



HEALTHGAIN FORUM - ACTIVITY PLAN 2011

Promoting research: identifying topics, setting ground for funding and collaborations

- working out the Strategic Research Agenda
- identifying collaboration needs and opportunities, optimisation of output
- making the research needs visible for EU and national funding organisations
- preparing of proposals to carry on important research items and networks

Catalysis of contacts between academia and industry; open innovation processes

- Workshop and annual meeting, Freising, 11 April 2011 in connection with Cereals & Europe Spring Meeting
- Workshop in connection with FiE, Paris 28-29 November 2011
- Open innovation; setting up a system

Promotion of use of healthy cereal based foods: Regulatory aspects, collaboration with public health actors

- Whole grain related issues: definition, labelling, recommendations for intake; grain fibres and analysis
- Scientific and regulatory updates
- Contacts with public health policy makers
- Benchmarking of national approaches - Whole Grain Summer School exploring options

Dissemination

- Development of Forum website, the public and the login part;
- Healthgrain Symposia: 11th FENS conference, Madrid 26-29 October 2011 and possibly in other conferences
- A special Healthgrain issue in Trends Food Science and Technology
- A third article to Cereal Foods World

Running the association

- General assembly meeting of members, 11 April 2011
- Board telephone meetings
- Internal communication by mails and intranet