

Schedule At-A-Glance

Saturday, May 19th, 2012
Two Pre-Meetings 8:00-5:00*
<i>Whole grains research and health: Challenges and opportunities (Hilton)</i> <i>Working together as a grains community to expand the whole grains market (Hilton)</i>
Sunday, May 20th, 2012: Creating a Vision of the Whole
Opening Ceremony & Plenary Session 8:00-5:00*
Keynotes: <i>Amy Klobuchar- United States Senator (Invited)</i> <i>Roger Clemens- Institute of Food Technologists President</i> <i>Sylvia Escott-Stump – Academy of Nutrition and Dietetics President</i> Creating a Vision of the Whole-Plenary Sessions Keynotes: <i>Peter Erickson – General Mills; Tom Vilsack- USDA(Invited)</i>
Monday, May 21st, 2012: Collaborative Solutions for Whole Grains & Health
Plenary Keynote Session, Four Simultaneous Tracks, & Posters 8:00-5:00*
Keynotes: <i>Mark Andon- ConAgra Foods</i> <i>Rob Post- CNPP, USDA</i> Track 1: Alignment of whole grain definitions of foods Track 2: Define strategic research plan from seed to consumer Track 3: Business, economic, and consumer opportunities in delivery of more whole grain foods to consumers Track 4: Synergies worldwide- opportunities to promote whole grain consumption for health Poster Presentations; Reception & Gala Dinner (Ticket purchase is required for reception and dinner.)
Tuesday, May 22nd, 2012: Call to Action: Moving beyond the Summit
Plenary Session & Closing Ceremony 8:00-12:30*
Overview & discussion of outcomes from Monday, May 21st Closing Keynotes: <i>Regina Benjamin- U.S. Surgeon General (Invited)</i> <i>George Mensah- PepsiCo</i> <i>Jim Hill- University of Colorado Anschutz Medical Campus</i>

*Includes Breakfast, Lunch, and Breaks Indicated in Schedule

Saturday, May 19th, 2012

Two Pre-meeting Sessions, 8:00-5:00

Each pre-meeting is an opportunity to go into depth on a specific topic.

Whole Grains Research and Health: Challenges and Opportunities

Chairs: Chris Seal / Nicola McKeown

Overview: This symposium will address established evidence regarding health benefits of whole grains, examine existing research, identify challenges and opportunities for filling grains research gaps relative to dietary guidance, and discuss current and potential research approaches for whole grains and their influence on chronic disease and health outcomes.

Pre-meeting Partners: Nutrition Division-AACC International & Grains for Health Foundation

Objectives:

- Understand the evidence regarding established health benefits of whole grains
- Examine existing research, identify challenges and opportunities for filling grains research gaps relative to dietary guidance
- Discuss current and potential research approaches to examine whole grains and their influence on chronic disease / health outcomes

Expected Outcomes:

- Provide direction for whole grain research initiatives that elucidate the role of grain foods in human health
- Deliver topic outcomes to post-summit advisory team to identify short, mid, and long-term grains research projects through a collaborative effort
- Publish a summary of the current state and new approaches to whole grains & health research in selected peer-reviewed journals

- 7:15-8:00** **Breakfast**
- 8:00-8:15** **Welcome- Overview: Pre-meeting objectives and expectations**
Chris Seal – Newcastle University / Nicola McKeown – Tufts
- 8:15-9:00** **Dietary guidance- Scientific requirements & process**
Eric Rimm – Harvard (Invited)
Chris Seal - Newcastle University
- 9:00-9:30** **Challenges and opportunities for grains (whole grains) research related to total diet, whole foods, nutrients and components**
David Jacobs - University Minnesota
- 9:30-10:00** **Whole grain vs. refined grain vs. fiber: Synergies and differences in health benefit**
Kaisa Poutanen – VTT, HealthGrain Forum (Invited)
- 10:00-10:15** **Break**
- 10:15-10:45** **Whole grains from a mechanistic view (plausibility)**
Anthony Fardet – INRA France
- 10:45-11:15** **Biomarkers of whole grain intake**
Alastair Ross – Nestle NRC
- 11:15-12:15** **Assessing biomarkers for validity and disease outcome**
Fedrico Goodsaid- Vartex Pharmaceuticals (Invited)
TBA
- 12:15-1:15** **Lunch**
- 1:15-1:45** **Toward individualized nutrition: Assessing among-person variability in cross-over diet studies**
Matt Kramer - USDA
- 1:45-2:15** **Interventions: Considerations for design, biomarkers and disease endpoints**
TBA

