

推动中国全谷物 – 教育和文化的思考 Whole Grain Promotion – A few thoughts on education and culture in China



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06/23 / 2015 PORTLAND

一、发展全谷物食品 —— 理性的回归 1-1

Whole Grain Foods Development – Rational Comeback



(一) 谷物食品的天赋功能 Natural function of grain foods

1、维持生命 maintain life

谷物食品的基础功能是提供热量、满足饱腹感，孕育和维持生命；

The basic functions of grain foods are to provide energy, meet satiety, nurture and maintain life

2、愉悦和享受 pleasure and enjoyment

比较高阶的功能是满足口感的享受；

More advanced function is to satisfy the enjoyment of taste

3、健康促进 health improvement

这是最高阶的功能，对人类健康的促进。植物化学素和活性物质 —— 增强免疫能力、和抵御老化的能力。

The most advanced function is to improve human health. Phytochemicals and active compounds have the abilities to enhance immunity and resist aging.

一、发展全谷物食品 —— 理性的回归 1-1

Whole Grain Foods Development – Rational Comeback



(二) 美味同健康的矛盾 delicious and healthy sometimes do not coexist

我们发现了一个巨大的矛盾。

一方面，科学技术的发展，加工工艺和设备的进步，使人们从食物中得到了更充分的享受，提高了生活的质量；

另一方面，人们的健康状况未能随着设备、工艺的进步，食物的日益精细、美味而得到提高；相反出现了倒退，慢性疾病呈现快速增长趋势。曾经屡试不爽的手术刀 + 抗菌素的治疗手段变得效果不佳。

主要原因 —— 食物的第二阶功能影响了第三阶（高阶）功能！

We found a huge contradiction.

On one hand, with the development of science and technology, and improvement of processing technology and equipment, people obtain more full enjoyment from food, which also improves living quality.

On the other hand, human health condition hasn't been improved equally with the progress in equipment, technology and increasingly refined and delicious food. On the contrary, chronic disease shows a rapid growth trend. Time-tested scalpel and antibiotics medical treatment become less effective.

The main reason is that the secondary function of food affects its third level (higher level) function!

一、发展全谷物食品 —— 理性的回归 1-1

Whole Grain Foods Development – Rational Comeback



(三) 重视发挥食物的高阶功能 focus on promotion of high function of foods

多种慢病的重要原因之一是胃肠道功能受损。

One of many important causes of chronic disease is gastrointestinal dysfunction.

1、过度精细的食物损失了过多的营养和活性物质，破坏了营养结构的平衡，降低了免疫和抗衰的能力；

Over-refined foods have too much loss of nutrients and active substances, which destroys the balance of trophic structure and decrease the abilities of immune and anti-aging.

2、过度精细的食物影响了肠道排除有毒有害物质的能力，留下患病的隐患。

Over-refined foods affect intestine's ability of eliminating toxic and hazardous substances, which leaves the hidden health risks.

因此，恢复肠道的“原动力”成为追求健康的当务之急！

Therefore, restoring the “motivity” of intestine becomes imperative for pursuing health.

一、发展全谷物食品——理性的回归 1-3

Whole Grain Foods Development – Rational Comeback



(四) 全谷物——恢复肠道功能的首选 whole grain – first choice to restore gastrointestinal tract function

健康保护的两条途径（从食物角度） Two health protection approaches (from the perspective of food)

1、全谷物食品---将精细加工丢失的必需营养素寻找回来（保留下来）；

Whole grain foods- recovering the missing essential nutrients from elaborate processing (retain)

2、膳食补充剂---将失衡的营养结构调整回来（加强短板）。

Dietary supplements- Adjusting back the imbalanced trophic structure (strengthen shortcomings)

二、中国发展全谷物食品的进展

2-1

China Whole Grain Foods Development



(一) 会议和考察 conferences and visits

1、波特兰 Portland

2011年1月30日至2月3日，正值我国春节期间，国家发改委公众营养与发展中心主任于小冬教授等赴美国波特兰参加由国际“全谷物理事会”召开的“全谷物新潮流国际论坛”。

- (1) 学习、交流了各国企业、政府、公益组织、学校等研发、生产、政府支持、市场推动、媒体宣传的经验。中国代表团及报告受到高度关注；
- (2) 拜访了美国小麦中心,同相关企业座谈；
- (3) 实地考察了美国市场上的全谷物产品销售情况，亲自品尝了各种全谷物食品。

On January 30th - February 3rd, 2011, during the Chinese Spring Festival, director of China Public Nutrition Improvement Office- professor Yu Xiaodong and others attended “Whole Grains: the New Norm” , hosted by Whole Grain Council in Portland, USA.

- (1) Learned and exchanged the experience in research and development, production, government support, market-driven and media publicity with national business, government, public service organizations, schools and etc. The Chinese delegation with their reports attracted high attention.
- (2) Visited Wheat Marketing Center, had discussions with relevant enterprise.
- (3) Field visited the whole grain product sales in the US market and tasted a variety of whole grain products.





