

# Canada Stamp Usage Guide for the Whole Grain Stamp

This Stamp Usage Guide outlines rules that **must be followed by all companies** using the Whole Grain Stamp. Your cooperation in observing these rules ensures that together we will:

- provide clear and useful communication to consumers
- help consumers find and enjoy high-quality whole grain products
- support the Whole Grain Stamp as a consistent and trustworthy symbol

As stated in the Stamp Agreement Form signed by all companies before using the Stamp, failure to comply with these rules may result in termination of your membership in the Whole Grains Council.

## → Determining Which Products Qualify to use the Stamp

**Note:** Contact us if your product will be used in the United States. The Whole Grain Stamps used in the U.S. use slightly different rules and different graphics.

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### **FIRST: Compute the Amount of Whole Grain Ingredients per serving.**

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#### **A. Which ingredients qualify as whole grains?**

“Whole grains” are any ingredients included in the Whole Grains Council’s definition of whole grains, located on our website at [www.wholegrainscouncil.org/whole-grains-101/definition-of-whole-grains](http://www.wholegrainscouncil.org/whole-grains-101/definition-of-whole-grains) and reproduced here:

*Whole grains or foods made from them contain all the essential parts and naturally-occurring nutrients of the entire grain seed. If the grain has been processed (e.g., cracked, crushed, rolled, extruded, lightly pearled and/or cooked), the food product should deliver approximately the same rich balance of nutrients that are found in the original grain seed.*

*The following, when consumed with all their bran, germ and endosperm, are examples of generally accepted whole grain foods and flours:*

|  |  |
|--|--|
| <i>Amaranth</i>  | <i>Barley</i>                                      |
| <i>Buckwheat</i>   | <i>Corn (including Popcorn and Whole Cornmeal)</i> |
| <i>Emmer</i>   | <i>Farro</i>                                       |
| <i>Kamut® grain,</i>   | <i>Millet</i>                                      |
| <i>Oatmeal and Whole Oats</i>  | <i>Quinoa</i>                                      |
| <i>Brown and Colored Rice</i>  | <i>Rye</i>   |
| <i>Sorghum</i>   | <i>Spelt</i>                                       |
| <i>Teff</i>  | <i>Triticale</i>                                   |
| <i>Wheat (including cracked wheat, bulgur, wheat berries, durum wheat)</i> |  |
| <i>Wild Rice</i>   |  |

*Other cereal grains in the Poaceae (also called Gramineous) family may be considered whole grains when all their bran, germ and endosperm are present. **Note that whole wheat must contain 100% of the bran, germ and endosperm – like all other grains – not 95%.***

## B. How do members measure whole grain content?

Determining whole grain content is relatively straightforward. Ingredients (flour, grains) are measured in their normal dry form. The general formula is:

$$\text{Total grams all whole grain ingredients} \div \text{Total number of servings} = \text{grams per serving}$$

**Example:** A formulation calls for 130g of whole wheat flour and 50g of oats and yields 10 labeled servings. Each serving would contain 18g of whole grain ingredients.

$$130\text{g} + 50\text{g} = 180\text{g of whole grain ingredients, total}$$
$$180\text{g} \div 10 \text{ servings} = 18\text{g of whole grain per serving}$$

**Note:** If you are using soaked whole grains or sprouted whole grains you must discount the extra water weight to be comparable to the normal dry form of the grains.

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## **SECOND: Determine whether your membership includes this product.**

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You may use the Stamp on any **qualifying** products for which **you can verify and guarantee** the whole grain content. This includes two categories of foods:

### **Foods that are totally produced under your control**

- A. Products you make that carry the company name listed on your membership application.
- B. Products made by another subsidiary/division or brand of your company, that carry a different name – as long as you have a corporate-wide membership that also includes these divisions.
- C. Private label products you produce and package for customers, sold under the customer's name.

### **Foods that are partially produced under your control**

- D. Products produced by you but packaged by another company, such as bulk products repackaged by your customer, or frozen dough baked off in your customer's instore bakery.
- E. Mixes and concentrates produced by you, if your customer will finish production according to your exact specifications making only simple additions (such as "add water").

In both D and E above, your right to use the Stamp passes through to your customer, but YOU are responsible for your customer's compliance. For example, you will be responsible if you supply Stamps to the customer to affix to your par-baked products after baking, and the customer misleadingly applies them to non-whole grain products. **Unauthorized use of the Whole Grain Stamp image will result in termination of your membership.**

### **Note: Flours and Grains**

You may use the Whole Grain Stamp on your own whole grain flours and grains, but you may not "pass through" the use of the Stamp to customers using these flours and grains in their products, as there would be no way to control or verify the whole grain content of the resulting products. Encourage your customers to become members of the WGC in their own right!

