



Sunday, 12th November 2017

15:00 – 19:00	PRE - CONFERENCE WORKSHOP (by separate invitation only)
15:00 – 19:00	Project Progress Meeting – Well on Wheat (followed by common dinner) Organised by: Fred Brouns, University of Maastricht, NL Venue: Austria Trend Hotel Lassalle – “DONAU” room



6th International Whole Grain Summit 2017
Austria Center Vienna (Level -2), 13 - 15 November 2017

PROGRAMME
(status 2017-10-30)

Monday, 13 November 2017

State-of-the-Art Science and Future Perspectives

10:00 – 11:00		INTRODUCTION	
Meeting Room G1	10:00 – 10:30	Welcoming words on behalf of the organisers University of Minnesota Healthgrain Forum International Association for Cereal Science and Technology	Len Marquart University of Minnesota, US Kati Katina HGF Chair, FI Hamit Köksel ICC President, TR
	10:30 – 11:00	Can we make an economic case for promoting whole grain consumption?	Franco Sassi Imperial College London, UK
11:00 – 12:45		Session I – BREEDING & TECHNOLOGY	
Meeting Room G1	Chairs: Roberto King - Nestlé, CH Len Marquart – University of Minnesota, US		
	11:00 – 11:25	Improving wheat processing quality and health benefits for whole grain foods	Peter Shewry Rothamsted Research, UK
	11:25 – 11:50	Strategies for increasing whole grain safety	Julie Jones College of St. Catherine, US
	11:50 – 12:05	Milling, particle size and sensory perception	Elizabeth Arndt Panhandle Milling, US
	12:05 – 12:20	Enzymatic activity in whole grains and cereal fractions	Devin Rose University of Nebraska, US
	12:20 – 12:45	Strategies to overcome techno-functional challenges related to increasing WG in products	Nesli Sözer VTT, FI



12:45 – 13:45 LUNCH BREAK with exhibition and poster viewing

13:45 – 16:00 Session II – COMMUNICATION & REGULATORY ISSUES

Meeting Room G1	Chairs:	Jan Willem van der Kamp – TNO, NL Fred Brouns - University of Maastricht, NL	
	13:45 – 14:15	Driving behaviour change to increase wholegrain consumption – which approaches and methods have worked, and will work?	Cynthia Harriman Whole Grains Council, US Rikke Iben Neess Whole Grain Partnership, DK
	14:15 – 14:35	Key characteristics of public health interventions aimed at increasing WG intake: A systematic literature review and lessons learned	Ronel Suthers University of Wollongong, AU
	14:35 – 14:55	Attitudes to wholegrain foods, their benefits and liking: insights from consumers in Mexico, Malaysia and the United Kingdom	Kerry Juhl Cereal Partners Worldwide, CH
	14:55 – 15:15	Communicating the European Code Against Cancer, including Healthy Diet: experience at the EU and national level	Wendy Yared Association of European Cancer Leagues, BE
	15:15 – 15:40	Healthy and sustainable diets – good for you and the planet. The role of whole grains	Namy Espinoza-Orias Nestlé, CH
	15:40 – 16:00	Whole grain food definitions and logos – can anyone agree?	Alastair Ross Chalmers University of Technology, SE

16:00 – 16:30 COFFEE BREAK with exhibition and poster viewing

16:30 – 18:30 Session III – NUTRITION & HEALTH

Meeting room G1	Chairs:	Alexandra Meynier – Mondelez, FR Alastair Ross – Chalmers University of Technology, SE	
	16:30 – 17:00	Evidence-based recommendations for daily wholegrain intake	Chris Seal University of Newcastle, UK
	17:00 – 17:25	Cereal intolerances (or rejection) - current knowledge and future outlook	Fred Brouns University of Maastricht, NL
	17:25 – 17:50	Whole grains, microbiota and possible host health effects	Koen Venema Maastricht University, NL



17:50 – 18:10	Personalised nutrition vs global recommendations	Rikard Landberg Chalmers University of Technology, SE
18:10 – 18:30	Impact of technology treatments of grains on their health impact	Christophe Courtin Catholic University of Leuven, BE

18:30 – 19:00 EXHIBITION & POSTER VIEWING

19:00 – 21:00 WELCOME RECEPTION

Tuesday, November 14

Open Discussion: Whole Grain Science to Benefit Society and Business

08:00 – 09:00 EXHIBITION & POSTER VIEWING

09:00 – 10:30 INTRODUCTION to the WORKSHOP (WS) TOPICS & FORMAT			
Plenary Room G1	Chairs:	Michaela Pichler – ICC, AT Kati Katina – HGF, FI	
	09:00 – 09:25	Introduction to the WS on Breeding & Technology incl. 5 min for questions	Roberto King – Nestlé, CH
	09:25 – 09:50	Introduction to the WS on Communication & Regulatory Issues incl. 5 min for questions	Jan Willem van der Kamp – TNO, NL
	09:50 – 10:15	Introduction to the WS on Nutrition & Health incl. 5 min for questions	Alexandra Meynier – Mondelez, FR
	10:15 – 10:30	Introduction to the World Café Format	Jan de Vries – Nutrition Solutions, NL

