

Manual for Using the Whole-grain Logo

The Board of the Fuldkornspartnerskabet (hereinafter referred to as the “Whole Grain Partnership”) approved this manual on 19 December 2008.

Chapter 1: Guidelines for how individuals, companies, organisations, etc., obtain the right to use the whole-grain logo, including the financial terms and conditions.

The guidelines are intended to make it possible to disseminate the whole-grain logo – and thus the message of eating more whole grains – to the public. In addition, the guidelines are intended to govern the use of the logo so that the whole-grain logo’s authenticity and merit – and the credibility of the message it imparts – are upheld.

1.1 The whole-grain logo

A logo has been developed for use in the whole-grain campaign. The logo is a trademark registered with the Danish Veterinary and Food Administration. The Campaign Secretariat is responsible for managing the use of the logo.



1.2 Use of the whole-grain logo by the partners

The partners behind the Whole Grain Partnership are listed at www.fuldkorn.dk. The partners are free to use the whole-grain logo in accordance with the general and design-related guidelines specified in this manual.

1.3 Use of the whole-grain logo by other parties

Manufacturers, organisations and others may gain access to use the logo in return for paying a participant’s fee. The fee makes it possible to use the whole-grain logo on products and packaging, in pamphlets, on websites and stationery, in ads, etc., in accordance with the guidelines specified in this manual.

Generic exposure of the whole-grain logo (see also 1.5 below) and editorial mention of the logo do not require the payment of a participant’s fee. The Whole Grain Partnership Secretariat will gladly provide advice on this matter.

1.4 Partnership agreement and participant’s fee

All manufacturers, organisations and other interested parties that have entered into a written agreement and have been authorised by the Whole Grain Partnership may conclude a partnership agreement and may use the logo.

The agreement must be signed and submitted to the Campaign Secretariat before the logo may be put to use. Send to info@fuldkorn.dk.

To be included in the agreement requires the payment of a participant’s fee of DKK 50,000/year which also covers full partnership in the Whole Grain Partnership. The agreement relating to campaign participation,

use of the logo and participant's fee is concluded for a period of two (2) years and is subject to one (1) year's notice of termination, unless otherwise agreed.

One participant's fee is to be paid per manufacturer, organisation or other party that wishes to use the logo. This applies regardless of the number of product categories for which the party wishes to use the logo and regardless of the number of shops, workplaces, etc., serviced by the manufacturer or organisation.

1.5 Generic exposure

Retail chains, shops, bakeries, restaurants, canteens and others may use the logo free of charge in connection with generic marketing of whole-grain products in shops, advertising flyers, advertisements and the like.

An important prerequisite for using the logo for generic marketing is that it is not misleading. This means, for instance, that the logo user must have products in the shop/on the counter whose nutritional profile and whole-grain content comply with the logo requirements. For instance, canteens and restaurants may use the logo on a buffet, check-out counter or on menus next to whole-grain products that meet the requirements for logo use.

In addition, the design requirements must be complied with. The specific design guidelines are available on www.fuldkorn.dk – for partners. Advice about practical use is available from the Whole Grain Partnership Secretariat.

The generic-marketing requirement means that the logo may not be used to market one or more brands or one or more companies or products from a specific country. Specific guidelines have been drawn up governing where the logo may be used, e.g. products, recipes, etc. (see chapters 2 and 3).

1.6 Control of the whole-grain logo

The governmental control of the logo is performed by the local control authorities under the Danish Veterinary and Food Administration as part of ordinary, ongoing control with aspects such as labelling and processing of any individual cases reported.

1.7 Loss of the right to use the whole-grain logo

At the website, www.fuldkorn.dk, the Whole Grain Partnership Secretariat maintains a list of parties that have entered into partnership agreements. Improper use of the logo according to chapter 2 of the logo manual entitles the Whole Grain Partnership to deprive parties with a partnership agreement of the right to use the logo.

Chapter 2: Guidelines for using the whole-grain logo

2.1 Purpose of using the whole-grain logo

To the members of the partnership, the aim of using the whole-grain logo is to heighten an awareness of the logo and of the motto "Choose whole-grain first". In addition, general knowledge of whole grains should be enhanced. The whole-grain logo is based on the Danish Veterinary and Food Administration's official recommendation worded in eight dietary recommendations:

Eat potatoes, rice or pasta and whole-grain bread – every day

Choose whole-grain products first when you eat breakfast products, bread, rice or pasta. Eat at least 75 grams of whole grains a day, e.g. 1 portion of oatmeal and 1 or 2 slices of rye bread.

