

# The Whole Grain Content Claim

Establishing an industry standard



**The Grains & Legumes Nutrition Council™ has established an industry standard which will guide the use of whole grain content claims in Australia and New Zealand. The standard will provide clear, consistent messaging on the whole grain content of foods. It will begin to appear on pack in 2014.**

## Time for an industry standard

Foods labelled as whole grain vary considerably in whole grain content from 1.4g whole grain to 75g whole grain per serve. As a result some foods contribute significantly more than others to the whole grain Daily Target Intake of 48g.<sup>1,2</sup>

However, there is currently no regulation in Australia or New Zealand for the use of whole grain content claims to describe the different amount of whole grain in different foods. As a result, a confusing array of different messages about whole grain content is used on food packaging and advertising. The new industry standard will align these messages and help consumers make informed choices.

The Australian Dietary Guidelines recommend Australians eat a variety of grain foods, 'mostly whole grain and/or high cereal fibre varieties'.<sup>3</sup> This emphasis on whole grain makes consistent messages on whole grain content of foods more important than ever.



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**Grains &  
Legumes  
Nutrition  
Council**

*Cultivating Good Health*

# The whole grain content claim criteria

The Grains & Legumes Nutrition Council™ has developed the whole grain content claim so that people are able to achieve the 48g whole grain Daily Target Intake from the 6 serves of grain foods per day recommended for adults up to 50 years by the Australian Dietary Guidelines. The claim also aligns with international levels, an important factor for multi-national food companies.<sup>4</sup>

The standard will cover:

1. The use of the claims 'contains whole grain', 'high in whole grain' and 'very high in whole grain'
2. The use of the statement of contribution to the whole grain Daily Target Intake. For example, "Two slices of Brandname Bread contributes 25% towards the Grains & Legumes Nutrition Council™ 48g Whole Grain Daily Target Intake."

A minimum number of grams of whole grain per manufacturer serve is required for each claim as shown in Table 1.

**Table 1. Minimum amount of whole grain required to make each level of whole grain claim.**

Whole grain content per manufacturer serve	Permitted whole grain content claim	Daily Target Intake statement
< 8g whole grain	No whole grain content claim permitted*	Not permitted to use Daily Target Intake statement
≥8g whole grain	Contains whole grain	Permitted to use Daily Target Intake statement
≥16g whole grain	High in whole grain	
≥24g whole grain	Very high in whole grain	

\* with the exception of foods intended to be consumed exclusively or primarily by children aged 2-3 years old. Refer to the GLNC Code of Practice for details.<sup>5</sup>

## Communicating the benefits

Are you getting enough whole grain in your day? The claims provide an easy way for consumers to check if they are getting enough whole grain.

- ✓ 2 serves of foods very high in whole grain OR
- ✓ 3 serves of foods high in whole grain OR
- ✓ 6 serves of foods that contain whole grain

To find out more including details of the background research conducted to develop the whole grain content claim or to register your interest visit GLNC's website ([www.glnc.org.au](http://www.glnc.org.au)).

## Registration for use of the claim

The whole grain content claims are governed by the Grains & Legumes Nutrition Council™ Code of Practice.<sup>5</sup> The use of the claims and/or the Daily Target Intake statement does not incur a fee. However, to ensure compliance across the food industry food companies are required to register the use of the claim with the Grains & Legumes Nutrition Council™. Registration will involve notifying GLNC of the whole grain content of all the products which will carry any of the claims. The Grains & Legumes Nutrition Council™ will conduct annual audits to ensure compliance.



Whole grain content claim

One serve of Brandname Cereal contributes 25% towards the Grains & Legumes Nutrition Council™ 48g Whole Grain Daily Target Intake

Visit [www.glnc.org.au](http://www.glnc.org.au) to download recipes, fact sheets and subscribe to GLNC's e-newsletter to learn more about the benefits of grains and legumes. | For all references cited go to [www.glnc.org.au/resources/fact-sheet-references](http://www.glnc.org.au/resources/fact-sheet-references). This information has been developed by the Grains & Legumes Nutrition Council™ for general nutrition education. For individualised advice see an Accredited Practising Dietitian (APD). Visit [www.daa.asn.au](http://www.daa.asn.au) to find a dietitian near you. | ©2013 Grains & Legumes Nutrition Council Ltd. All Rights Reserved.

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**Contact Us** – Grains & Legumes Nutrition Council™

**P:** 1300 472 467 (Australia only) **P:** +61 2 8877 7877 **E:** [contactus@glnc.org.au](mailto:contactus@glnc.org.au) **W:** [www.glnc.org.au](http://www.glnc.org.au)



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