

# Stamp Usage Guide for the Whole Grain Stamp outside the United States and Canada

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

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

#### **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/Maize (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.*

*Sprouted (malted) grains count, when they are whole, but must be computed differently, as detailed below.*

#### **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:

Total grams of all whole grain ingredients ÷ Total number of servings = 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. See *Section C on the following page if you are unsure of your serving size.*

$$130\text{g} + 50\text{g} = 180\text{g of whole grain ingredients, total}$$

$$180\text{g} \div 10 \text{ servings} = 18\text{g of whole grain per serving}$$

**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.

**C. What is a serving? Determine serving size; display it clearly.**

**Determine Your Serving Size.** There are two ways to determine serving size:

- If your country has established legal serving sizes for the purpose of labeling food, “a serving” is whatever size you state on your package, in accordance with your country’s regulations. In many cases, this may be “per 100 g.” Depending on your country’s regulations, we offer two wordings on the Stamp — “per serving” or “per 100g”.
- If your country does *not* have established, regulated serving sizes, you may follow local convention, such as “one slice” for bread, etc. But such a self-determined serving size must be clearly displayed and should follow, as closely as possible, standard serving sizes established for packaging in the United States, as listed here:

Baking mixes .....	40 g	(dry mix)
Biscuits, croissants, bagels .....	55 g	
Breads, rolls .....	50 g	
Breakfast cereals (cold): puffed grains .....	15 g	
Breakfast cereals (cold): flakes or similar .....	30 g	
Breakfast cereals (cold): granola, biscuits .....	55 g	
Breakfast cereals (hot cooked) .....	40 g	(dry, before cooking)
Brownies .....	40 g	
Cakes (light): sponge cake, chiffon cake, no icing ....	55 g	
Cakes: most cakes .....	80 g	
Cakes (heavy): fruitcake, nutcake, cheesecake .....	125 g	
Cookies .....	30 g	
Crackers (for snacks) .....	30 g	
Crackers (melba toast, rye crisp, bread sticks) .....	15 g	
Flour (any grain) .....	30 g	
Grains (rice, barley, etc.) .....	45 g	(dry, before cooking)
Granola bars, breakfast bars .....	40 g	
Pancakes, French toast .....	110 g	(prepared weight)
Pastas .....	55 g	(dry, before cooking)
Pies, turnovers, other pastries .....	125 g	
Pizza crust, soft tortillas .....	55 g	
Sweet rolls, Danish, doughnuts, muffins .....	55 g	
Taco shells, hard .....	30 g	
Waffles .....	85 g	

Rounding up to the nearest unit is permitted. For example, if a single roll is 65g, you may count 65g as your serving size. For products not listed, email [cynthia@oldwayspt.org](mailto:cynthia@oldwayspt.org) for correct serving size.

**Meeting Minimum WGC Qualifications.** The WGC system, which allows the use of the WG Stamp on products containing “8g or more of whole grain per serving” was developed based on standard US serving sizes above. We will use the table above to establish the overall qualification of your product. For example, if your product is a cracker, which has a 30g serving in the US, whole grain ingredients must comprise at least 27% (8 g ÷ 30 g) of the total weight.

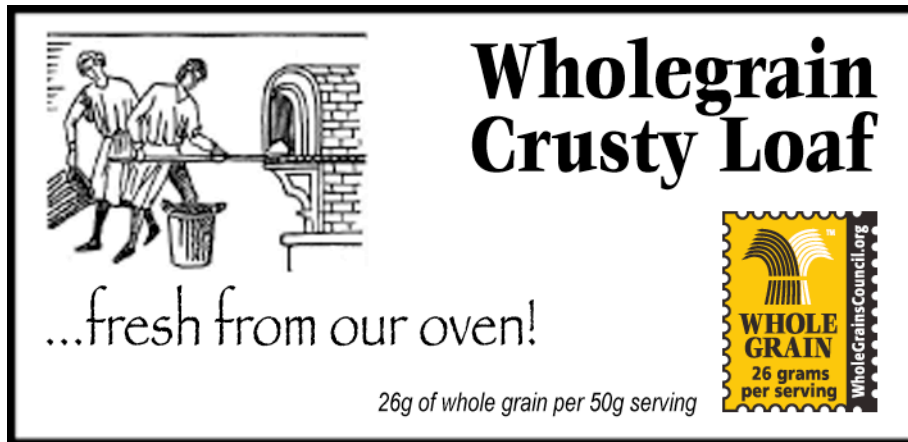
Thus, if your Stamp stated number of grams per 100g (like the Polish one on page 6 of this Guide), your crackers would not qualify with only 8g of whole grain content per 100g. They would need to reach the level of 27g per 100g to use the Whole Grain Stamp.

**Clearly Display Your Serving Size.** Once you have determined your serving size, make sure the serving size is clear to consumers. If your label includes nutrition information for a serving size, this should match the serving size chosen for Stamp usage. If your label does not include nutrition information, clearly state the serving size somewhere in close proximity to the Stamp, where consumers can easily find this information, to eliminate any potential for misunderstanding.

EXAMPLE 1: Package displays nutritional information for a 23.8g slice of bread, so this serving size (23.8g) will be used in calculating the use of the Whole Grain Stamp

Typical Values	Per 100g	Per slice (23.8g)
ENERGY KJ .....	979 kJ .....	233 kJ
kCal (Calories).....	231 kcal .....	55 kcal
PROTEIN.....	10.4g .....	12.5g
CARBOHYDRATE.....	40.7g .....	9.7g
of which sugars.....	2.9g .....	0.7g
FAT.....	2.5g .....	0.6g
of which saturates.....	0.7g .....	0.2g
FIBER.....	6.5g .....	1.5g
SODIUM .....	0.45g .....	0.11g
SALT.....	1.13g .....	0.27g

EXAMPLE 2: A loaf of unsliced bakery-department bread does not display nutritional information. You should state clearly, somewhere on the package, that you are assuming a 50g serving.