- 2:15-3:00** **Panel Discussion- Where are the research gaps? *Facilitator : Jan DeVries - DeVries Nutrition Solutions***
Unraveling the inconsistencies between whole grain intervention and epidemiological studies
Current evidence from intervention studies – what do we learn from designing studies?
Health and Nutrition Research – Scientific evidence requirements - are the tools good enough/ is the bar too high?
David Jacobs- U Minnesota
Paul Jacques – Tufts (Invited)
Eric Rimm – Harvard (Invited)
Chris Seal – Newcastle (Invited)
Craig Hassel – U Minnesota
- 3:00-3:15** **Break**
- 3:15-4:15** **Whole grains and gut microbiota: Digestive health and beyond**
George Fahey – UIUC
David Topping- CSIRO
- 4:15-5:00** **Grains, gluten-free and celiac disease**
Joseph Murray – Mayo Clinic (Invited)
Phil Mohr – CSIRO
- 5:00** **Whole grains research: Short and long-term challenges and opportunities**
Summary and next steps
Jan DeVries- DeVries Nutrition Solutions

Working Together as a Grains Community to Expand the Whole Grains Market: Workshop

Chairs: Gary Jensen- Roman Meal (Invited) & Scott Frazer- Viterra

Overview: This interactive workshop will bring together professionals from the grains and health community to engage in dialogue about consumer challenges and supply-side approaches to increase the availability of whole grain foods in the marketplace. More importantly, the desired outcome is to initiate a process and long-term commitment to unify the grains and health community around a common goal that supports both business and public health alike.

Pre-meeting Partners: Grains for Health Foundation & Milling and Baking Division- AACC International

What are the overall objectives for this workshop?

- Review the current state and role of grain-based foods in the marketplace
- Address consumer demand and supply-side challenges to increasing whole grain intake
- Identify untapped resources to enhance consumer demand for whole grains
- Explore opportunities for reformulation or development of new whole grain products

Who should attend?

- | | | |
|-------------|---------------------|------------------------------|
| • Growers | • Sales | • Fast Foods |
| • Millers | • Consumer Insights | • Dietitians / Nutritionists |
| • Bakers | • Retailers | • Health Care |
| • Marketing | • Foodservice | • Public Health |

What outcomes do we want to achieve with this workshop?

- Understand and appreciate the roles and functions of grains and health professionals working within the grain-based food supply chain
- Identify and address gaps in the availability of whole grain foods where participants can work together to develop and deliver healthier grain-based foods for consumers
- Identify common goals (campaigns, messaging, and availability) that might be fully supported by the grains and health community

What are the longer-term goals that we want to initiate with this meeting?

- Improve the grain and health community's ability to work together to enhance the development, and delivery (supply-side) and consumer (demand) for healthier whole grain foods
- Develop and implement a consumer campaign / message focusing on grain-based foods as fully supported by the grains and health community
- Improve health attributes of grain-based foods available to consumers in the marketplace
- Make healthy grain-based / whole grain foods the easy choice for consumers to assist them in meeting dietary guidance.

