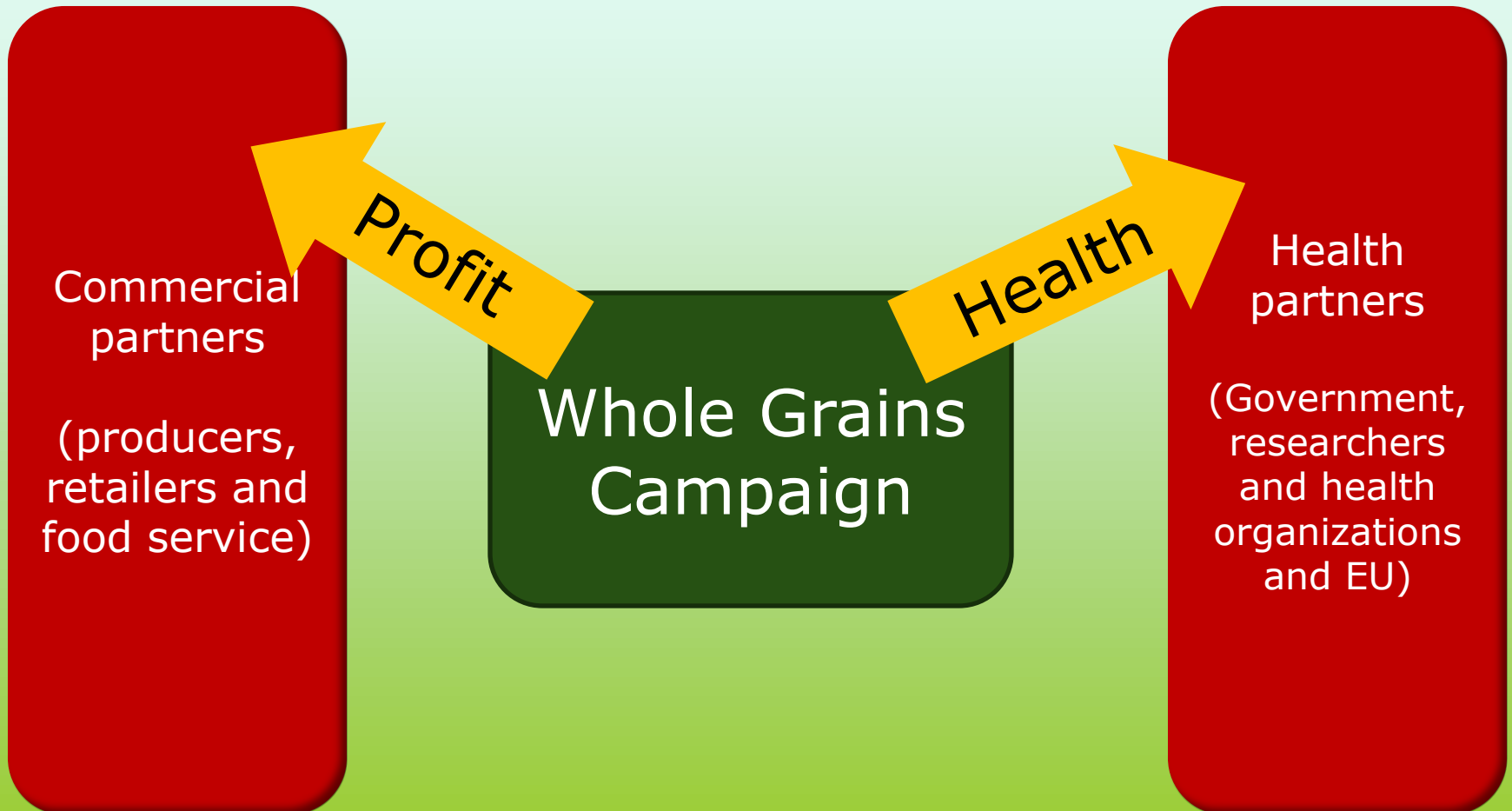
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