Eat potatoes every day, if possible. Vary between products such as whole-grain rice and whole-grain pasta a few times a week.

The overarching goal of the Whole Grain Partnership's efforts is articulated in the Partnership's vision and mission:

Vision:

The Partnership promotes public health by encouraging Danes to eat more whole grains.

Mission:

The Partnership makes whole-grain products more accessible and heightens the awareness of the beneficial effects of whole grains.

The whole-grain recommendation is just one of several dietary recommendations, and when communicating the logo, it is important not to contradict the other dietary recommendations. The guidelines in chapters 2, 3 and 4 are intended to ensure this. In addition, the guidelines shall uphold the credibility of the whole-grain logo.

The whole-grain logo should make it easy for consumers to choose products with a high content of whole grains (on the assumption that the profile is nutritionally beneficial). Another function of the whole-grain logo is to serve as a visible element that links a number of different activities within the framework of the Partnership.

2.2 Utilisation criteria

The context in which the logo is presented must conform with the purpose of the logo and may not mislead or confuse the public.

The logo may only be presented in a context where it is a natural element: i.e. informational and educational materials aiming to inform about nutritional food, buying, storing, cooking and selecting products with a high content of whole grains. Other written and spoken texts, images and illustrations – e.g. of other products – must underpin the whole-grain message and be in agreement with the logo.

The logo may also be included in campaigns that are consistent with the overall vision of the Partnership, i.e. to promote public health by getting Danes to eat more whole-grain products.

The logo may be used in all types of campaign material, e.g. videos, radio/TV programmes, the internet, newspapers, posters, pamphlets and other publications.

See the special guidelines for using the logo on packaged products and in connection with recipes under points 1.3, 2.3, 2.4, 2.5 and in chapter 3.

Using the logo in connection with goods and products may not convey the impression that the specific product or brand is recommended at the expense of other whole-grain products also labelled with the whole-grain logo.

2.3 Requirements for products labelled with the whole-grain logo

Overall, it is important that products labelled with the whole-grain logo enhance the image of a credible logo that guarantees nutritious whole-grain products.

The whole-grain-product category includes the following products:

- flour, grains and rice
- bread
- crispbread
- breakfast cereals
- pasta and noodles

The following requirements for whole-grain content must be met by products labelled with the whole-grain logo:

- | | |
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| - flour, grains and rice:
(dwb) | 100% of whole grain based on the dry matter of the product |
| - bread: | At least 50% whole grain calculated on the basis of dry matter of the product and at least 30% whole grain according to QUID. Both requirements must be met. |
| - crisp bread: | At least 60% whole grain calculated on the basis of dry matter of the product (dwb) |
| - breakfast cereals: | At least 60% whole grain calculated on the basis of dry matter of the product (dwb) |
| - pasta and noodles (without filling): | At least 60% whole grain calculated on the basis of dry matter of the product (dwb) |

% of whole grain as a percentage of the product's dry matter (dwb) =
$$\frac{\text{the dry-matter weight of the whole-grain ingredients}}{\text{the total weight of dry matter in the product}}$$

Whole grain is defined as the entire seed of grains/cereals (germ, endosperm and bran); the germ may be milled cracked or the like, but the ingredient substances of the respective cereals must be included in the same ratio as the intact germ.

Cereals are defined as wheat, spelt, rye, oats, barley, maize, rice, millet and durra and other sorghum varieties.

Other requirements for products labelled with the whole-grain logo:

To prevent the whole-grain logo from being used on nutritionally inferior products, it is required that in order to be able to be labelled with the whole-grain logo, the products must comply with requirements for the content of fat, sugar, dietary fibres and sodium that are equivalent with the best category in the official nutritional label in effect from time to time, based on the common Nordic Keyhole Label of 1 January 2009.¹

The following is an overview of the requirements for the content of whole grain and other nutrients for products that may carry the whole-grain logo:

¹ Whole-grain rice will be able to use the whole-grain logo, regardless if the product may not be Keyhole-labelled, due to the requirement of at least 6 g of dietary fibre/100 g (the natural content of dietary fibre in whole-grain rice is 2–3 g/100 g).