## → Determining Which Stamp to Use

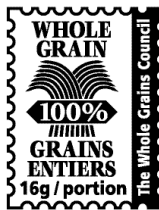
**FIRST: Decide which of the two Stamps to use: BASIC or 100%.**



### **BASIC STAMP**

Some refined grain? OK

Minimum WG content: 8g



### **100% STAMP**

ALL ingredients must be whole grain.

No other ingredients allowed.

Minimum WG content: 16g

### **A. What products qualify for each version of the Stamp?**

Products containing at least 8g of whole grain ingredients per labeled serving qualify to use the Basic Whole Grain Stamp.

Products in which all the ingredients are whole grains AND containing at least 16g of whole grain ingredients per labeled serving may use the 100% Whole Grain Stamp.

### **B. What qualifies as 100% whole grain?**

True whole grains contain all three parts of the grain seed, in the same proportions as found in nature, as stated in the first paragraph of the definition above. For the purpose of the 100% Stamp, all ingredients used in a product should be whole grains.

This means that, in Canada, very few products qualify for the 100% Stamp. A bag of brown rice, a bag of true whole grain whole wheat flour, rolled oats, etc. would qualify. But a loaf of bread made wholly with whole grain flour but also containing salt, yeast and oil would not qualify.

## **SECOND: Decide which number to use on your Stamp.**

Once you have calculated the exact whole grain content in grams for each serving of your product, you are ready to choose which number to put on your Stamp. This is the number you calculated in Part B of the First Step. Note that we do not allow rounding up – always round down.

## **THIRD: Pick the file format: 4-color process, spot color, or black & white.**

Hi-resolution EPS files are available for printing in (a) four-color process (b) PMS Spot Color or (c) black & white. We highly recommend that you use the color versions of the Stamp, as you will get more marketing value from the visibility and consumer familiarity of the standard black and gold Stamp.

Hi-resolution EPS files for each gram-specific Canadian Stamp are on a CD available to all WGC members, once we have received your signed Stamp Agreement Form. We send these files on CD to any company that tells us they're using the Whole Grain Stamp in Canada. (But you have to ask us!) On this CD, the Basic Stamp is available from 8g to 60g, and the 100% Stamp is available from 16g to 60g. If you need a number higher than 60g, tell us (a) the number of grams and (b) the file format, and we'll create and email you a custom Stamp.

## **FOURTH: Pick an appropriate size and location for the Stamp.**

The Stamp graphics are EPS vector graphics, so they can be resized to be larger or smaller with no loss of quality. There is no maximum allowable size for the Stamp graphics, but the Stamp and all its type **MUST** be legible. The size that is completely legible may vary depending on the printing process and materials you're using.

**What about position?** You may place the Stamp anywhere on your package. Of course you will get the most marketing benefit from placing it on the front panel, but we realize you have many considerations in designing your package, so we allow it to be on any part of the package. There are also no restraints about distance from other graphic objects.

**What about materials other than packaging?** Once a product has been approved to use the Whole Grain Stamp, the Stamp can appear on any packaging, collateral, advertising, websites, or other materials associated with that product. Although it is not required, we are always happy to review your materials and advise you if you would like.

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**FIFTH: Do not modify the Stamp without prior written approval.**

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The marketing value of the Stamp derives from its recognizability as a brand. Appearance – graphics, colors, proportions, text and fonts – of the Stamp cannot be modified in any way without **prior written approval**. Please call us if you have questions or special circumstances you'd like to discuss. We have occasionally given permission for minor variations in Stamp color when the integrity of the Stamp is not affected – i.e., when consumers would be unlikely to notice that any change has been made.

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**GRAPHIC NOTES**

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Designers and printers may want to know the following:

- In the SPOT format, the gold color is PMS 130.
- In the 4C format, the gold color is 0%C 27%M 100%Y 0%K.
- All fonts have been changed to outlines.
- Stamps were created in Illustrator CS2, and will also open in CS and any other current graphic software. If you have older or different graphic software, we will do our best to create an EPS file that will open in your software.

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**→ Registering Each Product with the Whole Grains Council**

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**FIRST: File a One-Time Stamp Agreement Form with the WGC.**

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The Stamp Agreement Form is a one-time form that companies must sign before they start using the Whole Grain Stamp on their products. It basically says that you are authorized to use the Stamp, as a member in good standing of the WGC, that you agree to follow all the Council's rules and guidelines for Stamp usage, and that you understand that the Stamp program is a private industry effort and not an official government program.