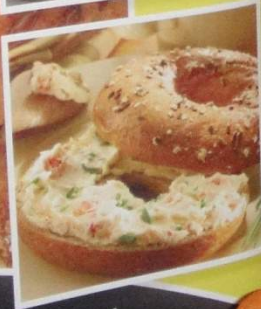
YU
XIAODONG



OLDWAYS AND THE WHOLE GRAINS COUNCIL



whole grains



we can *extend* our whole grain stamp to our customers*
(*for qualifying product formulas)

wide
produ



CARAVAN INGREDIENTS

leading food & bakery ingredients supplier



innovative solutions

WHOLE GRAINS

good for you...
good for your
bottom line



FRUIT & MAPLE OATMEAL



100% WHOLE GRAIN
32g or more per serving
WholeGrainsCouncil.org
EAT 48g OR MORE OF WHOLE GRAINS DAILY



- 290 calories per serving
- 2 servings of whole grains
- About a 1/2 cup of fruit
- Excellent source of dietary fiber and vitamin C
- + brown sugar (260 calories)

© 2011 McDonald's





ANETTE
CECCHI GRAY



MICHAEL
HOLLEMAN

二、中国发展全谷物的进程 2-5

China Whole Grain Foods Development



2、明尼阿波利斯 Minneapolis, MN

2012年5月20日至22日，于小冬教授等受国际谷物健康基金会邀请，赴美国明尼阿波利斯，参加有多国食品、营养、医学专家和企业家人参加的研讨会。

与会代表以大量的、充实的临床报告和实验数据，论证了全谷物食品中功能成分对慢性疾病预防和治疗积极作用，从理论上对全谷物的发展给予了更加有力的支撑。

会议期间，于小冬教授受邀作了报告。

On May 20-22, 2012, invited by Grains for Health Foundation, professor Yu Xiaodong attended "Whole Grain Summit" in Minneapolis, where brought together a multi-national food, nutrition, medical experts and entrepreneurs.

With a large number of substantial clinical reports and experimental data, speakers demonstrated the positive effects of the functional ingredients in whole grain foods on the prevention and treatment of chronic disease, which also theoretically supported the development of whole grains.

During the summit, professor Yu Xiaodong was invited to give a speech.



WHOLE GRAINS SUMMIT 2012

Welcome!

Actions



Grains &
Legumes
Nutrition
Council

Cultivating Good Health

Wholegrain Daily Target Intake

Established 48g per day – adults / children > 9 yrs

Equivalent 3 slices wholemeal bread

Referenced on packs, websites, TVCs

Products making a wholegrain content claim must have:

≥10% wholegrain content

OR

≥4.8g wholegrains per serve

Wholegrain Food

Product descriptors – ‘source of wholegrain’

Preference of Australians – ‘more’ likely to buy a product if it

Contains WHOLEGRAINS on pack

International alignment

Health Claim – characterisation of wholegrain

www.glnc.org.au






Hilton
Minneapolis



WHOLE GRAINS SUMMIT

MyPlate Luncheon

presented by



ConAgra Mills

二、中国发展全谷物食品的进程

2-5

China Whole Grain Foods Development



3、丹麦、德国、日本 Visits to Denmark, Germany, and Japan

赴有关国家考察、引进设备。

Visited Denmark, Germany and Japan and imported some processing equipment.

今日之歷史館

HISTORY OF SATAKE
サタケの歩み

1956
~1967

[illegible]



2013/03/18

二、中国发展全谷物的进程

2-3

China Whole Grain Development



(二) 研讨和企业动员 Discuss and Mobilize Industry

1、第一次会议 1st Conference

2011年4月20日至21日，由国家发改委公众营养与发展中心、全谷物理事会（国际）、健康谷物基金会（国际）、中国粮油学会粮油营养分会联合举办的“全谷物食品发展国际论坛”在北京召开。

这是我国首次举办的规模最大、层次最高的“全谷物食品”专题研讨活动。来自美国、加拿大、英国、法国、瑞士、墨西哥、日本等国以及台湾地区的全谷物食品顶尖专家；国家发改委、工信部、国家食药局、国家粮食局等部门的领导；国内外著名企业和相关行业组织的负责人等200余位代表参加了论坛。

论坛取得了圆满的成果。

- On April 20-21, 2011 in Beijing, Whole Grain Forum was jointly organized by the Chinese government's Public Nutrition and Development Center (PNDC), the Whole Grains Council, the Grains for Health Foundation and the China Cereals and Oils Association.
- This was the largest and highest level "Whole Grain Foods" symposium China ever-held. The Forum attracted estimate 200 attendees, including whole grains experts from US, Canada, UK, France, Switzerland, Mexico, Japan and other countries and Taiwan; leaders from Chinese National Development and Reform Commission, Ministry of Industry, the Food and Drug Administration, the National Food Administration; principals from famous international enterprises and relevant industry organizations.
- The Forum had successful achievements.

