



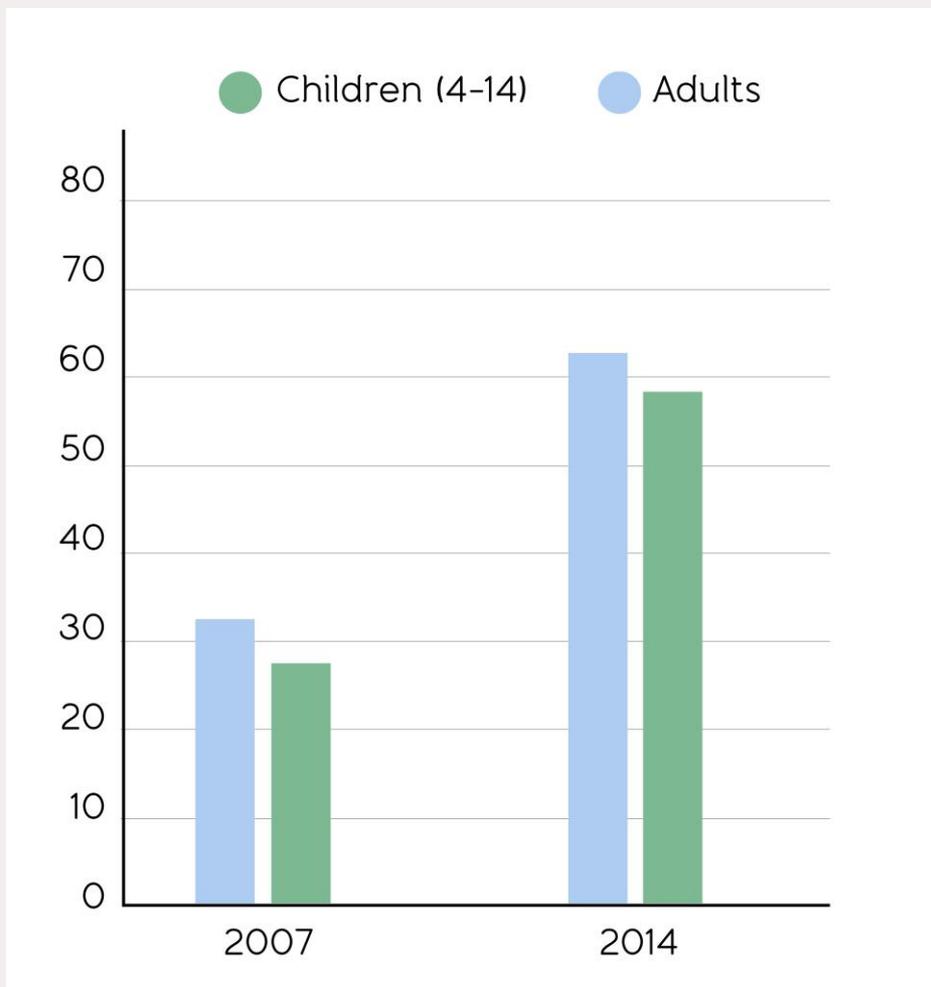
How public-private partnerships can increase rye consumption

Raising awareness through campaign actions and communication

Cecilia M. E. Mandrup, campaign consultant at the Danish Whole Grain Partnership

Agenda

- **Results**
- **Background and partner contributions**
- **The Whole Grain Logo and product development**
- **Approaching the consumer**
- **.. And what about rye?**
- **Recommendations**



2007: 36 g/day/10MJ
2014: 63 g/day/10MJ
Recommendation 75 g/day/10 MJ



Results

68%

Recognize the logo

29

Partners in the Whole Grain Partnership

47%

Actively look for the logo when buying products

80

Products carry the logo

0



Background

- A burning platform; The Atkins diet
- Establishing a solid scientific knowledge base
- 75 grams pr. Day
- Involving new partners





The partnership



Business

Health

Commercial partners

- Millers
- Bread, rice, pasta producers
- Retailers
- Craft bakeries
- Cereal producers

Availability



Product development



On pack communication

The Danish Whole Grain Partnership

Secretariat

Credibility, dietary guideline



Research, PR, knowledge



New Norms

Danish Food Administration and Health NGO's

- The Danish Cancer Society
- The Heart Association
- The Diabetes Association

External contributors



Logo criteria



+ high content of whole grains

÷ low content of salt, fat and sugar

Flour, flakes, cracked kernels and rice

- 100% whole grain calculated as product dry matter (%DM)
- At least 6 g dietary fibre/ 100g

Bread and bread mix

- 50% whole grain calculated on dry matter and 30% on QUID
- At least 5 g dietary fibre/100 g. No more than:
 - Sugar 5 g/100 gram
 - Salt 1 g/100 gram
 - Fat 7 g/100 gram



Endorsed by Government and Health NGOs. Whole Grain is one of the National Dietary Guidelines

Criteria also established for: Rye bread, crisp bread and crusts, breakfast cereals and muesli and Porridge and instant porridge powders, pasta and noodles, rice.



The Whole Grain Logo

Primary communication: 46% recognize logo from products



“The Danish Veterinary and Food Administration recommend a minimum daily intake of 75 grams of whole grains, as part of a varied diet. This product contains 60 grams of whole grain pr. 100 grams.”