- 7:30-8:00** **Breakfast**
- 8:00-8:15** **Introduction: Overview: Objectives and expectations**
Gary Jensen- Roman Meal (Invited) and Scott Frazer- Viterra
- 8:15-8:45** **What is the state of the current grains environment?**
TBA
- 8:45-9:30** **Breakout discussion & report back- Who is included in the grains community: Identifying roles and functions in the supply chain**
Facilitator-TBA
- 9:30-10:00** **Grains 101: Science behind the health, consumer attitudes, and policy**
Julie Miller Jones- St. Catherine University(Invited)
- 10:00-10:15** **Break**
- 10:15-10:45** **Whole grain deserts: Unmet demands and niches from the consumer perspective**
GMA? Consumer Insights
- 10:45-11:30** **Breakout discussion & report back- What are the consumer challenges, opportunities, and benefits related to use of more whole grains?**
Facilitator- TBA
- 11:30-12:45** **Lunch**
- 12:45-1:15** **Working across the supply chain- Integrative leadership**
Laura Bloomberg- Center for Integrative Leadership, University of Minnesota
- 1:15-2:15** **Closing the supply side gap: Making whole grains the healthy and easy choice**
Lisa Mancino- USDA (Invited)
Len Marquart- Grains for Health Foundation
- 2:15-3:00** **Breakout discussion & report back- Identify ways to address gaps in availability and consumer demand for whole grain foods**
Facilitator- TBA

3:00-3:15 *Break*

3:15-3:45 **Collective impact: New ways of working together**
TBA

3:45-4:30 **Breakout discussion & report back- How can the grains and health community work together:
Making grain-based foods the easy and healthy choice**
Facilitator- TBA

4:30-4:45 **Summary & next steps**
TBA

Sunday, May 20th, 2012

Creating a Vision of the Whole

Chairs: Satya Jonnalagadda- General Mills & Nicola McKeown- Jean Mayer USDA HNRCA at Tufts University

Overview: The planners expect the audience to come to the Summit with varying levels of understanding of the issues impacting whole grains & health. Day 1 will build a common view of the issues. What is the current state of whole grain in relation to the supply chain and the various sectors, disciplines and cultural influences. The presentations, panel and table discussions during Day 1 are designed to provide an overview of the 'whole' picture on whole grains.

7:30 –8:00 Breakfast

8:00-9:20 Welcoming & Keynote opening session

Opening performance

Twin Cities Youth Choral

Welcome: Conference overview: What is, what can be

Len Marquart- University of Minnesota and Grains for Health Foundation

Sylvia Rowe- SR Strategy

Key note opening session: Farm to fork: Our role in influencing public health

Amy Klobuchar- United States Senator, representing the State of Minnesota (Invited)

Roger Clemens – Institute of Food Technologists President

Sylvia Escott-Stump – Academy of Nutrition and Dietetics President

9:20-10:30 Session 1: Gaining a common understanding

Around the globe: Whole grain definitions and guidelines

Kathy Wiemer – General Mills

Jan Willem Van der Kamp- Healthgrain Forum

Global whole grain intake: Dietary intake trends- Global population perspectives

Anne Nugent – UCD Dublin, Ireland

Reaching dietary guidance: How do whole grains measure up?

Robert Post- CNPP, USDA

10:30-10:45 Break

10:45-11:15 Session 2: Understanding the consumer: Consumer insights to consumer behaviors

Finding a place on the plate for whole grains: Health trends

Marianne Smith-Edge – International Food Information Council

Consumer insights, perceptions & motivations

Kevin Ryan – General Mills

11:15 – 12:15 Session 3 – Whole grain supply chain: How grains travel from farm to fork

Whole grains: The physical supply chain

Kathleen Merrigan- USDA (Invited)

Supply chain panel: Challenges, opportunities, motivators, successes

Breeding Frontiers – Craig Morris- USDA-ARS Western Wheat Quality Lab

Agronomics- David Frederickson- Minnesota Department of Agriculture (Invited)

Millers- Mike Pate- Bay State Milling

Manufacturer- Richard Black- Kraft

Foodservice- Brinda Govindaajaran- McDonalds

12:15-1:15 Lunch

1:15 – 3:05 Session 4 – Whole grain health benefits state of the science

Role of whole grains in health: Where we stand today

Eric Rimm – Harvard

Mette Kristensen – University of Copenhagen

Unraveling the inconsistencies between whole grain epidemiological & intervention studies

Paul Jacques (Epidemiological perspective) – Tufts University

Chris Seal (Intervention Perspective) – Newcastle University

Whole grain research: Gaps and Opportunities

Nicola McKeown – Tufts University

Breakout discussion

What energizes you about the work of better health through whole grains? What do you wish for that would make the work easier? If you had \$100 million, what would you do to create positive change?

