

**CODE OF PRACTICE FOR WHOLE GRAIN INGREDIENT CONTENT CLAIMS  
("the Code")  
COMMUNIQUE 17.001**



**July 2017**

**REASON FOR COMMUNIQUE: Key Changes to the Code following the Impact Assessment**

**Background**

In August-October 2016 GLNC conducted a three year Impact Assessment of the GLNC Code of Practice for Whole Grain Ingredient Content Claims (the Code). The Impact Assessment provides a summary of the uptake of the Code by industry, the level of compliance and the impact it has had on the food supply from implementation in 2013 to 2016. The Impact Assessment was based on the Registered Product List, 2015-2016 GLNC Product Audit and a survey of Registered Users conducted in August 2016.

The Impact Assessment indicates the Code has been successful in achieving its objectives

1. Uptake has been steadily increasing across a range of grain food categories.
2. Industry compliance with the Code was assessed to be very high.
3. The survey of Registered Users indicates that the Code provides guidance to assist with product development and renovation.

As part of the Impact Assessment several issues and potential areas for improvement were identified. These were brought to the attention of the Code Steering Committee and Complaints Advisory Committee for consideration.

A copy of the full Impact Assessment is available from GLNC.

The 2017 Code will be binding on GLNC and all Registered Users as of 1 October 2017.

## CHANGES TO THE CODE

This section outlines three changes to the Code.

### **CHANGE 1**

#### **PRODUCT REGISTRATION PROCESS**

##### 1.1 Simplification of the Product Registration Template

GLNC has refined the Product Registration Form to only include information that is required by GLNC for Code reporting, to ensure compliance and track product changes. All Registered Users will receive a completed updated version of this form for their records.

##### **Rationale**

As part of the Impact Assessment it was expressed that the current product registration process is time consuming, particularly for large manufacturers. This has been found to limit the accuracy of the data as Registered Users are less likely to inform GLNC about product additions, updates and deletions. The majority of Registered Users expressed support for a move towards a simplified registration process.

##### 1.2 Product Authorisation Form

GLNC will remove the Product Authorisation to streamline the registration process and instead amend the Registered User Application form to include a statement that provides assurance that information supplied by manufacturers is correct.

Please note: all Registered Users will now be required to sign the updated Registered User Application form which can be found in Appendix 1. Please have this form signed by a Senior Manager or Head of Department company representative.

***All updated forms must be returned by 1 October 2017.***

##### **Rationale**

GLNC currently requires that the Product Authorisation form (the second tab of the Product Registration Template) is signed by a company representative who is a Senior Executive or Director. Registered Users have expressed that this adds to the time burden associated with registering new products, as this person is not always easily accessible in larger businesses. The removal of this step will reduce the time required for manufacturers to update the Product Registration form.

### **CHANGE 2**

#### **FREQUENCY OF UPDATES REQUIRED FOR REGISTERED PRODUCT INFORMATION**

To ensure the accuracy of the registered product information, GLNC will require that Registered Users submit a new or updated Product Registration Form at least once per year. An email reminder will be sent out to manufacturers who have not made contact in April each year.

##### **Rationale**

During the process of undertaking the Impact Assessment it became apparent that the Registered Product information held by GLNC was not up-to-date for all Registered Users. This limits the accuracy of GLNC's reporting on the Code and communication initiatives such as the online Registered Product list.

### **CHANGE 3**

#### **RESOLUTION TO BREACHES OF THE CODE**

##### Time Period Permitted

The time period for which a Registered User must update or amend non-compliant labels will be changed from 'by no later than 12 months of being notified of the breach' to 'within 12 months of being notified of the breach, or as negotiated with the Code Manager'.

The Complaints Handling Procedure for Daily Target Intake Statements and Whole Grain Claims will also be updated to reflect this change (Appendix 2).

**Rationale**

GLNC recognises that updating product packaging is a complicated and often costly process that is dependent on a number of factors including shelf life and other regulatory requirements. To account for this GLNC recommends introducing the provision for 'as negotiated', to give Registered Users an opportunity to show cause for updates that require longer than 12 months.

**Complaints Handling Procedure for Daily Target Intake Statements and Whole Grain Claims**

The Complaints Handling Procedure has been updated to acknowledge that non-compliances are identified using the GLNC Product Audit, as well as through the receipt of complaints. The word 'defendant' was replaced with 'company' and 'expelled' replaced with 'removed' (Appendix 2). This flow chart was last updated in 2014.

GRAINS & LEGUMES NUTRITION COUNCIL™  
**CODE OF PRACTICE FOR WHOLE GRAIN  
INGREDIENT CONTENT CLAIMS**  
REGISTERED USER APPLICATION



Select one:    GLNC Contributor    **OR**    Non-GLNC Contributor

**Day-to-day Contact for Code**

First Name	Last Name	
Position		
Company		
Company ABN		
Mailing Address		
Suburb	State	Postcode
Email	Telephone	

**COMPANY COMMITMENT**

As an applicant to the Grains & Legumes Nutrition Council™ (GLNC) to become a Registered User under the Code of Practice for Whole Grain Ingredient Content Claims (The Code), [*Company name*] confirms it is responsible or otherwise involved in content and ingredients labelling and promotion of whole grains in Australia [&/or New Zealand].