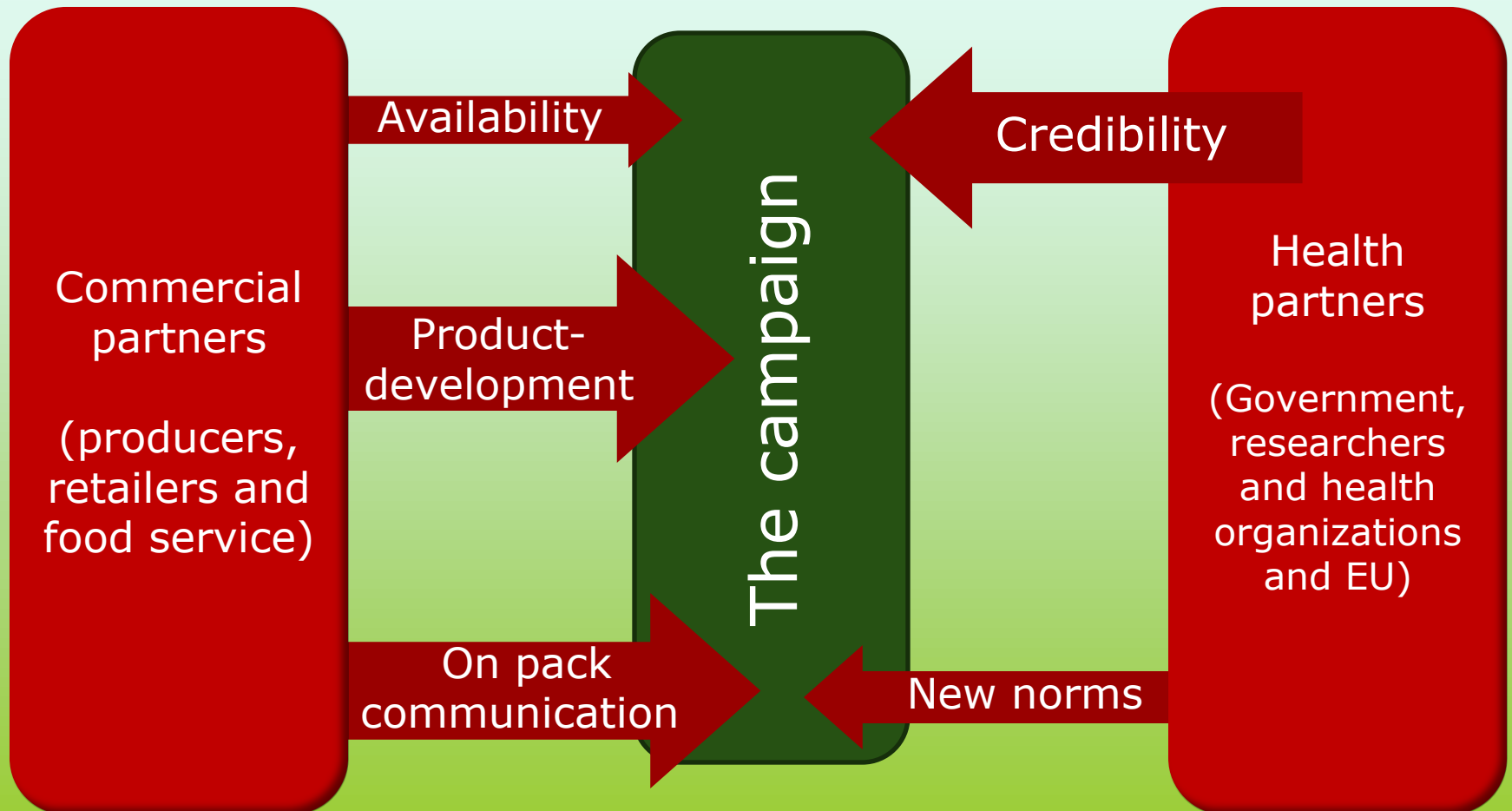
Danmark