3:05-3:20 Break

3:20 – 5:00 Session 5 – Key note session – How do we work together to help consumers meet their dietary whole grain goals?

Taking care of public health

Key note session - panel discussion

George Mensah – PepsiCo

Eric Rimm – Harvard

John Finley- USDA-ARS

Margo Wootan- Center for Science in the Public Interest (Invited)

M. Mark Melin- Park Nicollet

Summary of Day 1: Where do we go from here?

Len Marquart- University of Minnesota and Grains for Health Foundation

Keynote: Call to action- Creating collective solutions for public health

Peter Erickson – General Mills

Tom Vilsack- USDA (Invited)

Monday, May 21st, 2012

Collaborative Solutions for Whole Grains & Health

7:30 –8:00 Breakfast

8:00 – 8:45 Keynote: Increasing the role of whole grains in building a healthier plate

Mark Andon- ConAgra Foods, Rob Post- CNPP, USDA

8:45 –9:00 Break

Track 1: Alignment of Whole Grain Definitions of Foods

Chair: Beth Arndt- ConAgra Foods

Overview: The definition of whole grain foods has become a point of confusion for many segments of the supply chain from food manufacturers to regulatory bodies to school foodservice personnel and consumers. While the definition of a whole grain ingredient enjoys some level of general consensus, several differing points of view exist on what does and should constitute a whole grain food. The desired objective for this track is to provide an environment that allows the definition of whole grain foods to be brought closer to a ‘final’ recommendation.

9:00 – 10:30 Session 1: Collaborative process and current state of the whole grain definition

Introduction to the issue, collaborative process and clarification of deliverables -

Package label exercise: Demonstrate multiple approaches / confusion

Shelly Melroe- Confluency, LLC

Comparison of definitions used today

Julie Miller Jones-St. Catherine University

International perspectives on the whole grain food definition

Jan Willem Van der Kamp-TNO.NL and Healthgrain Forum

Government agency perspectives: Where are we with the whole grain definition & regulatory needs and issues

Barbara Schneeman- FDA (Invited)

10:30 – 12:00 Session 2: Supply chain needs related to the whole grain definition

Industry perspectives: Where are we? What can we say? Where are we going?

Richard Black- Kraft

Ingredient implications for whole grain foods definition

Beth Arndt- ConAgra Foods

Consumer perceptions and understanding of whole grain foods and labels

David Sheluga- ConAgra Foods

Research needs and implications for a whole grain foods definition

Clinical & epidemiological research, whole grain dietary data bases

Jim Friday- USDA ARS

12:00-1:00 Lunch

1:00 –1:45 Session 5: Considerations when crafting the whole grain definition of foods

Stealth/small changes– modeling

Jim Hill- University of Colorado Anschutz Medical Campus

Addressing whole grain deserts- Promoting practical application to increase whole grain availability

Peggy Martini- Kraft Foods

1:45– 2:00 Break

2:00 – 4:00 Session 3: Understanding implications and reacting to potential definitions of whole grain foods

Presentation & overview of potential definitions

TBA

Food models demonstrating levels of WG ingredients for selected grain category

Discussion about Category of Grains, Level of WG, and Consumer Acceptability

Share across small groups: Reacting to potential definitions & summary of outcomes

Shelly Melroe- Confluency, LLC

Track 2: Define Strategic Research Plan from Seed to Consumer

Chairs: Jan De Vries- De Vries Nutrition Solutions & Lee Anne Murphy- Manitoba Agri-Health Research Network

Overview: Research is being conducted around the world to enhance understanding of the role of whole grains in human health. This session will address the current state of whole grain research, identify gaps and initiate next steps to integrate these research initiatives into the supply chain to improve availability, quality and likability of whole grains for consumers. The grains community could benefit from a strategic research plan that begins from a vision of the whole supply chain. This plan could reduce duplication, create targeted research projects, and increase application of research to the end user worldwide.

