



Consumer Protection Division
159 Cleopatra Drive
Ottawa, ON K1A 0Y9

December 6, 2007

Cynthia W. Harriman
Director of Food & Nutrition Strategies
Oldways and the Whole Grains Council
Oldways Preservation Trust
266 Beacon Street
Boston, Massachusetts 02116
USA

Dear Ms. Harriman:

Thank you for your letter dated January 12, 2007, requesting permission to use a revised version of your Whole Grain Stamp in Canada. The stamp contains the Whole Grains Council logo and the information "Whole Grain 8 grams per serving".

It is the manufacturer's responsibility to ensure label claims are accurate. Section B.01.301 of the *Food and Drug Regulations* does permit quantitative statements about the amount of a nutrient in a food under specified conditions, although this is not set for whole grains. However, your proposal is consistent with this approach and the Canadian Food Inspection Agency will not object to these type of statements provided the information is truthful, and not false or misleading.

In addition, given the latest scientific research that increased whole grain consumption may help reduce the risk of heart disease, Health Canada is proposing amendments to the *Food and Drug Regulations* that would allow such a claim on food labels and in advertising. These amendments would also include a legal definition of whole grain, which is consistent with AACC International definition, and the current recommendation is that a quantitative percentage of whole grains will be required. This may conflict with the quantitative amount used in your Whole Grain Stamp. This proposal can be found on Health Canada's web site at www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/position_paper-enonce_position_e.html.

In February 2007, Health Canada released a revised Food Guide, titled "Eating Well with Canada's Food Guide" which can be found on their web site at www.hc-sc.gc.ca. With respect to whole grains, the new Food Guide recommends that Canadians make at least half of their grain product choices whole grain each day.

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As mentioned in our previous letter, third-party endorsements must be used with caution and must not mislead or confuse the consumer about the merits of a food. As well, they should be able to judge the merit of the endorsing organization.

Please do not hesitate to contact me at (613) 221-7200 should you wish to discuss this matter further.

Sincerely,

A handwritten signature in cursive script, appearing to read "CKuran".

Charmaine Kuran
National Manager
Nutrition and Health Claims, Consumer Protection Division