[*Company name*] hereby accepts and agrees to comply with the Code and the conditions outlined below:

1. Effective in-house compliance procedures are in place to enable the Code to be implemented and fully complied with.
2. All product information provided to GLNC is accurate and correct at time of submission, with notification to be provided to GLNC in the case of any product additions, updates or deletions at a minimum of once per year.
3. Commitment to comply with the Code is communicated to other parties involved in business activities in order to raise awareness of the Code to relevant industry participants.
4. The Code is endorsed in its most up-to-date form.
5. By becoming a Registered User consent is given to being named publicly by GLNC as a Registered User of the Code, including on the GLNC website.
6. Notification in writing is required to withdraw as a Registered User of the Code.

[*Company name*] has read and accepts the terms and conditions of the Code of Practice for Whole Grain Ingredient Content Claims and agrees to be bound by it. The person signing this letter for and on behalf of [*Company name*] has full authority as a Senior Manager or Head of Department to do so.

[*Company name*] accepts that upon signing this letter that it is bound by a Non-Disclosure and Confidentiality Arrangement relating to information &/or data including product packaging and advertising material shared between the Registered User and GLNC for the purpose of the Whole Grain Ingredient Content Claim Code of Practice.

Signed for and on behalf of [*Company name*] by Senior Manager/Head of Department

Signature:	Date:	
Name (print):	Position:	Email:

**ACCEPTANCE OF APPLICATION**

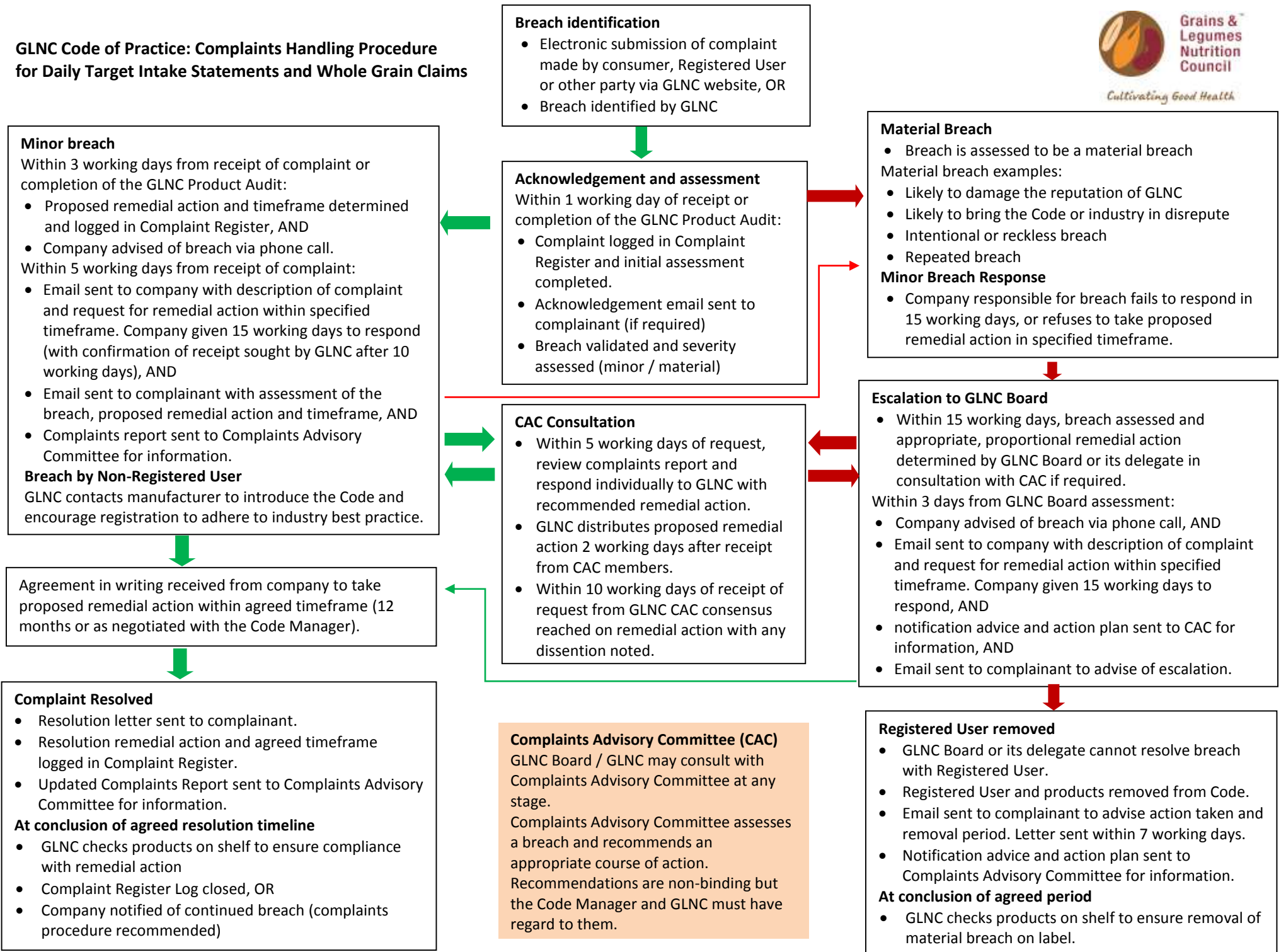
GLNC hereby accepts [*Company name*] as a Registered User of the Code.