9:00 – 12:00 **Session 1: Collaborative process and a systems approach to research**

Introduce the collaborative process and clarify expectations for deliverables

Jan De Vries- De Vries Nutrition Solutions

Integrated research application- Systems approach to research

Terry Huang-University of Nebraska

Connections between research and decision points in the system

Jan De Vries- De Vries Nutrition Solutions

Research Proposal #1- Changing consumer behavior and influencing food environment: 20 minutes to present, 30 minutes for table groups to do the 'reactions' exercise, 10 minutes to have each table share reaction

TBA

Research Proposal #2- Examining health benefits of whole grain: 20 minutes to present, 30 minutes for table groups to do the 'reactions' exercise, 10 minutes to have each table share reaction

Fred Brouns- Maastricht University

12:00 – 1:00 **Lunch**

1:00 – 4:00 **Session 2: Workshop format to establish the strategic research agenda structure**

Research Proposal #3- Technological challenges: reformulation and new product development: 20 minutes to present, 30 minutes for table groups to do the 'reactions' exercise, 10 minutes to have each table share reaction

Rob Hamer- Unilever

Research Proposal #4- “Ideal” grain ingredients- breeding for health: 20 minutes to present, 30 minutes for table groups to do the ‘reactions’ exercise, 10 minutes to have each table share reaction

Nancy Ames-Agriculture and Agri-Food Canada

Summary

Jan De Vries- De Vries Nutrition Solutions

Funders perspectives: Where are we? Where are we going? (Panel)

Van Hubbard-National Institutes of Health

Lee Anne Murphy- Manitoba Agri-Health Research Network

USDA- TBA

Robert Wood Johnson Foundation- TBA

CSIRO- TBA

FAO/WHO- TBA

Track 3: Business, Economic, and Consumer Opportunities in Delivery of More Whole Grain Foods to Consumers

Chairs: Dennis Degneffe- Consumer Centric Solutions LLC & Lisa Mancino- USDA-ERS

Overview: As a new focus of the Whole Grains Summit, presentations and working groups will address emerging business models, stories of product success, and motivators/consumer drivers in the development and delivery of healthy whole grain foods. Participants will have the opportunity to share innovative ideas and identify possibilities for future delivery of more whole grain foods to consumers.

9:00– 12:00 **Session 1: Working together to create consumer demand**

Case study of consumer acceptance of product change for health: The dairy industry’s story

Marla Buerk (Invited)

Creating future demand through school feeding programs, WIC, SNAP

Cynthia Warren- Texas Women’s University

WIC, SNAP- TBA

Decoding ‘what works’ – science to help consumers embrace the notion of whole grains

Howard Moskowitz- Moskowitz Jacobs Inc

Behavioral approaches to increase intake of whole grains

Roger Swartz- Positive Deviance Initiative, Tufts University

Creating future demand through health education (Panel)

AMA, ADA, AHA, IDC- TBA Marc Manley- Chief Prevention Officer, Blue Cross Blue Shield of Minnesota (invited)

12:00 – 1:00 **Lunch**

1:00 – 2:20 **Session 2: Achieving economic balance for healthy whole grain foods**

Economics of chronic disease reduction through public health intervention

TBA

Economic balance of a healthy food supply- The need for both supply and demand

Adam Drewnowski- UW Center for Obesity Research

1:45– 2:00 Break

Shrinking cost disparities between whole grain and refined/enriched foods

Cynthia Harriman- Whole Grains Council

2:20 –3:30 Session 4: Emerging business models to deliver a healthier food supply

Emerging business models to deliver a healthier food supply

Hank Cardello, Author of Stuffed

Panel: Business initiatives of companies already making change (and profit!)