China Whole Grain Development



论坛以“全谷物食品与健康的关系”、“全球的趋势和发展潮流”、“如何拓展中国市场”三个单元进行了深入的讨论。大家一致认为，中国发展全谷物食品机遇和挑战并存，不可能一蹴而就，必须经过一个过程。

首次论坛的召开在中国粮油食品生产领域、食物营养与健康领域、国民宣传教育领域、尤其是在我国广大的消费者中引起了一定程度的关注和热烈的反响。从而对进一步促进我国健康主食的研发生产，引领国民树立科学饮食的理念和培育健康的饮食习惯、发挥了重要的现实作用。

The Forum had in-depth discussion in three units: the relationship between whole grains and health; global trends and development norm; how to expand the Chinese market. It was agreed that the development of whole grains in China had both opportunities and challenges, and this development couldn't be achieved overnight, it must go through a process.

The first-ever held Forum attracted a certain level of attention and enthusiastic response from Chinese cereals and oils food production, food nutrition and health, national education fields and in particularly from the majority of consumers in China. Therefore, this Forum played an important practical role in further promoting the development and production of healthy staple food, and leading Chinese citizens to establish scientific diet concept and foster healthy eating habits.









“全谷物”食品发展国际论坛 “Whole Grain” Foods Development Forum

2011年4月20日至21日 北京·西苑饭店

主办单位：

国家发改委公众营养与发展中心
Public Nutrition and Development Center (PNDC)
of the National Development and Reform Commission of China

中国粮油学会粮油营养分会
The Cereals and Oils Nutrition Branch
China Cereals and Oils Association

协办单位：谷物委员会（国际）
Whole Grains Council (WGC)

健康谷物基金（国际）
Grains for Health Foundation (International)

协办单位：营养学会
高粮烘焙

全国高科技
中国焙烤食品

支持单位：

麦特

BIM

于小冬

王莉

王莉

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王莉

王莉

王莉

王莉

王莉



赵法伋

Neil Levin

Kathy Wiemer

Walter von Reding

Jessica Wellnitz

王杻村

Steven

河野元信





“全谷物”食品发展国际 “Whole Grain” Foods Development

2011年4月20日至21日 北京·西苑饭店



国家发改委公众营养
Public Nutrition and
the National Development
和改革委员会 (国家)
Whole Grains Council

中国粮油学会粮油营养分会
The Cereals and Oil Nutrition
China
健康·
Grain

集团 BIM
本：凤凰网



China Whole Grain Development



2、第二次会议 2nd Conference

2013年10月19日至20日，第二届全谷物食品发展论坛由国家公众营养改善项目办公室、全国健康家庭联盟和中国大健康产业联盟联合主办，在北京科技会堂成功召开。

国家发改委、农业部、国务院三农办公室、卫计委、国家食药局等部门有关领导和粮油骨干企业、大学、科研机构的近200名代表出席了会议。

与首次会议相比较，此次会议更加注重企业动员及市场发动，更加注重实际问题的研究和解决。

On October 19-20, 2013, the second Whole Grain Forum, jointly organized by the Chinese government's Public Nutrition and Development Center (PNDC), National Health Family Association and National Health Industry Association, was held successfully in Beijing Science and Technology Hall.

Approximately 200 representatives from National Development and Reform Commission, Ministry of Agriculture, the State Council, National Health and Family Planning Commission, China Food and Drug Administration, and cereals and oils key enterprises, universities and research institutes attended this Forum.

Compared to the 1st conference, this conference paid more attention to enterprise mobilization and market launch, and more focused on research and solve practical problems.

二、中国发展全谷物的进程

2-7

China Whole Grain Development



会议就“政策法规与标准”、“科研攻关与产品开发”、“知识普及与公众教育”、“渠道建设与市场开拓”、“行业组织与管理”等代表们关心的问题组织了专题报告，进行了深入的讨论。

组委会还特别邀请了中国农业大学的范志红教授作了题为“全谷物食品的营养学价值研究进展”的报告；邀请中华糕饼文化促进会王长龙总干事作了题为“全谷物畅销第一步——谷物的文化密码”的报告，引导大家重视从饮食文化层面拓展全谷物食品市场，使代表们感到大受启发、大开眼界。

The Forum organized special reports and in-depth discussions on the issues of representatives' interest: Policies and Standards; Scientific research and product development; Literacy and public education, Channel development and market development; industry organization and management and other issues.

The committee invited Professor Fan Zhihong from China Agriculture University to give a presentation on “Research progress in nutritional values of whole grain foods”. Mr. Wang Changlong, director of the Chinese Pastry Culture Promotion, was also invited to have a presentation titled “The first step in selling whole grains- cultural code of cereals”. His presentation guided us to attach importance to expand the whole grain foods market from diet and culture level, which made the representatives felt inspired and eye-opened.

China Whole Grain Development



会议值得一提的其它亮点： Other highlights:

为了配合论坛的举办，论坛召开前夕，国家公众营养改善项目办公室与“家乐福”超市在上海联合举办了“全谷物食品宣传周”。活动吸引了大量顾客，全谷物面包等产品往往在中午刚过就销售一空；

会议通过了“中国全谷物理事会”章程，宣告了“中国全谷物理事会”成立；

在粮油营养与健康方面作出突出贡献、取得显著成就的数十家企业获得了表彰。

To cope with the Forum, on the eve of the Forum, PNDC and Carrefour supermarket jointly organized the “Whole Grains Publicity Week” in Shanghai. This event attracted a large number of customers. Whole grain bread and other products were often sold out quickly before the early afternoon.

