



29 February 2012

New Identity Brings Clarity to Grains & Legumes Representation

The Grains & Legumes Nutrition Council has launched, replacing Go Grains Health & Nutrition with a new name and logo.

The re-brand follows a six month review process during which industry and key stakeholders of the incumbent Go Grains were consulted to ensure the change was in keeping with the organizations position as the independent voice for grain foods and legumes in health and nutrition. The organisation's website, digital media and brochures will now reflect the new corporate identity.

"The new positioning, which is articulated by the name and brought to life in the logo, more clearly represents both grain-based foods and legumes, which we discovered through research was particularly important when communicating with stakeholders and consumers," said Robyn Murray, CEO of the Grains & Legumes Nutrition Council.

"The organisation will continue to review the science and communicate the latest research findings about nutrition and health benefits of grains, grain-based foods and legumes to a range of audiences and encourage consumers to include these foods in their diet.

"Only our name has changed. Our vision, values and day to day operations remain the same as they have always been," she concluded.

Industry benefits include access to the latest scientific evidence, insights, consumer attitudes and data on grains, grain-based foods and legumes; literature and technical reviews on emerging industry topics; engagement with public health and healthcare professionals, media and consumers; support of education initiatives and exposure at key conferences. For more information, visit www.glnc.org.au.

The Grains & Legumes Nutrition Council is a not-for-profit organisation, founded by the Grains Research and Development Corporation (GRDC) and supported by producers and manufacturers in the grains and legumes industries.

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For more information:

Visit our Newsboost page at:

<http://www.newsboost.com/newsroom/grains-legumes-nutrition-council>

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