Approaching the consumer

fuldkornforalle Edit Profile

221 posts 919 followers 176 following

Fuldkornspartnerskabet Vi ❤️ fuldkorn! Find opskrifter, tips og tricks på facebook eller gå ind på www.fuldkorn.dk www.facebook.com/fuldkorn

Fuldkorn er guld Korn @fuldkorn

Home Posts Photos Shop Videos Events About Likes Boost

7,756 people reached Boost Post

Like Comment Share

7,756 people reached Boost Post

Christa Brink og gred med blåbær til morgen.
Like · Reply · Message · March 17 at 10:00am

Charlotte skriver Også morgenmad, Æg, omelet og gred
Like · Reply · Message · March 16 at 9:02pm

Fuldkorn er guld Korn
Published by Cecilia M. Mandrup · 19 · March 14 ·

Det er ikk' så svært at komme op på de 75 gram om dagen - og det behøver ikke kun være til morgenmad!

👍👍 Du finder masser af lækre fuldkornsopskrifter på www.fuldkorn.dk

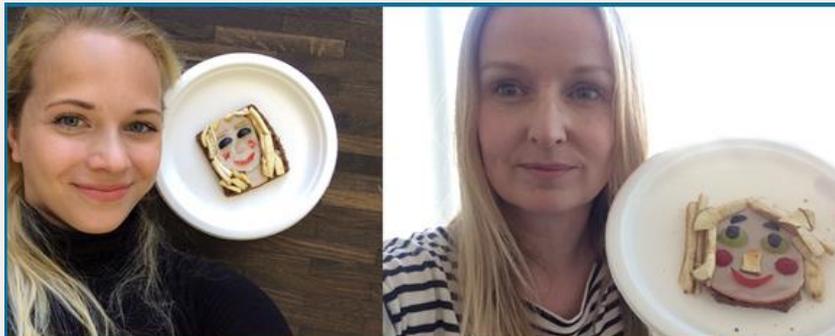
4,655 people reached Boost Post

1.2K Views

Like Comment Share

Birgitte Sliggaard, Marianne H. Kristensen and 44 others

Approaching children and families



Lav et #brødsselfie og vis os din grove side!



“Det ser da koldt ud - hvor er din frakke?”

Når du vælger fuldkorn, vælger du “hele pakken” - også korn og skaldede, hvor de fleste vitaminer og mineraler sidder.





Mad, glæde og sundhed - for krop og sind

[Sunde Opskrifter](#)
[Kost & Træning](#)
[Livsstil](#)
[Om os](#)
[Shop](#)

Nem, sund og svampet banankage

13. AUGUST 2016

TAGS | [FULDKORN](#) | [NEM KAGE](#) | [TOP 10 OPSKRIFTER](#) | [VEGETARISK](#)

Denne banankage er super nem at lave og smager dejligt. Den indeholder kun 'almindelige' ingredienser mange lige har i huset, så man ikke skal i alle mulige specialforretninger.

Hvis den skal være kagesød, så brug det sukker der er i opskriften. Men hvis du skal bruge den som morgenmad eller mellemmåltid, så kan det være rart den ikke er for sød og så kan du bare undlade sukkeret.

Bon appetit 😊

Marie Klee
INDEHAVER

[in](#) [@](#) [✉](#)

Prof.bach. Ernæring og Sundhed.



Approaching the consumer





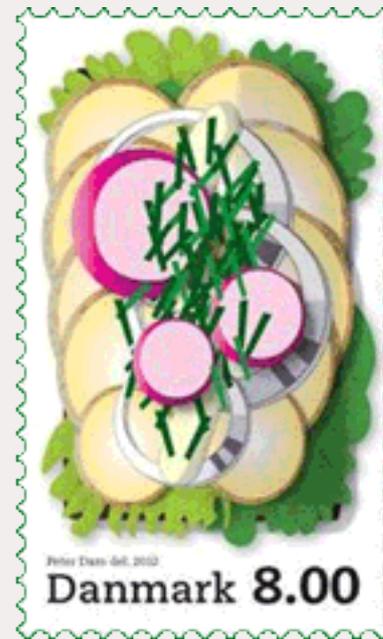
The Annual Whole Grain Day



Inspired by the Whole Grain Sampling Day – Whole Grains Council

And what about rye?

- Long culinary tradition with rye bread
- Rye bread sales declining – yet whole grain intake rising



And what about rye?





Recommendations for partnerships

- Get the knowledge base right
- Create measurable performance goals, formulate a strategy and make an action plan
- Be precise about who is doing what and find the synergies between the partners (partner contributions)
- Ensure mutual benefits for all partners
- Document and follow up on targets
- Prepare properly it took 2 years to establish the partnership and another 2 years to get the operation in place
- Create dynamic activities that attract interest. Create the framework for interesting meetings
- Create excitement and make partners proud of being part of the partnership

The Evolution of the Whole Grain Partnership in Denmark

Carsten Greve & Rikke Iben Neess

Copenhagen Business School & the Danish Whole Grain Partnership

Cg.dhp@cbs.dk & Rikke@fuldkorn.dk



December 2014



The Danish Whole Grain Partnership "ABC"

<http://fuldkorn.dk/media/179349/the-evolution-of-the-whole-grain-partnership-in-denmark.pdf>



Thank you for your time



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