The Forum passed the “China Whole Grains Council” constitution and declared the establishment of “China Whole Grains Council”.

Over ten companies which made outstanding contributions and remarkable achievements in nutrition and health aspects of cereals, oils, were received recognition in the Forum.

WHOLE GRAIN

二届全谷物食品发展国际论坛

NATIONAL FORUM ON WHOLE GRAINS DEVELOPMENT









WHOLE C

第二届全谷物食

2ND INTERNATIONAL FORUM O

单位：国家公 营养改善项目办公室、
、 公关顾问有限公司

19-20 北京







第二届全谷物食品发展国际论坛

THE 2ND INTERNATIONAL FORUM ON WHOLE GRAINS DEVELOPMENT

主办单位：国家公共营养改善项目办公室、全国健康家庭联盟、中国大健康产业联盟

承办单位：北京蓝讯公关顾问有限公司

协办单位：北京·中国科技会堂

2016.10.19-20



wholegrain.org.cn



展国际论坛
L FORUM ON
EVELOPMENT



第 届全谷物食品发 国际论坛

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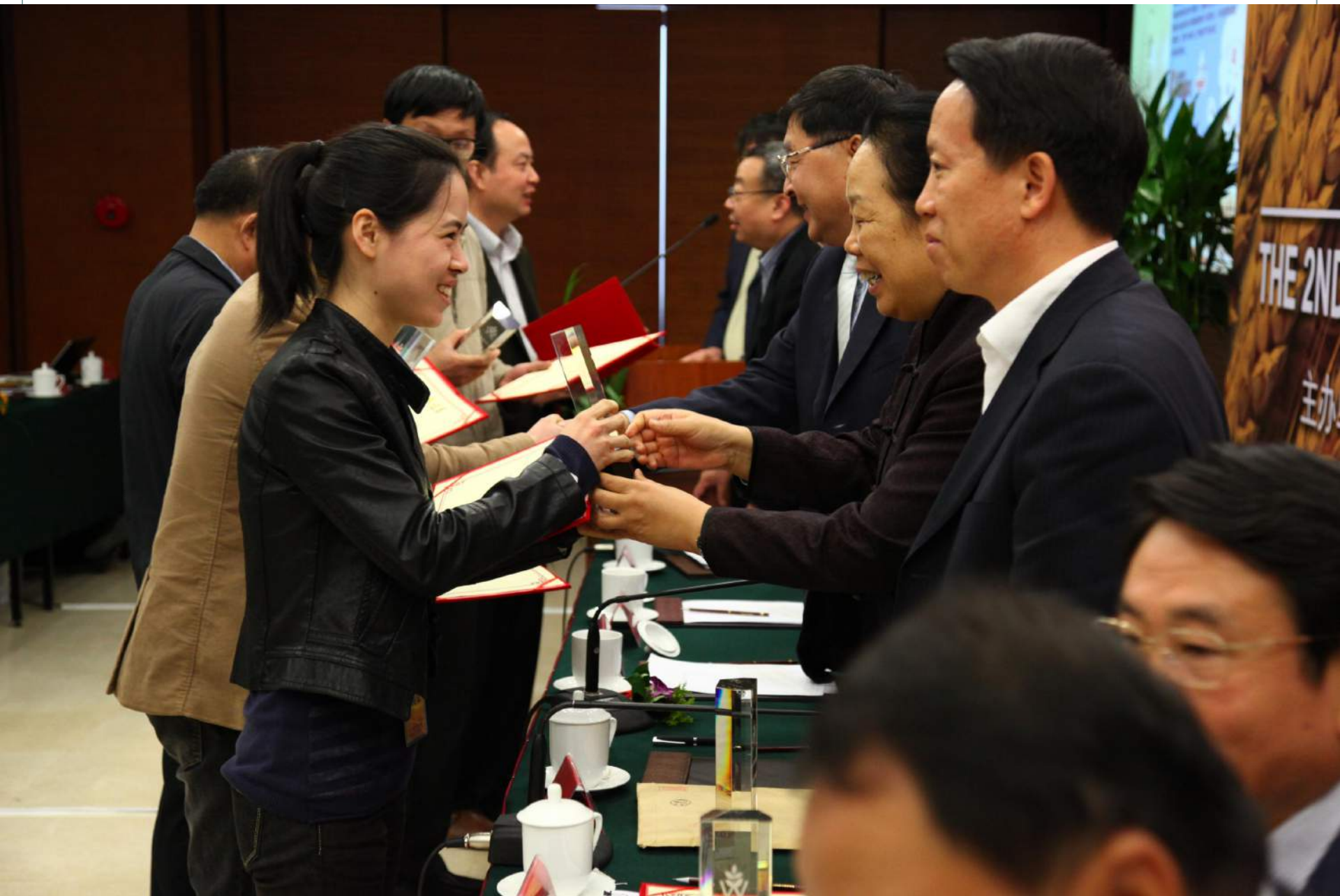
康 中国大保 产业联盟