Karen Wilder- Schwan's (Invited)

Malt-O-Meal (Invited)

Bimbo

Nestle

McDonald's

3:30 – 4:00 Session 5: Workshop format to share key facts from previous sessions

Process to share key facts that are most relevant to creating positive change in the supply/demand

Track 4: Synergies Worldwide- Opportunities to Promote Whole Grain Consumption for Health

Chair: Mary Ellen Camire- University of Maine

Overview: Whole grains have been present or re-integrated in various cultures around the world at different points in history, both distant and current. This track will provide the opportunity to explore the current status of whole grains & cultures worldwide. What progress has been made, where intercultural opportunities are, and how the nutrition transition and grain history affect the future of whole grains around the globe.

9:00 – 9:40 **Session 1: Grains’ role in the diet throughout distant history & today**

Cultural history of grain foods in human consumption (pre-historic to modern overview)

TBA

Navigating the nutrition transition- What is it? How can whole grains play a helpful role?

Natalia Schroeder- Johns Hopkins

9:40 – 12:00 **Session 2: Europe, the Americas, & Africa**

Europe

Rikke Iben Neess & Niels Brinch-Nielsen- The Danish Whole Grain Campaign

Roberto Ranieri-Open Fields

United States- Emphasis on at-risk groups

Jessica Thomson- USDA Agricultural Research Service

South America

Alicia de Francisco- Univ Federal de Santa Catarina

Thomaz Setti- SL ALIMENTOS LTDA

Africa

Lloyd Rooney- Texas A & M

TBA

12:00 – 1:00 **Lunch**

1:00 – 3:30 Session 3: Australia, India, & Asia

Australia

*Phil Mohr- CSIRO Food and Nutritional Sciences
Robyn Murray-GoGrains (Invited)*

1:45– 2:00 Break

India

*Manickavasagan Annamalai- Sultan Qaboos University
Anjali Dixit*

China

*Gary Hou- Wheat Marketing Center, Inc.
PNDC- TBA*

3:30 – 4:00 Session 4: Identifying synergies worldwide

Synergies worldwide: Cultural heritage for the improved health of people

TBA

Workshop process for participants to share

Facts that caught participants' attention: intriguing practices, similarity across cultures

4:00 – 5:00 Poster presentations by authors

Authors to be present at posters for time of presentation and questions

5:00 – 8:00 Reception & Gala Dinner Awards Ceremony

Tuesday, May 22nd, 2012

Call to Action: Moving beyond the Summit

Chair: Jessica Wellnitz- Cargill Bakery Solutions

Overview: Day 3 culminates with summary and potential next steps in the development and implementation of a strategic work plan for whole grains. A summary of findings from each of the Tracks on Day 2 will be presented. Perspectives regarding the output from each track will be discussed. The output will be given to a post-Summit committee to summarize into strategic work plans for implementation. Participants will be challenged to take on these issues through their respective roles within the food system.

7:30 –8:00 **Breakfast**

8:00 – 10:45 **Session 1: Overview & discussion of outcomes from Monday, May 21st**

Alignment of whole grain definitions of foods

Speaker & Discussion

Define strategic research plan from seed to consumer

Speaker & Discussion

Business, economic, and consumer opportunities in delivery of more whole grain foods to consumers

Speaker & Discussion

Synergies worldwide- opportunities to promote whole grain consumption for health

Speaker & Discussion

Next steps: Post-summit

10:45– 11:00 **Break**

11:00 – 12:30 **Session 2: Closing keynote session- Working together & next steps**

Working together to improve public health

Regina Benjamin- U.S. Surgeon General (Invited)

George Mensah- PepsiCo

Jim Hill- University of Colorado Anschutz Medical Campus