What's in it for them?



Contributions



Vision & Mission

Vision

Increase public health by getting Danes to eat more Whole Grains

Mission

The Public-Private Partnership will increase the availability of Whole Grain products and make Danes aware of the health benefits of Whole Grains



Gå efter produkter med fuldkornslogoet

Fuldkorn finder du i både lyst og mørkt brød – og i knækbrød, brune ris, fuldkornspasta, myslí og andre morgenmadsprodukter med logoet på.

Fødevarerstyrelsen anbefaler mindst 75 gram fuldkorn om dagen som del af en varieret kost. Se mere på www.fuldkorn.dk



The Whole Grains Council's Mission

Based in USA

1. Helping consumers find whole grains and understand their health benefits
2. Helping the media write compelling and accurate stories about whole grains
3. Helping manufacturers create more and better whole grain products



Campaign Facts

Founded
Secretariat
Office
Annual action plans
Working Groups

Jan 2009 after 2 years of prep.
2 full time employees
The Cancer Society



Availability, Communication,
Catering & foodservice



Target May 2011

Awareness of stamp 30%
>250 stamped products
Sales of stamped products up
by >10% from 2009 to 2010
+ Intake goal
+ Partnership goal

Budget: approx.
400 000 Euros/year



Strong Governmental support

1. Issued an official WG recommendation



75g WG per day

2. Funded research

Only 6% eat 75g per day

3. Changed dietary guidelines



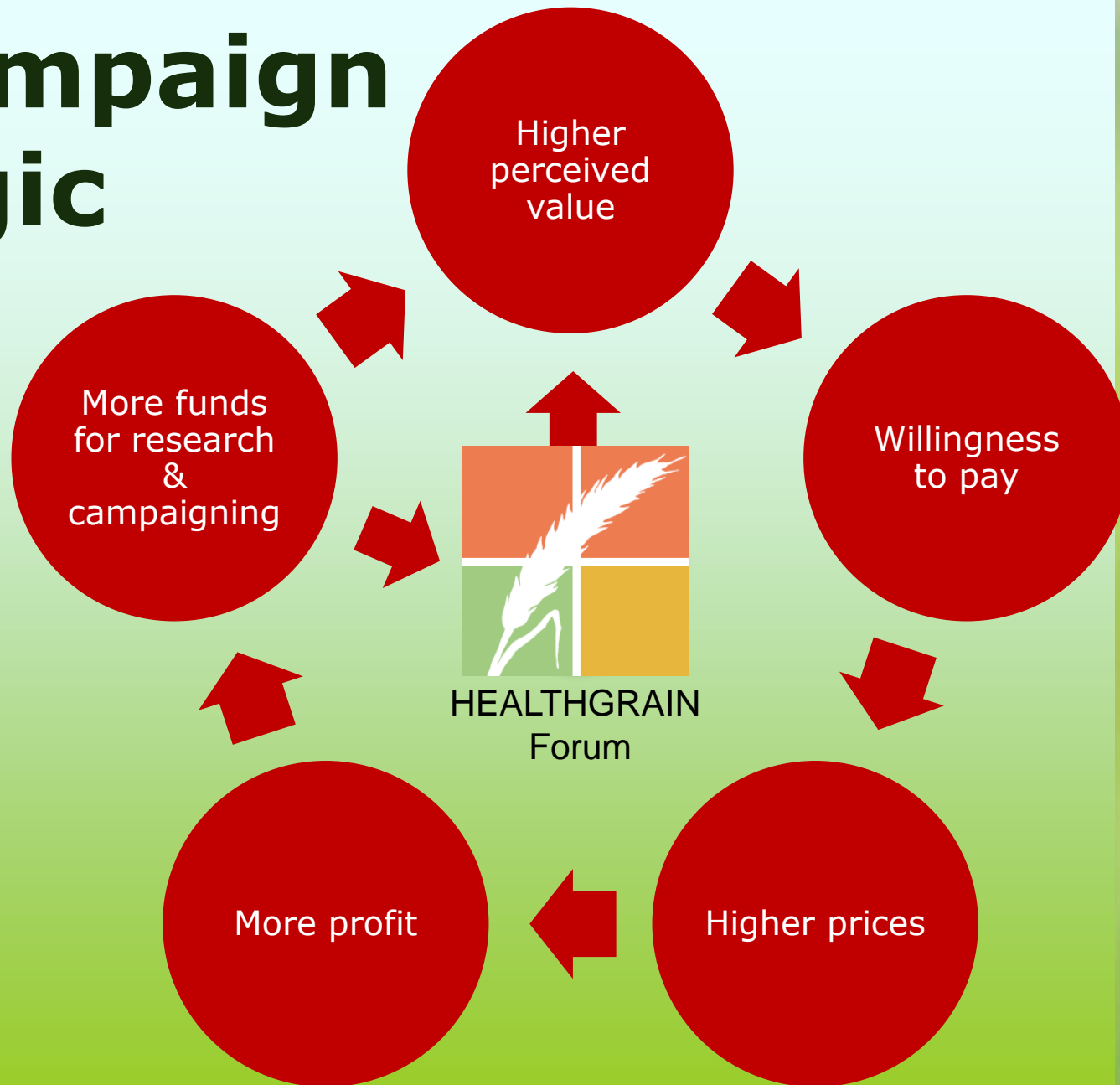
4. Made rules for stamp use including nutrition profiling