中国全谷物理事会

于小冬

鲁生

张天左





二、中国发展全谷物的进程 2-9

China Whole Grain Foods Development



(三) 行业组织与领导 Industrial Organizations and Leaders

借第二届论坛的东风，中国全谷物理事会会议于2013年11月23日在河南工业大学召开。会议通过了理事会顾问、理事长和副理事长、秘书长和副秘书长，以及专家委员会名单，中国全谷物理事会正式工作。

会议期间举行了全谷物标准制定开题会，确定由河南工业大学副校长屈凌波教授全面负责全谷物标准制定工作。

代表们利用午餐后的休息时间参观了河南工业大学全谷物食品研发设备。

Riding the wind current from the second Forum, China Whole Grains Council Conference was held in Henan University of Technology on November 23, 2013. The conference passed the leadership list of the council counselor, president and vice president, executive secretary and vice executive secretary, as well as the experts committee. Then, China Whole Grain Council officially started to work.

A discussion meeting on developing whole grain standards was held during the conference. And it was determined that the vice president of Henan University of Technology Professor Qu Lingbo was fully responsible for developing whole grain standards.

The representatives used the break after lunch to visit the whole grain food research and development facility in Henan University of Technology.

二、中国发展全谷物的进程 2-10

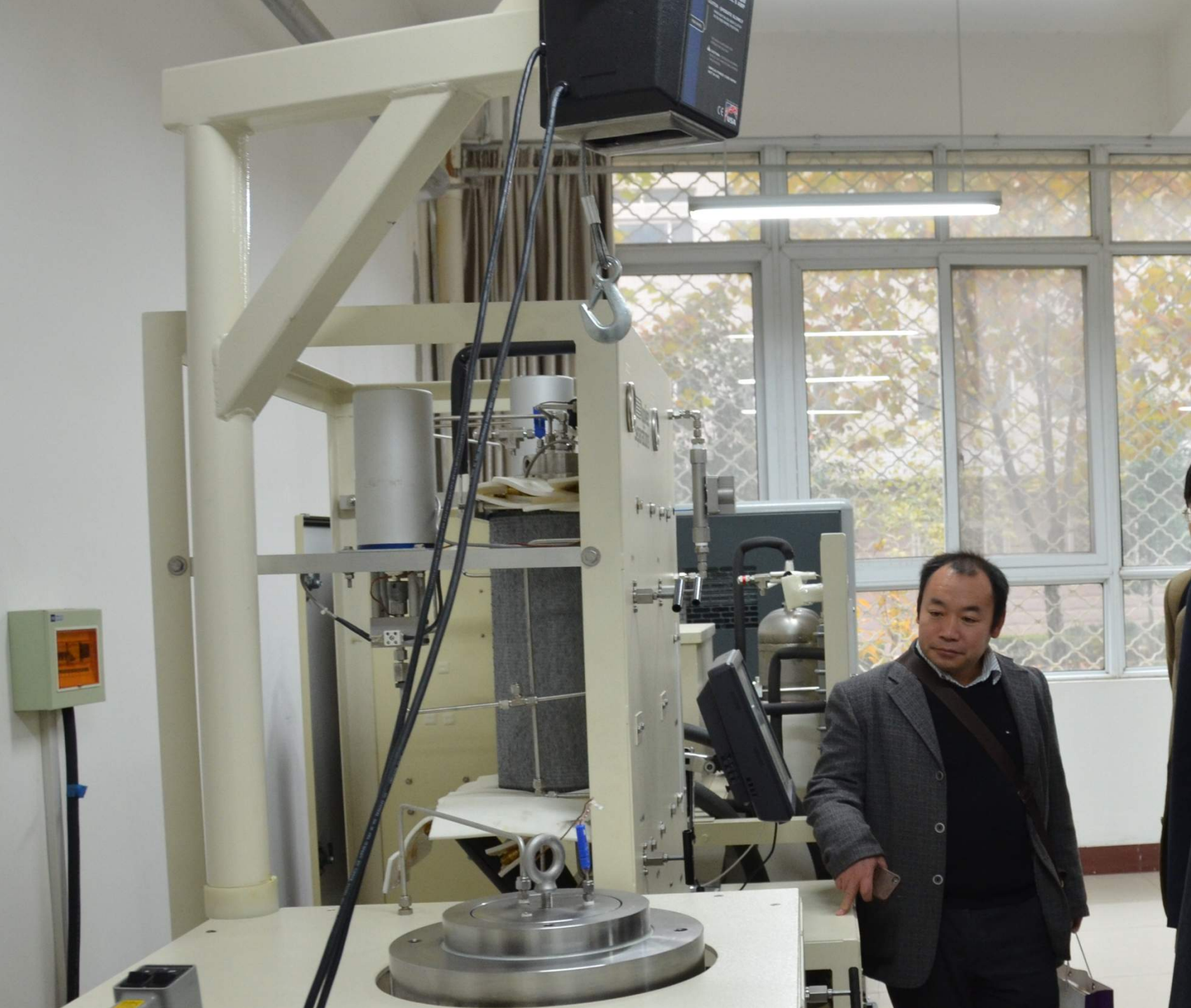
China Whole Grain Foods Development



2014年-2015年上半年 (2014-first half of 2015)

