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

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

The objectives of the conference are to set out the state of the art on cereal grain science and technology, to disseminate HEALTHGRAIN results, and discuss their impact for the future.

Wednesday 5 May 2010

17.30—19.30   Opening Session

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
               Timothy Hall, 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

The wide range of options explored and developed in HEALTHGRAIN for raising levels of beneficial compounds in bread and pasta and for maintaining attractive sensory properties will be outlined, indicating both current application possibilities and new challenges.

New approaches in grain production

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

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
Walter von Reding, 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
15.00 — 17.30 Nutrition - Benefits of health promoting compounds and properties

The session will provide an overview of current and new insights in benefits of health promoting compounds and properties of cereal grain based products and will discuss priorities for future research.

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
Friday 7 May 2010

9.00—11.00 Consumer attitudes, regulatory issues and communication strategies

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
The HEALTHGRAIN 2010+ Forum
Enhancing health benefits of cereal foods - the way ahead for research and communication

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