Product category	Whole grain	Other terms:
Flour, grains and rice	100% of whole grain based on the dry matter of the product (dwb)	- dietary fibre at least 6 g/100 g (see footnote 1 regarding whole-grain rice)
Bread	At least 50% whole grain calculated on the basis of dry matter of the product and at least 30% whole grain according to QUID. Both requirements must be met.	- fat, max. 7 g/100 g - sugars total max. 5 g/100 g - sodium max. 0.5 g/100 g - dietary fibre at least 5 g/100 g
Crispbread	At least 60% whole grain calculated on the basis of dry matter of the product (dwb)	- fat, max. 7 g/100 g - sugars total max. 5 g/100 g - sodium max. 0.5 g/100 g - dietary fibre at least 6 g/100 g
Breakfast cereals	At least 60% whole grain calculated on the basis of dry matter of the product (dwb)	- fat, max. 7 g/100 g - sugars produced in pure form, max. 10g/100 g - sugars total max. 13 g/100 g - sodium max. 0.5 g/100 g - dietary fibre at least 6 g/100 g
Pasta and noodles (without filling)	At least 60% whole grain calculated on the basis of dry matter of the product (dwb)	- sodium, max. 0.04 g/100 g based on the dry matter of the product - dietary fibre at least 6 g/100 g based on the dry matter of the product

Products labelled with the logo may not give the impression of being recommended or authorised by the organisations, companies or authorities behind the logo. Accordingly, organisations, companies or authorities behind the whole-grain recommendation may not be referred to on packaging or in advertising, etc., without prior written permission to do so.

In addition to the logo, the percentage of the final product's whole-grain content may be added to the front label of the product. The indication of percentage must be the percentage of whole-grain volume included in proportion to the finished product (QUID).

In other words, the logo may not, for example, appear together with an indication of the whole-grain content that specifies the whole-grain content as a percentage of the product's content of flour/grain if the product also contains other ingredients. For instance, it is not permitted to write "50% of the flour is whole grain" on a bread product with a whole-grain logo.

The following words must appear on the back (or front) of the products:

"Fødevarestyrelsen anbefaler mindst 75 gram fuldkorn om dagen som en del af en varieret kost. Produktet indeholder X gram fuldkorn pr. 100 gram".

(Translated: The Danish Veterinary and Food Administration recommends the daily intake of at least 75 grams of whole grains as part of a varied diet. The product contains X grams of whole grain per 100 grams).

According to the QUID rules, the specification of weight should be based on the amount of ingoing whole grains calculated in proportion to the weight of the finished product, cf. above. In addition to this,

manufacturers may opt to indicate the whole-grain content per portion. Or the whole-grain content as a percentage of the product's dry matter (dwb).

The above-mentioned labelling requirement applies to pre-packaged products.

For products that are not pre-packaged and are sold over the counter at bakery shops or the like, the use/exposure of the whole-grain logo requires that the following must be clearly apparent to consumers:

- the specific products which meet the requirements of the whole-grain logo; and
- the specific amount of whole grains in the individual products (x grams of whole grains per 100 grams).

The text "Fødevarestyrelsen anbefaler mindst 75 gram fuldkorn om dagen som en del af en varieret kost. Produktet indeholder X gram fuldkorn pr. 100 gram" (The Danish Veterinary and Food Administration recommends the daily intake of at least 75 grams of whole grains as part of a varied diet) must also be visible in the shop.

This requirement can be met, for example, by hanging up a poster where the product names and specification by weight (x grams of whole grains per 100 grams) are indicated for each product that can meet the requirements for the whole-grain logo and where the recommendation of 75 grams of whole grain is also indicated. The Whole Grain Partnership has developed a poster for bakery shops that can be ordered from the Secretariat.

2.4 Ready-prepared dishes, etc.

Pre-packaged ready-prepared dishes, etc., covered by product categories 14–17 of the Keyhole Label may be labelled with the whole-grain logo if the contents of cereal-based ingredients of the dish concerned meet the nutritional requirements of the whole-grain logo, e.g. whole-grain pasta in a pre-packaged lasagne. And where the dish otherwise meets the nutritional requirements for a corresponding dish in the common Nordic Keyhole Label (see Annex 1). See 2.3 above regarding the labelling requirement.

2.5 Recipes

The logo may be used in connection with recipes for whole-grain products (see 2.3 above) if the recipe applies to a bread/product that meets the requirements for the whole-grain logo.

The logo may be used in connection with recipes for dishes covered by product categories 14–17 of the Keyhole Label, if the contents of cereal-based ingredients in the dish concerned meet the requirements of the whole-grain logo and if the dish otherwise meets the nutritional requirements for a corresponding dish in the common Nordic Keyhole Label.

2.6 Restaurants and canteens

Restaurants and canteens may use the logo to generically promote the intake of whole grains.

The logo may be used on a buffet or a check-out counter or in a menu next to whole-grain products that meet the requirements for logo use. Or next to dishes whose cereal-based ingredients meet the requirements of the whole-grain logo (see 2.3 and 2.5). And that the dish otherwise meets the nutritional requirements for a ready-prepared dishes in the common Nordic Keyhole Label (see Annex 1).