- (1) 修改完善理事会章程及附属文件; Finalize by-laws
- (2) 制定全谷物食品标识授权使用办法; develop whole grain food stamp usage procedures
- (3) 编制“全谷物标识”授权使用指南; compile “whole grain stamp” usage guidelines
- (4) 注册标识; register stamps
- (5) 与河南工大、标委等单位研究标准制定; develop standards
- (6) 与中粮、古船、宾堡等企业研讨工艺、市场推广; research on technology and market promotion
- (6) 参与大程全谷物车间选考察、选型、筹建 Participate in Henan Dacheng Group whole grain mill setup





二、中国发展全谷物的进程



(四) 中国市场缓慢加热 China market slowly picks up



食之街，巧搭配。粮之初，全谷物。

复合全谷物



上海浦江应用生物化学研究所
牡丹江惠食坊全谷物食品技术开发有限公司

[专利号] ZL 200710044124 X / 201210044012.2



科学主食 幸福滋味!



山东惠食坊米业有限公司



全谷物食品是最安全的营养宝库

膳食纤维
全谷物食品富含膳食纤维，膳食纤维能促进胃肠蠕动，帮助消化，预防便秘。同时还能降低胆固醇，预防心血管疾病。

酚酸
全谷物食品含有大量的酚酸成分，酚酸能清除自由基，抗氧化，预防衰老。同时还能降低胆固醇，预防心血管疾病。

类黄酮
类黄酮是一种天然植物成分，研究表明，类黄酮的摄入量与降低冠心病风险密切相关。

植酸
植酸是植物中普遍存在的一种天然成分，能与金属离子结合，防止金属离子被人体吸收。同时还能降低胆固醇，预防心血管疾病。

维生素E
全谷物食品中含有丰富的维生素E，维生素E能抗氧化，预防衰老。同时还能降低胆固醇，预防心血管疾病。

三、问题与思考 Questions and Thoughts



(一) 挑战 Challenges

1、来自消费者 from consumers

(1) 健康素养较低。近年来我们做过一些测试，证明具有健康素质的人仅占全体人口的6%左右；而在“网民”中有40%的人属于“营养盲”，基本没有营养知识。这是由于我们的基础教育（中小学）教材中，这方面的内容很少，国民的营养和健康知识先天不足。应该看到，在中国发展全谷物食品同其它营养产品一样，虽然市场巨大，但是需要经过一个慢热的过程。

比较来说，消费者教育在中国是更加艰巨的工作；

Low health literacy. In recent years, we have done some surveys proving that only 6% of the entire population has health literacy; 40% of Chinese netizens have little knowledge of health and nutrition. This is because very little content of this area in our basic education (primary and secondary school) textbooks. Our citizens are deficient in nutrition and health knowledge. As we can see, just as same as other nutritious products, the development of whole grains in China has a huge market, but requires to go through a slow process.

In comparison, consumer education is a more difficult task in China.

三、问题与思考 Questions and Thoughts



(2) 口感、观感要求高 high demand for taste and appearance

中国是一个异常讲究美食的国度，2500多年前的教育家、大思想家孔子，就提出了“食不厌精、脍不厌细”的饮食原则。在经济条件允许的情况下，中国人对食物的要求首先就是美味、好吃、好看。因此，虽然中国各大区域的饮食习惯不同，发展形成了许多饮食体系，但是以“追求口味要求”作为第一原则却无一例外。

这是一个现实问题，中国必须尤其重视烹调方式、器具、原料品种的选择和改进，以推进工作；

China is a country that has long favored food of delicious taste. More than 2,500 years ago, Great Educator and Philosopher Confucius had promoted the principle of “eating refined and well processed foods”. Chinese consumers demand foods that are delicious and good taste when they can afford them. Therefore, although different regions of the country have developed their own characteristic culinary systems, taste of food remains the most important requirement.

This is a real problem, so China must pay more attention to the selection and improvement of cooking methods, equipment, raw materials to promote the development of whole grains.

三、问题与思考 Questions and Thoughts



2、来自企业 from industry

消费者购买全谷物食品的主要诉求是健康功能，而健康功能的保障在于全谷物的“全”字，也就是必须保障食品中最低的有效成分数量和比例。

目前市场中存在问题：较多产品中全谷物原料含量标注不具体，甚至不标注。

打着全谷物的旗号浑水摸鱼的产品不少。

The main reason for consumers to purchase whole grain foods is the health benefits, but the health benefits are guaranteed by the “whole” in whole grains, which means we need to ensure the number and proportion of active ingredients in food.

