



2014-12-05 14:10 CET

Research on public private partnerships

The Evolution of the Whole Grain Partnership in Denmark

This paper is about the evolution of the Whole Grain Partnership in Denmark. The partnership's objective is to increase public health by encouraging Danes to eat more whole grain. The partnership also provides a business opportunity for the food industry to expand the market for whole grain products. The Whole Grain Partnership is a campaign organization supported by 35 partners from government, health NGOs and the food industry.

A public‐private partnership holds much promise and presents an exciting opportunity to increase whole grain intake for the benefit of public

health. Before the Danish Whole Grain Partnership was established in January 2008, Danes ate on average only 36 grams of whole grain per day per 10MJ (mega joules). Today, Danes eat on average 63 grams of whole grain per day per 10MJ. 30% of the population now eats the recommended intake of 75 grams of whole grain per day, whereas it was only 6% previously. 43% of Danish children now eat the recommended daily intake, whereas it was only 7% previously.

This paper focuses on three interrelated questions:

1. Why was the Whole Grain Partnership established?
2. How is the Whole Grain Partnership organized, and how does it benefit its members?
3. How has the Whole Grain Partnership evolved and achieved results?

The paper shows the evolution of the partnership. The results show that the partnership has been strategically managed and that it has been successful in bridging the objectives of the public sector, the private sector and the health NGOs. The different sectors have accepted the mutual vision and mission while maintaining their own interests. The partnership is successful in most of its performance indicators. The aim is to inspire other organizations that would like to pursue the partnership option.

Læs rapporten her

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Fuldkornspartnerskabet er et samarbejde mellem Fødevarestyrelsen, en række sundheds NGO'er og fødevarevirksomheder, om at få danskerne til at spise mere fuldkorn.

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