Chapter 3. Guidelines for the specification of whole-grain content on products with a whole-grain label

3.1. Restrictions in relation to the Commission's health claims regulation

The whole-grain logo includes an official dietary recommendation and for this reason may be used in connection with a specific product.

When the whole-grain logo is used in connection with a specific product, it may **not**, according to the EU health claims regulation, be supplemented by texts and/or illustrations that directly or indirectly mention/refer to contexts of reducing the risk of disease nor indicate that whole grains are healthy, neither in general terms or specifically.

It is important to comply with these guidelines and live up to the underlying intentions to avoid violating the regulations governing nutritional and health claims. In case of doubt regarding a specific text/claim, the local regulatory authorities of the Danish Veterinary and Food Administration may be contacted for advice.

The users of the whole-grain logo are responsible for ensuring that the text relating to the whole-grain logo used in connection with marketing products, etc., and the whole-grain content of the product is in conformity with legislation governing food products and with the health-claims regulations.

Examples of when the logo may **not** be used are shown in the following:

- "Whole grains are good for your heart". In this example, the products are linked to illness. This must not take place in association with or on the individual products/foods.
- "Whole-grain in rye bread is the best". In this example, one product category is promoted at the expense of another. This is not in conformity with the use of the logo.
- Statements such as "[Name of health organisation, e.g. the Danish Diabetes Association] recommends the public to eat whole grains" is possible according to the health-claims regulations but within the Whole Grain Partnership, the mention of organisations and authorities by name requires written permission (see 2.3 above).

Chapter 4. Design-related and technical requirements related to the use of the logo

4.1 Requirements

Design-related and technical requirements relating to the use of the logo will be sent along with the assignment of the right to use the logo. When an agreement to use the logo has been finalised, the Whole Grain Partnership's Secretariat will issue a username and password so the requisite files containing the whole-grain logo may be downloaded via www.fuldkorn.dk.

4.2 Effective date

The logo manual enters into force on 1 January 2009.

Contact addresses

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Annex 1

Requirements for ready-prepared dishes, etc., that may use the Keyhole Label

- cf. product categories 14–17 in the annex to the statutory order governing the use of the Keyhole Label:

<p>14. Ready-prepared dishes that are not covered by the product groups 15, 16 and 17, which are intended as a main meal and which contain:</p> <ul style="list-style-type: none"> - 400-750 kcal (1670-3140 kJ) per portion and - at least 25 g root crops, pulses (except ground nuts) and other vegetables and/or fruits and berries (excluding potatoes) per 100g product. 	<ul style="list-style-type: none"> - max. 30% of the energy content may come from fat. If the product contains fish with a fat content of over 10%, max. 40% of the energy content in the product may come from fat, although the fat that does not come from fish may be max. 10 g per portion - sugars produced in pure form max. 3 g/100 g - sodium max. 0.4 g/100 g
<p>15. Pies (not desert pies), pirogues and pizzas based on cereals and which contain:</p> <ul style="list-style-type: none"> - at least 250 kcal (1050 kJ) per recommended portion, and - at least 25 g root crops, pulses (except ground nuts) and other vegetables and/or fruits and berries (excluding potatoes) per 100 g product. Moreover, the cereal part shall contain at least 15% wholemeal calculated on the basis of the dry matter content of the cereal part. 	<ul style="list-style-type: none"> - max. 30% of the energy content may come from fat - sugars produced in pure form max. 3 g/100 g - sodium max. 0.5 g/100 g
<p>16. Sandwiches, wraps and similar products based on cereals and which contain:</p> <ul style="list-style-type: none"> - at least 250 kcal (1050 kJ) per portion, and - at least 25 g root crops, pulses (except ground nuts) and other vegetables and/or fruits and berries (excluding potatoes) per 100 g product. Moreover, the cereal part shall contain at least 25 % wholemeal calculated on the basis of the dry matter content of the cereal part. 	<ul style="list-style-type: none"> - max. 30% of the energy content may come from fat - sugars produced in pure form max. 3 g/100 g - sodium max. 0.4 g/100 g
<p>17. Soups (finished products and dried soups after preparation according to the producer's instructions) and which contain:</p> <ul style="list-style-type: none"> - at least 150 kcal (625 kJ) per portion, and - at least 25 g root crops, pulses (except ground nuts) and other vegetables and/or fruits and berries (excluding potatoes) per 100 g finished product. 	<ul style="list-style-type: none"> - max. 30% of the energy content may come from fat - sugars produced in pure form max. 3 g/100 g - sodium max. 0.4 g/100 g