10:30 – 11:00 COFFEE BREAK with change of stage/room



WHOLE GRAIN SUMMIT 2017



Targeting the future of whole grain

11:00 – 13:00 1st WORLD CAFÉ ROUND with parallel discussions

World Café Brainstorming Session on BREEDING & TECHNOLOGY

Room G2

Chair: **Roberto King** – Nestlé (CH)

Table Hosts: **Naushad Emmambux** – Univ. of Pretoria (SA), **Luc Saulnier** - INRA (FR), **Jussi Loponen** - Fazer (FI), **Emilia Nordlund** - VTT (FI), **Don Trouba** – Ardent Mills (US)

- 1) How can high extraction flours be better used to replace refined flour to improve nutritional quality?
- 2) Sensory improvement vs. nutritional value: where are the limits of this balance?
- 3) Can traditional processing of whole grain guide future technologies and whole grain products?
- 4) How can we add value to bran as ingredient, without detracting from whole grain use?
- 5) Will it be possible to maintain a supply of sufficiently high quality whole grain if demand increases while water becomes increasingly scarce?

World Café Brainstorming Session on COMMUNICATION & REGULATION

Room K1

Chair: **Jan de Vries** – Nutrition Solutions (NL)

Table Hosts: **Jan Willem van der Kamp** – TNO (NL), **Zsuzsan Proos** - NBC (NL), **Kelly Toups** – WG Council (US), **Cynthia Harriman** – WG Council (US), **Julie Jones** - College of St. Catherine (US)

- 1) Can we agree on global definitions for whole grain ingredients and foods – and on harmonization of global and local definitions?
- 2) What are the best practices and tools for whole grain promotion? Can we adapt these to work in different countries?
- 3) Whole grains out-of-home: can whole grains become the norm in restaurants and cafeterias?
- 4) How can industry, government, and health groups work together to create win-win partnerships, locally and globally?
- 5) Facts vs. Emotion: What works for counteracting fake news and negative messages?

World Café Brainstorming Session on NUTRITION & HEALTH

Room K2

Chair: **Alexandra Meynier** – Mondelez (FR)

Table Hosts: **Chris Seal** – University of Newcastle (UK), **Kaisa Poutanen** -VTT (FI), **Koen Venema** - Maastricht University (NL), **Rikard Landberg** - Chalmers (SE), **Kieran Tuohy** – Fondazione Edmund Mach (IT), **Kati Katina** – UH (FI)

- 1) Can we get a consensus on an international, science based recommendation on whole grain intake?
- 2) When whole grains are not good news – how can concerns around cereals and health be addressed?
- 3) A new role for whole grains as the pillar of a healthy, sustainable diet – is this true and how can this be proven?
- 4) Better evidence underpins everything – creating standards for whole grain studies
- 5) What are the future trends for whole grains and health and what will drive them?
- 6) What is the impact of cereal processing on the health impact of grains, and how can this be measured?

13:00 – 14:00 LUNCH BREAK with exhibition and poster viewing



WHOLE GRAIN SUMMIT 2017

Targeting the future of whole grain



14:00 – 15:30 PLENARY REPORTING SESSION

Plenary Room G1	Chairs:	Jan de Vries – Nutrition Solutions, NL Hamit Köksel – ICC President, TR	
	14:00 – 14:30	First reporting on Breeding & Technology Brainstorming incl. 10 min for additional comments from the plenary	Alastair Ross Chalmers University of Technology, SE
	14:30 – 15:00	First reporting on Communication & Regulatory Brainstorming incl. 10 min for additional comments from the plenary	Len Marquart University of Minnesota, US
	15:00 – 15:30	First reporting on Nutrition & Health incl. 10 min for additional comments from the plenary	Fred Brouns University of Maastricht, NL

15:30 – 16:00 COFFEE BREAK with change of stage/room

16:00 – 17:30 2nd WORLD CAFÉ ROUND with parallel discussions

<p>World Café Prioritisation Session on BREEDING & TECHNOLOGY Room G2</p> <p>Prioritisation on output from the brainstorming session to define together future actions.</p>	<p>World Café Prioritisation Session on COMMUNICATION & REGULATION Room K1</p> <p>Prioritisation on output from the brainstorming session to define together future actions.</p>	<p>World Café Prioritisation Session on NUTRITION & HEALTH Room K2</p> <p>Prioritisation on output from the brainstorming session to define together future actions.</p>
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17:30 – 19:00 EXHIBITION & POSTER VIEWING