Some problems exist in the market that in many products, whole grain raw material content labeling is not specific, some even not marked.

There are also some non-whole grain products are sold under the banner name of whole grains.

三、问题与思考 Questions and Thoughts



(二) 我们的思考和应对 Our thinking and strategy

1、关于定义与标准 definition and standard

(1) 美国：加工后麸皮、胚乳、胚芽三部分营养比例同颖果相当。

欧洲：加工后，颖果整体损失不高于2%；麸皮损失不超过10%。

我国：加工后，颖果整体损失不高于5%；麸皮损失不超过20%。
(理事会标识标准)

USA: After processing, the bran, germ and endosperm should deliver the same rich balance of nutrients that are found in the original grain seed.

Europe: After processing, the overall loss of grain seed is not higher than 2% and the loss of bran is not over 10%.

China: After processing, the overall loss of grain seed is not higher than 5% and the bran loss is not over 20% (China Whole Grain Council labeling standards)

三、问题与思考 Questions and Thoughts



(2) 原料加工允许采用不同的工艺路线

谷物整体加工；

谷物不同部分分开加工，然后严格按照比例混合。

(3) 全谷物食品的基本标准

每份（25克）全谷物食品所含全谷物原料不低于8克全谷物原料。

(4) 全谷物食品的高量标准

每份（25克）全谷物食品所含全谷物原料不低于16克全谷物原料。

(5) 100%标识

只允许100%的全谷物原料或全谷物食品使用。

(2) The raw material processing is allowed to use different processing technologies

One route is processing the grain seeds as a whole; another route is processing each portion separately and blending each portion together strictly in accordance with the ratio.

(3) The basic standard for whole grain foods

Per serving (25 g) of whole grain food contains not less than 8 grams of whole grain materials

(4) The higher level standard of whole grain foods

Per serving (25 g) of whole grain food contains not less than 16 grams of whole grain materials

(5) 100% label: Only used when 100% of the grain is whole grain

三、问题与思考 Questions and Thoughts



(三) 以先进的教育和文化思想开拓市场 use modern education and cultural ideas to expand market

1、需要形成New Norm (新潮流) Need to form New Norm

我们的认识是，产业发展的灵魂——先进理念与文化领导力。当具备了消费能力、潜在市场需求、科学技术、产品研发生产……等多种必备条件后，形成“引领食品消费的新风尚、新文化”至关重要。

“食尚文化”建设的两个关键要素（虚实结合）

(1) 使参与者具有自豪感，感觉到自己的生活方式在引领时尚生活和时代潮流，站在新文化高地之上；

(2) 满足参与者某种清晰的诉求，如美肤、瘦体、调整胃肠功能等。

Our understanding is that the soul of industrial development are the advanced concepts and cultural leadership. When a number of prerequisites including power consumption, potential market demand, science and technology, product research and development, etc. have possessed, it is vital to form “leading new trend and new culture of food consumption”.

Two key elements in developing “food trend and culture” (rituality and reality combination)

- (1) Make participants felt proud that their lifestyle leads a fashion lifestyle and the trend of the times, and also standing on the top of new cultural highland
- (2) Fulfill participants' clear demands, such as skin beautify, weight loss, gastrointestinal function adjustment, etc.

三、问题与思考 Questions and Thoughts



2、成功的案例 success stories

改变人们千百年形成的饮食习惯绝非易事，但也不是不可能。几十年前中国人喝的红酒是加糖的甜水；炒菜的油是花生油、大豆油、菜籽油等，从不知道橄榄油；大部分中国人也不习惯吃奶酪。但是现在中国成了红酒、橄榄油的消费大国，其原因主要是文化和市场教育。能够战胜和引导饮食习惯的只有文化！当然，科技是基础和支撑。

It is absolutely not an easy task to change consumers' eating habit that has been formed over tens of thousands of years, but it is still possible. Decades ago, red wines that Chinese people consumed were sugared water; cooking oils were peanut oil, soybean oil, and rape seed oil, and olive oil was unknown; a majority of Chinese did not like cheese. Now, China has become a major consuming country for red wine and olive oil thanks to food culture education and marketing. Only consumer education can lead to eating habit change.

三、问题与思考 Questions and Thoughts



3、中国全谷物标识—布谷鸟的故事 China Whole Grain Stamp - Cuckoo story



三、问题与思考 Questions and Thoughts



- * 一种会挑食谷物的鸟类
- * 因为它要远飞、高飞，要抵御各种气候、疾病和伤害
- * 所以它必须健壮、有耐力而又轻盈快捷
- * 鸟类成为人类选择主食品的老师
- * 它会挑选全谷物，并作为全谷物食品的标志

（三个等级，已经贴在产品上，该标志所有权属于中国全谷物理事会）

A kind of bird only eats cereals

Cuckoo needs to fly further and higher, and to resist all kinds of weather, disease and injury.

Therefore it must be strong, enduring, but light and fast.

Bird can be human's advisor for choosing staple food

It will choose whole grains, so that Cuckoo becomes a stamp of whole grain foods.