5. Creating demand for WG



Campaign logic



Results so far 1/2

Stamped products 194 (goal 250)

Feb 2009 -> Feb 2010	Volume	Value
Stamped products	+15%	+14%
All bread, flour, cereals, rice and pasta	+3%	-1%

Mar 2009 -> Mar 2010	Volume	Value
Stamped products	+19%	+17%
All bread, flour, cereals, rice and pasta	-1%	-3%

Some stamped white breads show 20-30% increase in sales



Results so far 2/2

Awareness now 21% (goal 30% in 2011)

Strong Public-Private partnership
with many very diverse partners



Organizational experiences

1. Build and maintain consensus
2. Build and maintain a truly broad public-private partnership
3. Ideal role distribution
4. Strong governmental support
5. Find and focus on activities where the interests of health and profit converge



Selected Danish experiences

Organizational experiences



Strategies for increasing consumption





Communication

Helping consumers find whole grains

Communication about the stamp ->
trust -> consumer demand for WG-
products -> increased sales and
health

Stamp -> motivates industry to
develop new WG products ->
increased sales and health

Stamp -> stimulates reformulation ->
increased intake and health



Availability

New products

Up to and since campaign start most industry members have developed a wide range of new WG products

Adding WG to existing products

Fortification strategy by adding 5% (quid) WG to white flour. 'New flour standard'. Some for consumers and retailers blinded testing is being planed.



WG as a magic bullet

300 teenagers going to school to become auto mechanics.

Daily WG breakfast eaten together with their teachers during the first lesson.

Socially important, being on time, ready to learn and preventing drop-outs.

Cost is secured if only 1-2 drop-outs are prevented.