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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!

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## **THIRD: Determine any other requirements in your country.**

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It is the responsibility of our members and not that of the Whole Grains Council to ensure that their use of the Whole Grain Stamp is compatible with local regulations.

### **A. Is there a minimum whole grain content?**

In some countries, use of the term "whole grain" or "wholemeal" in a product name may be considered misleading if the majority (51% or more) of the product by weight does not consist of whole grain ingredients. In other countries, at least 51% of the *grain* should be whole grain or there are percent requirements that vary by food category.

Since scientific studies on the health benefits of whole grains show that all incremental amounts of whole grains in the diet contribute to health, the Whole Grains Council certifies products to use the Whole Grain Stamp if they contain at least 8g of whole grain per serving, without requiring that the product be 51% or more whole grain. It is your responsibility to determine if a standard such as this is appropriate in your country.

### **B. Are Quantitative Ingredient Declarations required?**

In some countries, if you specifically note the presence of a certain ingredient, you must state the percentage of that ingredient contained in the product. Since the Whole Grain Stamp calls attention to the amount of whole grain, you may want to note the percentage of all whole grain ingredients, to make everything clear and transparent.

In the Wholegrain Crusty Loaf shown earlier, for example, which contained 26g of whole grain in a 50g serving, the ingredients list might read:

*Wholemeal flour (49%), water, whole grain oats (3%), yeast, vegetable oil, salt.*

## → Determining Which Stamp to Use

**FIRST: Decide which kind of Stamp Graphic to use: BASIC or 100%.**



### **BASIC STAMP**

Some refined grain? OK

Minimum WG content: 8g



### **100% STAMP**

Some refined grain? No,  
ALL grain must be whole grain. \*

Minimum WG content: 16g

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

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

Most products use the Basic Stamp, which is our standard stamp. Products may use the “100% Stamp” with its added 100% banner, if (a) all the grains in the product are whole grains **AND** (b) the product contains at least 16g of whole grain ingredients per labeled serving.

#### **\* Note: 100% of grain vs. 100% of ingredients**

In some countries (such as Canada), you may only claim “100% whole grain” if all the *ingredients* are whole grains. It is not enough simply for all the *grains* to be whole grain. We urge you to check the situation in your country if you are unsure. If you use the 100% Stamp, you may want to consider making a Quantitative Ingredient Declaration (see previous page) to make sure that you are communicating clearly with consumers.

When in doubt, use the Basic Stamp. Most consumers are simply looking for the increasingly-familiar black-and-gold graphic, and do not differentiate between the Basic and 100% Stamps.

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

True whole grains contain all three parts of the grain seed, in proportions as similar as possible to those found in nature, as stated in the first paragraph of the definition above. For the purpose of the 100% Stamp, all grains used in a product should be whole grains. Because the health advantages of whole grains over refined grains derive from the germ and the bran, and because extra gluten is often necessary to help whole grain baked goods rise fully, the WGC considers products containing small, token amounts of extra germ, bran or gluten as “100% whole grain.”

Thus, if you have sprinkled a very small amount of bran on the top of your bread to give it a more artisan look, your bread could still qualify as 100% whole grain. If you have added extra bran to your formulation to increase the fiber content, your bread would not qualify as 100% whole grain (though it would still be a wonderful, healthy bread!).

We will assess each product individually to determine if any amounts of added bran, germ or gluten can be considered “small, token amounts.”

**SECOND: 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.

**THIRD: Double-check the number that will appear on the Stamp.**

Remember that the number of grams that appears on each Stamp is different, depending on the number of grams of whole grain content of your product. Use the correct number!

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## FOURTH: Request the appropriate Stamp from us (or download from website)

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**LANGUAGES:** Whole Grain Stamps are routinely available in English, Spanish and in a bilingual English / French form. Ask us if you need Stamps in another language, and we will make them for you on a custom basis.



**For Spanish Stamps:** Hi-resolution EPS files for each gram-specific Stamp are available from Cynthia Harriman by emailing [cynthia@oldwayspt.org](mailto:cynthia@oldwayspt.org). When you email, please tell us:

- Whether you need the Basic Stamp or 100% Stamp.
- Whether you want 4-color-process, spot (PMS) color, or black & white.
- What number of grams should appear on your Stamp.



**For French/English bilingual Stamps:** These are available on CD. Just ask and we'll mail a CD to you. (We can also email selected Stamps while you're waiting for the mail to arrive.)



**For English "per serving" Stamps:** These are available on CD. Just ask and we'll mail a CD to you. (We can also email selected Stamps while you're waiting for the mail to arrive.)

Optionally, you may also use the USA version with the added message of "Eat 48g or more of whole grains daily" under the Stamp. These are available online, using the password you'll be given when your membership is finalized.



**"100g" Stamps:** If your country does not use serving sizes but commonly denotes nutrients and ingredients on a per 100g basis, we can supply the Whole Grain Stamp in this format, as well.

**Other Languages:** We can also work with you to create a Stamp in your local language, like the Polish one shown here.

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

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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 restraints about distance from other graphic objects.

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## SIXTH: 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.

### → 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 program of any country's government. We will send you a copy of this form to sign, as soon as we receive your first year's dues.

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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 to 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 Kara Berrini ([kberrini@oldwayspt.org](mailto:kberrini@oldwayspt.org)) or call her at 1-617-896-4880 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 (continued on next page)

<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? 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 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).

### **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 Karen Mansur at 1-617-896-4880 or email at [karen@oldwayspt.org](mailto:karen@oldwayspt.org).

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.