



## HEALTHGRAIN

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

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

#### PROGRAMME.

#### *Wednesday 5 May 2010*

17.30–19.30 *Opening Session; Chairpersons Kaisa Poutanen and Roberto Ranieri*

**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

*Daniele 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;*

*New approaches in grain production; Chairpersons Peter Shewry and Alan Schulman*

**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; Chairpersons Jan Delcour and Per Åman**

- 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**  
*Uwe Schill, 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*

**Thursday 6 May 2010**

**15.00 – 17.30 Nutrition - Benefits of health promoting compounds and properties; Chairpersons Inger Björck and Gabriele Riccardi**

- 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 in Grand Hotel Lund*

**Friday 7 May 2010**

**9.00–11.00 Consumer attitudes, regulatory issues and communication strategies; Chairpersons David Richardson and Richard Shepherd**

- 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; Chairpersons Jan Willem van der Kamp and Roland Poms**

- 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*