



CODE OF PRACTICE FOR WHOLE GRAIN INGREDIENT CONTENT CLAIMS

COMMUNIQUE 14.001

12th December 2013

REASON FOR COMMUNIQUE: Steering Committee Meeting 11th November 2013

PURPOSE OF MEETING

As per the Code of Practice for Whole Grain Ingredient Content Claims (Code), the Steering Committee meets at least twice per year to oversee the management of the Code. During the public consultation on the draft Code in June 2013, several issues were raised that required additional consideration. The Grains & Legumes Nutrition Council (GLNC) agreed to prioritise three issues for consideration by the Steering Committee. To ensure the Steering Committee had adequate information to make informed decisions, GLNC sought views and supporting evidence relating to these items from Code Registered Users, the wider food industry and key stakeholders. GLNC received submissions from seven stakeholders including manufacturers and retailers.

AGENDA

1. Approved list of synonyms to whole grain claims
2. Toddler foods criteria for whole grain claims
3. Liquid breakfast drinks criteria for whole grain claims
4. Single serve Whole Grain Daily Target Intake (DTI) statements

DECISIONS

Code Section	Decision
3.2	<p>Approved list of synonyms to whole grain ingredient claims</p> <p>Three lists to be provided to accompany the Code:</p> <ol style="list-style-type: none">1. A list of approved synonyms to the claims (Table 1).2. A list of approved descriptors which are not synonyms of the claims, but can be used if foods contain at least 8 grams whole grain per serve. These must be used with a qualifying statement to indicate the grams of whole grain per serve, printed elsewhere on the elsewhere on the pack or promotion. For example, 'Contains XXg whole grain per serve. High in whole grain' (Table 2).3. A list of claims not permitted (Table 3). <p>Registered Users must notify GLNC when registering products which synonym will be used. As per the Code synonyms and different expressions not listed in the approved list which make a whole grain ingredient content claim may be used with the prior written approval of the Code Manager.</p>
3.1	<p>Daily Target Intake statement</p> <ul style="list-style-type: none">• The DTI statement may be split with one part of the statement on front of pack with the remainder of the statement elsewhere on the pack or promotion. Prior written approval of the Code Manager must be received for the use of split whole grain Daily Target Intake statements.• The word 'target' must be used in the DTI statement. Synonyms of this are not permitted.• Single serve packs do not need to include information about the serve size in the DTI statement. Must include the serve size if packaged as multiple packs or in packs larger than a single serve per pack.
3.3	<p>Toddler foods criteria for whole grain claims</p>

	<ul style="list-style-type: none"> • Definition of toddler to be reviewed potentially to include children 1 – 3 years in line with Food Standards Code and Australian Dietary Guidelines. • Whole grain DTI for toddlers to be reviewed to potentially extend to children 1 – 2 years. Currently the toddler DTI is for children 2-3 years. • Agreed two criteria for toddler food of 4 grams per serve AND 8 grams per 30 gram equivalent was unnecessarily restrictive. The proposed alternative toddler criteria will be put out for public consultation (Table 4). • Criteria for children 4 – 8 years should not be introduced to the Code. In response to suggestions made to include a third set of claims for children 4-8 years, it was agreed the risk to confusion of the message was not outweighed by a significant benefit. It was noted the main foods affected appeared to be snack foods. The Committee agreed specific criteria for the promotion of snacks for older children does not align with GLNC’s mission or its role as a health promotion charity.
3.2	<p>Liquid breakfast drinks</p> <ul style="list-style-type: none"> • Breakfast drinks are able to carry whole grain ingredient content claims and must meet the same criteria as other foods.

ACTIONS

1. GLNC to review definition of toddler age range and whole grain DTI for children 1 – 2 years for inclusion in public consultation.
2. Consultation required - public consultation on proposed alternative criteria for toddler food whole grain claims will be combined with call for items for consideration for the annual Code review 22/01/2014 – 21/02/2014

TABLES

Table 1. Approved synonyms

Claim	Approved synonym
Contains whole grain	With whole grain
	Made with whole grain
	Source of whole grain
	With the goodness of whole grain
High in whole grain	Rich in whole grain
	Good source of whole grain
Very high in whole grain	Very good source of whole grain
	Excellent source of whole grain
	Great source of whole grain

Table 2. Approved descriptors – must contain a minimum of 8 grams whole grain per serve and must be used with qualifying statement: Contains XXg whole grain per serve. ‘Contains whole grain / High in whole grain / Very high in whole grain.’

Descriptors
xx% whole grain [#]
Made with xx% whole grains [#]
With xx% whole grain [#]
X grams whole grain per serve
With “x” whole grains i.e. with 3 whole grains
Only whole grain/ All whole grain (entire cereal content is whole grain)
Full of whole grain
Filled with whole grain
Packed with whole grain
Loaded with whole grain

Packed full of whole grain
Bursting with whole grains

#Note: Percentage whole grain content must be quoted as percentage whole grain in finished food. Percentage whole grain of total grain content is not permissible.

Table 3. Claims not approved for use

Not permitted
Natural source of whole grains
Whole grain energy

Table 4. Proposed alternative criteria for toddler food whole grain claims

Claim	Requirement	
	Serve size up to 30 grams	Serve size greater than 30 grams
Contains whole grain	Minimum equivalent to 4 grams whole grain per 30 grams	Minimum of 4 grams whole grain per serve
High in whole grain	Minimum equivalent to 8 grams whole grain per 30 grams	Minimum of 8 grams whole grain per serve
Very high in whole grain	Minimum equivalent to 12 grams whole grain per 30 grams	Minimum of 12 grams whole grain per serve

FURTHER ENQUIRIES

Please contact GLNC Code Manager should you have any enquiries in relation to the contents of the Communique or the Code of Practice for Whole Grain Ingredient Content Claims:

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