(Three levels of stamps are already posted on products. The stamp is owned by China Whole Grain Council)

三、问题与思考 Questions and Thoughts



4、古为今用的中国健康文化 Traditional Chinese health culture

中国推广全谷物食品有一个得天独厚的文化优势，这就是拥有传统医学的深厚积淀。现代保健医学和现代营养学发现天然食物中的多种营养组分具有协同增效作用。这为我们认识和倡导全谷物食品提供了科学依据。

中医等传统医学其实很早就“悟”出了这一点。首先他们早在数千年前就知道很多食品其实有疗效；其次他们了解用作医疗的食品（或者草药）整体使用效果更好。不仅如此，他们还懂得使用多种食品（或者草药）协同增效！。

我认为，中国推进全谷物食品，这是应该发扬的文化优势。

Promoting whole grain foods in China has a unique cultural advantage, which is having a strong heritage of traditional medicine. Modern health medical science and modern nutrition find that a variety of nutritional components in natural foods have synergistic interaction function. This provides scientific basis for us to understand and promote whole grain foods.

Actually Chinese medicine and other traditional medicine realized this truth in very early time. Firstly they understood that many foods had health benefits thousands of years ago; secondly they understood it was more efficient to use the whole medical foods (or herb). Moreover, they knew to use a variety of foods (or herb) to enhance the benefits.

In my opinion, promoting whole grains in China is a cultural advantage that should be carried forward.

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FUEL UP TO play 60

Brian Drakpo #98
Outside Linebacker

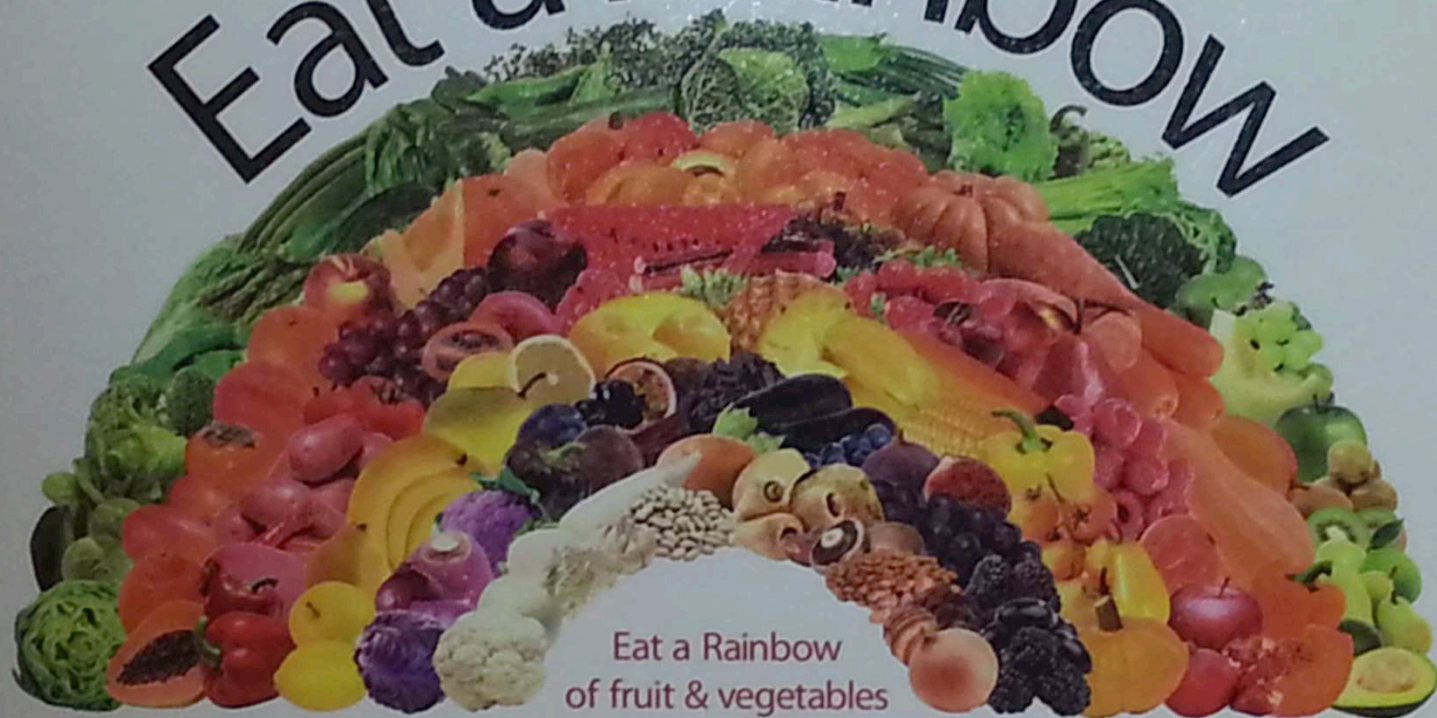
REDSKINS

98

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school an even better place.**

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Eat a Rainbow



Eat a Rainbow
of fruit & vegetables

How many colours can you eat today?



感谢聆听！
Thank you!

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