Long term EU vision

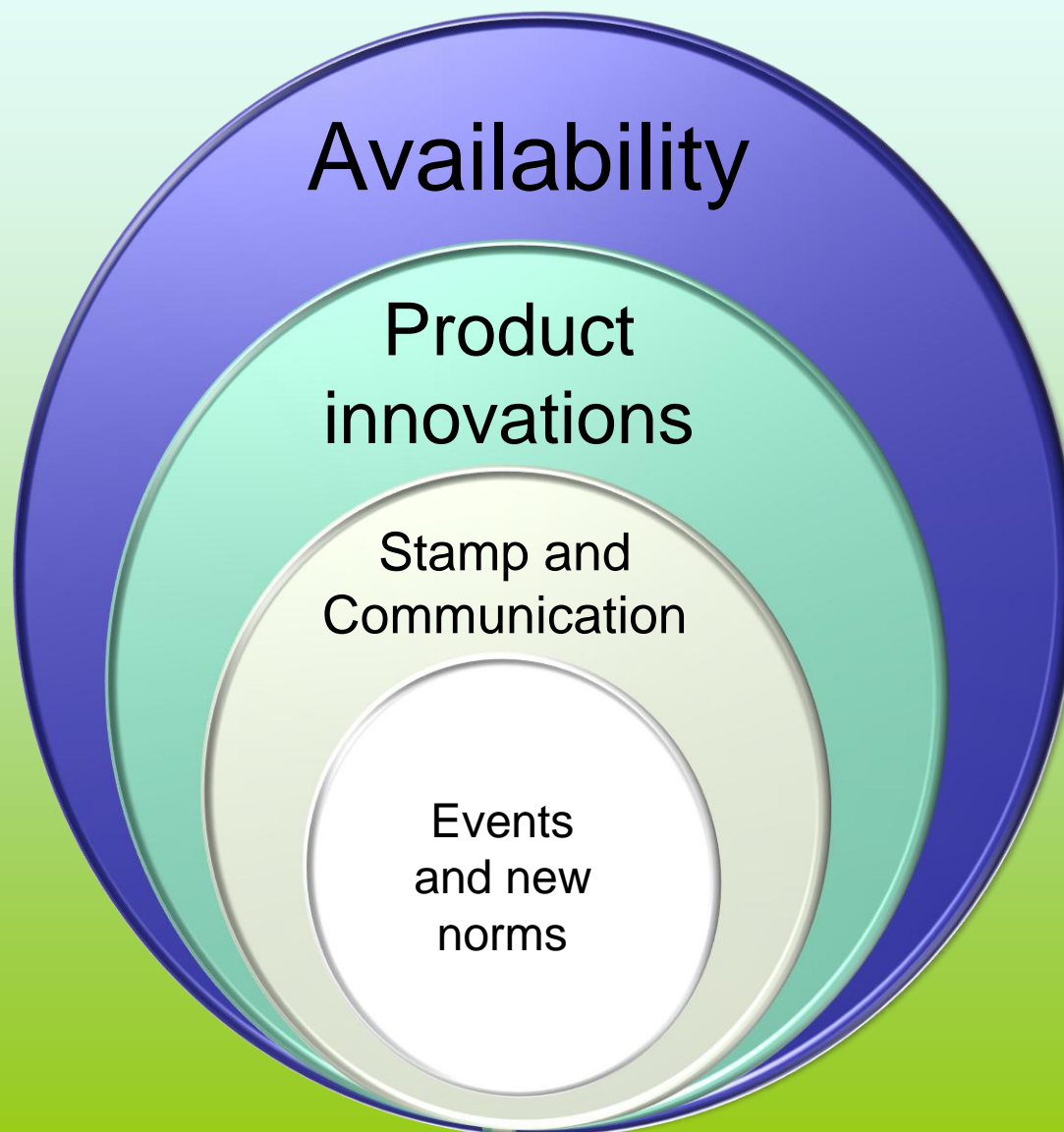
Free school breakfast

School fruit was successful in getting on the political agenda + funding in EU (kids + obesity)

Offering of free grain breakfast and snacks in schools could be our political and successful lobby target (kids + obesity + learning)



Our 4 basic strategies



HEALTHGRAIN Forum

Our experiences and strategies will be at your disposal via the new HEALTHGRAIN Forum

We are looking forward to collaborate with you



HEALTHGRAIN Forum must

1. Have a pan European 'More of the Grain' or 'Whole Grain' stamp with guidelines for its use
2. Develop incentives for industry to develop healthier products
3. Develop incentives for industry to add more WG to existing products (new flour standard)
4. Actively advocate for EU support for WG breakfast/snack school program (research, policy documents and lobbying)



Thank you

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