19:00 – 19:15 Bus transfer from Conference Venue to the Dinner Venue

19:30 – 22:30 Conference DINNER at the Viennese Town Hall



Wednesday, November 15

Common future actions to increase whole grain consumption

08:00 – 08:30 EXHIBITION & POSTER VIEWING

08:30 – 10:00 Session IV – NEW ADVANCEMENTS IN THE FIELD

Plenary Room G1	Chairs:	Len Marquart - University of Minnesota, US Alexandra Meynier – Mondelez, FR	
	08:30 – 08:55	Best poster presentations on Breeding & Technology	To be selected on 13.11.2017
	08:55 – 09:20	Best poster presentations on Communication & Regulation	To be selected on 13.11.2017
	09:20 – 09:45	Best poster presentations on Nutrition & Health	To be selected on 13.11.2017
	09:45 – 10:00	Award Ceremony	

10:00 – 10:45 SESSION V – COMMON OUTCOME OF DAY 2

Plenary Room G1	Chairs:	Hamit Köksel – ICC President, TR Kati Katina – HGF, FI	
	10:00 – 10:15	Final summary on Breeding & Technology incl. some time for comments/questions from the plenary	Alastair Ross Chalmers University of Technology, SE
	10:15 – 10:30	Final summary on Communication & Regulatory incl. some time for comments/questions from the plenary	Len Marquart University of Minnesota, US
	10:30 – 10:45	Final summary on Nutrition & Health incl. some time for comments/questions from the plenary	Fred Brouns University of Maastricht, NL

10:45 – 11:15 COFFEE BREAK with exhibition and poster viewing

11:15 – 13:00 Session VI – PANEL DISCUSSION ON A COMMON STRATEGY TO INCREASE WHOLE GRAIN CONSUMPTION

Plenary Room G1	Moderator	Alfred Mar - President ICC-Austria, AT	
		John Athanatos - Director of Nutrition, Regulatory and Scientific Affairs	Cereal Partners Worldwide, CH
		YiFang Chu - Director R&D Nutrition Sciences	Quaker Oats Center of Excellence, US



WHOLE GRAIN SUMMIT 2017

Targeting the future of whole grain



Naushad Emmambux - Associate Professor in the Department of Food Science	University of Pretoria, SA
Philip Larkin - Chief Research Scientist	CSIRO Agriculture & Food, AU
Alastair Ross - Associate Professor in Nutritional Metabolomics	Chalmers University of Technology, SE
Karl-Heinz Wagner – President of the Austrian Nutrition Society	University of Vienna, AT
Heiko Zentgraf – Representative of the European Flour Milling Association	VGMS – German Cereal Processing, Milling and Starch Industries’ Association, DE

13:00 – 13:45		Session VIII – FINAL CONCLUSIONS & FUTURE ACTIONS	
Plenary Room G		Presentation of the final conclusions and elaborated Vienna Whole Grain Declaration	Kati Katina HGF Chair, FI Len Marquart University of Minnesota, US Hamit Köksel ICC President, TR
	13:45 – 14:00		CLOSING
		Formal closing by the organisers	Michaela Pichler ICC Secretary General, AT
14:00 – 14:30		LUNCH TO GO	
14:30		END OF THE 6 TH INTERNATIONAL Whole Grain Summit	



14:30 – 18:00 POST-CONFERENCE WORKSHOPS (by separate invitation only)

14:30 – 15:30 DEBRIEF ON WHOLEGRAINSUMMIT (on invitation only)

Room G1	<p>Debrief of the meeting, how to move on with the output of the summit Organised by: ICC <i>A meeting with stakeholders to come to an action plan</i></p>
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15:30 – 18:00 HEALTH GRAIN FORUM MEETINGS

-2.61	<p>15:30 – 16:30 HGF Coordination Meeting Organised by: Kati Katina, HGF</p> <p>16:30 – 18:00 HGF Board Meeting Organised by: Kati Katina, HGF</p>
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15:30 – 17:00 ICC MEETINGS

-2.61	<p>15:30 – 17:00 ICC Executive Meeting Organised by: Michaela Pichler, ICC</p>
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Thursday, 16th November 2017

09:00 – 17:00 ICC MEETINGS (by separate invitation only)

<p>09:00 – 17:00</p>	<p>Technical Committee Meeting Chaired by: Amine Jbeily, IRI (LB)</p> <p>Venue: ICC HQ, Marxergasse 2, 1030 Vienna "Festsaal"</p>
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