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**SECOND: File a Product Registration Form for EACH Product Using the Stamp.**

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The Whole Grains Council maintains a record of each product licensed to use the Whole Grain Stamp. Before any product appears publicly with the Stamp, you must file a one-page Product Registration Form with information about the product.

**A. Where is the Product Registration Form?**

Our product registration form is available online. Here's how Members may access this form:

1. Go to [WholeGrainsCouncil.org](http://WholeGrainsCouncil.org), and click on "For Members" in the upper right corner
2. Using the left-side menu, log in, using your company username and password.
3. Click on the **Register a Product** button.

If for any reason you have technical difficulties with the online registration process, email Chrisanne Grise ([cgrise@oldwayspt.org](mailto:cgrise@oldwayspt.org)) or call her at 1-617-896-4832 and we'll help you out.

## **B. What's on the Product Registration Form?**

The Product Registration Form asks for identifying information about your product, but does *not* require you to divulge your formulation or any other proprietary information. Here's what's on the form, in case you want to know before you become a member and can see it online.

The following facts are required on the Product Registration Form

|                         |  |
|-------------------------|--|
| <b>Product Name</b>     | <i>the name that appears on the product in the store</i>   |
| <b>Brand Name</b>       | <i>the brand name consumers will see on the label</i>  |
| <b>Product Category</b> | <i>a pull-down list (bread, cereal, flour, etc.)</i>   |
| <b>Which Stamp</b>      | <i>indicate whether you're seeking the Basic or 100% Stamp</i>   |
| <b>WG Grams</b>         | <i>how many grams of whole grain are in a serving?</i>   |
| <b>Stamp number</b>     | <i>what number of grams will appear on the Stamp on this product?</i>  |
| <b>Serving size</b>     | <i>serving size indicated on the label of this product</i>   |
| <b>Country(ies)</b>     | <i>where will this Stamped product be sold?</i>  |
| <b>FSIS</b>             | <i>does this product contain meat or poultry (subject to FSIS)?</i>  |
| <b>Timing</b>           | <i>when shall we publicly list this on our website?<br/>Immediately? Never? Later (specify date)?</i>                |
| <b>Foodservice</b>      | <i>if you'd like the product listed on our foodservice page, too, you can tell us<br/>case lot information here.</i> |
| <b>Nutrition Facts</b>  | <i>upload information from this product's Nutrition Facts Panel</i>  |
| <b>Ingredients</b>      | <i>upload or type the ingredients list for this product</i>  |

Why do we ask when we can list your product publicly? We will always keep your product plans confidential until you want them known – after which date we will do whatever we can to help spread the word to consumers and the media.

## **C. Why must we file a form for EACH product?**

There are three important reasons to file a form for each product.

1. You need to make sure you have chosen the right Stamp for your product – before you go to the expense of printing packaging.
2. We need your information on file, to ensure the integrity of the Stamp program.
3. We use our Product List to help promote our members' products. We rely on the Stamp Product List when journalists call us and say, "Who's making whole grain cookies?" or "How many different whole grain pastas are on the market?" We also post this list on the WGC website, giving your products extra promotional exposure (unless you ask us not to). You can see the list at <http://www.wholegrainscouncil.org/find-whole-grains/stamped-products>

## **D. How do we know if our Form is approved?**

The WGC staff will email you so you'll know your form has been received, processed, and approved. This process usually takes one to two weeks. Call us if you have a more urgent deadline.

## → Legal Compliance for the Whole Grain Stamp

It is the responsibility of each company to ensure that the qualifications described herein have been met with respect to each product utilizing the Stamp. Companies are advised to consult their own legal counsel regarding compliance with the Guidelines and whether use of the Stamp is appropriate for their products and their company, in the intended countries.

The Stamp is a private, self-regulatory industry program, not a program of any country's government. Use of the Stamp is at your own risk, and it is the responsibility of each individual company to ensure compliance of all elements of its packaging with all applicable government regulations.

## → Questions

If you have any questions about proper implementation of the Whole Grain Stamp, please contact Chrisanne Grise ([cgrise@oldwayspt.org](mailto:cgrise@oldwayspt.org)) or call her at 1-617-896-4832.

Thank you for working with the Whole Grains Council to make this a successful program both for consumers and for your company. We appreciate your efforts to help whole grains and better health spread around the globe.

*Updated as of July 11, 2011*