Signed for and on behalf of **Grains & Legumes Nutrition Council™** by its authorised representative

Signature:	Date:
Name (print):	Position:

**A signed original of this form, together with Product Registration Forms, must be returned to the GLNC Code Manager at:**  
Grains & Legumes Nutrition Council, Level 1, 40 Mount Street, North Sydney, NSW 2060, AUSTRALIA  
or [codemanager@glnc.org.au](mailto:codemanager@glnc.org.au)

# GLNC Code of Practice: Complaints Handling Procedure for Daily Target Intake Statements and Whole Grain Claims



**Breach identification**

- Electronic submission of complaint made by consumer, Registered User or other party via GLNC website, OR
- Breach identified by GLNC

**Acknowledgement and assessment**  
 Within 1 working day of receipt or completion of the GLNC Product Audit:

- Complaint logged in Complaint Register and initial assessment completed.
- Acknowledgement email sent to complainant (if required)
- Breach validated and severity assessed (minor / material)

**CAC Consultation**

- Within 5 working days of request, review complaints report and respond individually to GLNC with recommended remedial action.
- GLNC distributes proposed remedial action 2 working days after receipt from CAC members.
- Within 10 working days of receipt of request from GLNC CAC consensus reached on remedial action with any dissention noted.

**Complaints Advisory Committee (CAC)**  
 GLNC Board / GLNC may consult with Complaints Advisory Committee at any stage. Complaints Advisory Committee assesses a breach and recommends an appropriate course of action. Recommendations are non-binding but the Code Manager and GLNC must have regard to them.

**Minor breach**  
 Within 3 working days from receipt of complaint or completion of the GLNC Product Audit:

- Proposed remedial action and timeframe determined and logged in Complaint Register, AND
- Company advised of breach via phone call.

Within 5 working days from receipt of complaint:

- Email sent to company with description of complaint and request for remedial action within specified timeframe. Company given 15 working days to respond (with confirmation of receipt sought by GLNC after 10 working days), AND
- Email sent to complainant with assessment of the breach, proposed remedial action and timeframe, AND
- Complaints report sent to Complaints Advisory Committee for information.

**Breach by Non-Registered User**  
 GLNC contacts manufacturer to introduce the Code and encourage registration to adhere to industry best practice.

Agreement in writing received from company to take proposed remedial action within agreed timeframe (12 months or as negotiated with the Code Manager).

**Complaint Resolved**

- Resolution letter sent to complainant.
- Resolution remedial action and agreed timeframe logged in Complaint Register.
- Updated Complaints Report sent to Complaints Advisory Committee for information.

**At conclusion of agreed resolution timeline**

- GLNC checks products on shelf to ensure compliance with remedial action
- Complaint Register Log closed, OR
- Company notified of continued breach (complaints procedure recommended)

**Material Breach**

- Breach is assessed to be a material breach

Material breach examples:

- Likely to damage the reputation of GLNC
- Likely to bring the Code or industry in disrepute
- Intentional or reckless breach
- Repeated breach

**Minor Breach Response**

- Company responsible for breach fails to respond in 15 working days, or refuses to take proposed remedial action in specified timeframe.

**Escalation to GLNC Board**

- Within 15 working days, breach assessed and appropriate, proportional remedial action determined by GLNC Board or its delegate in consultation with CAC if required.

Within 3 days from GLNC Board assessment:

- Company advised of breach via phone call, AND
- Email sent to company with description of complaint and request for remedial action within specified timeframe. Company given 15 working days to respond, AND
- notification advice and action plan sent to CAC for information, AND
- Email sent to complainant to advise of escalation.

**Registered User removed**

- GLNC Board or its delegate cannot resolve breach with Registered User.
- Registered User and products removed from Code.
- Email sent to complainant to advise action taken and removal period. Letter sent within 7 working days.
- Notification advice and action plan sent to Complaints Advisory Committee for information.

**At conclusion of agreed period**

- GLNC checks products on shelf to ensure removal of material breach on label.