



Cultivating Good Health

CODE OF PRACTICE ENCOURAGES ADDITION OF 100,000 TONNES OF WHOLE GRAIN TO AUSTRALIAN FOOD SUPPLY

- **Over 100,000 tonnes of whole grain have been added to the Australian food supply since the 2013 launch of the Code of Practice for Whole Grain Ingredient Content Claims.**
- **GLNC Industry Briefing Day will highlight the impact of the Code to date and identify future opportunities for industry.**

On 24th November, representatives from industry will gather in Sydney to hear how the Code of Practice for Whole Grain Ingredient Content Claims has impacted the amount of whole grain and consistency of messaging on whole grain foods available in Australia.

Communication of whole grain content presents a significant challenge for industry due to a lack of regulation on whole grain content claims, both on pack and in product marketing. Currently, the Australian New Zealand Food Standards Code does not regulate the use of whole grain content claims. Consequently, foods making whole grain claims may contain differing amounts of whole grain. For example, breads may vary from 8 grams of whole grain per serve up to 60 grams of whole grain¹.

To ensure consistent messages on whole grain content the Grains & Legumes Nutrition Council launched the Code of Practice for Whole Grain Ingredient Content Claims (The Code) in 2013.

Rebecca Williams, Accredited Practising Dietitian and Code Manager explains the rationale behind the Code, *“Australians needed more consistent messaging on the whole grain content of foods to reduce confusion and help them make better grain food choices. GLNC worked with industry as well as the public health and nutrition research community to develop a benchmark for the required amount of whole grain in a food that would promote positive health outcomes.”*

Since the launch in 2013, 20 manufacturers have signed up as Registered Users of the Code and over 370 products have been registered to carry whole grain claims.

Ms Williams notes the successful impact of the Code, *“Significant uptake of the Code and good levels of compliance is instilling confidence in the Australian public’s ability to identify which foods contain significant amounts of whole grain. By utilising the Code, manufacturers are demonstrating their commitment to ensuring consumers can make an informed decision when looking for foods higher in whole grain.”*

Ms Williams says *“Since its implementation in 2013, the Code has encouraged manufacturers to add **over 100,000 tonnes of whole grain into the food supply** or the equivalent of over 400 Olympic sized swimming pools.”*

Ms Williams notes that while industry is doing its part to support consumer choice, quantified public health recommendations would encourage whole grain intake, *“A quantified recommendation for whole grain would encourage consumers to choose whole grain more often. Based on the evidence for better health outcomes, this recommendation should be to choose whole grain for at least three of your six serves of grain foods a day.”*

GLNC will present an update on the uptake and impact of the Code within industry at the **GLNC Industry Briefing Day**, alongside a speaker from the Australian Institute of Food Science & Technology (AIFST). The GLNC Industry Briefing Day will also provide an insight into the latest research and trends in the whole grains category, identifying innovation and opportunities for food manufacturers within the grains category.

Sarah Hyland, General Manager of Industry Services for AIFST notes that the opportunities for manufacturers are substantial, *“The trend for more authentic products, coupled with increasing consumer awareness on health issues is driving demand for innovation in this sector. And with significant growth in the snack market and an emphasis on consumer convenience, this presents considerable opportunities for innovation.”*

The GLNC Industry Briefing Day will bring together delegates from the food industry, including those manufacturers who are eligible to register and representatives from major companies who endorse promotion of the Code. Many of these manufacturers have already significantly reformulated products in order to align with the Code and increase whole grain content of grain foods.

The Code of Practice is available at [the GLNC website](#). For any enquiries, or to become a Registered User of the Code, please contact the GLNC Code Manager on 02 9394 8661 or email codemanager@glnc.org.au.

ENDS

Contacts

Alexandra Locke, Marketing & Communications Coordinator, Grains & Legumes Nutrition Council™

Phone: 02 9394 8664

Email: a.locke@glnc.org.au

Rebecca Williams, Nutrition and Code of Practice Manager, Grains & Legumes Nutrition Council™

Phone: 02 9394 8663

Email: r.williams@glnc.org.au

For more information

Visit the [GLNC Website](#) for more information on the Code as well as recipes, factsheets and information on the nutrition and health benefits of grains.

GLNC Facebook page:

<https://www.facebook.com/GrainsLegumesNC>

GLNC Twitter feed:

<https://twitter.com/GrainsLegumesNC>

Reference

1. GLNC. GLNC 2016 Grains and Legumes Product Audit. Unpublished: 2016.