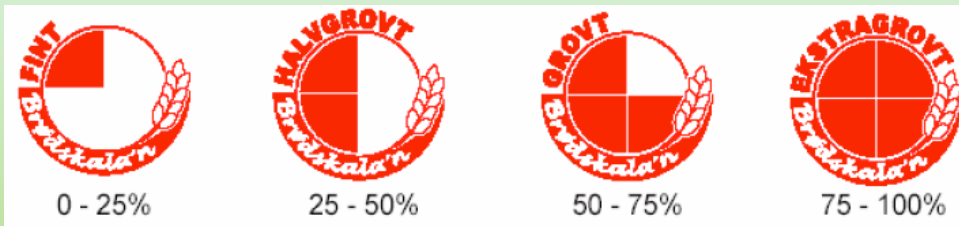
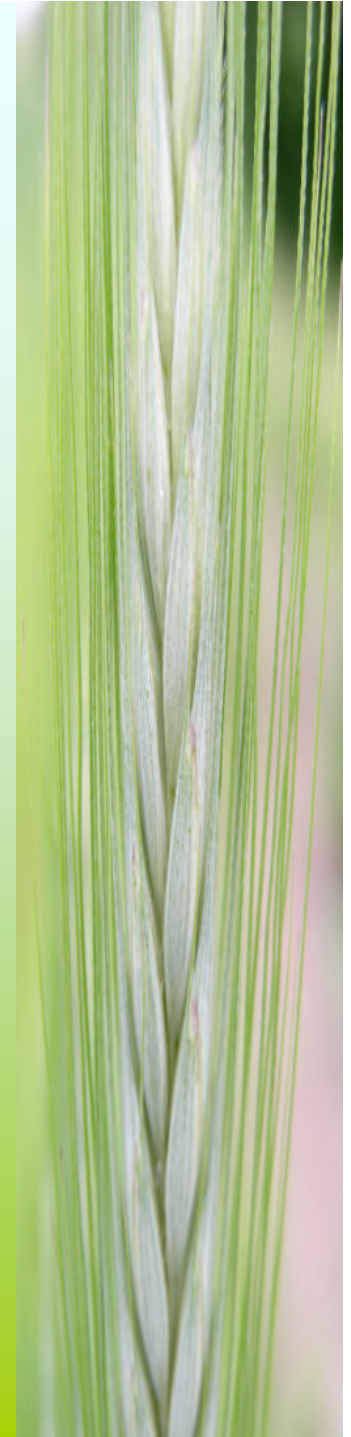


Norway label

Fraction of whole grain flour calculated on the basis of the total amount of flour



<25%	White
25-50%	Semi whole grain
50-75%	Whole grain
>75%	Extra whole grain

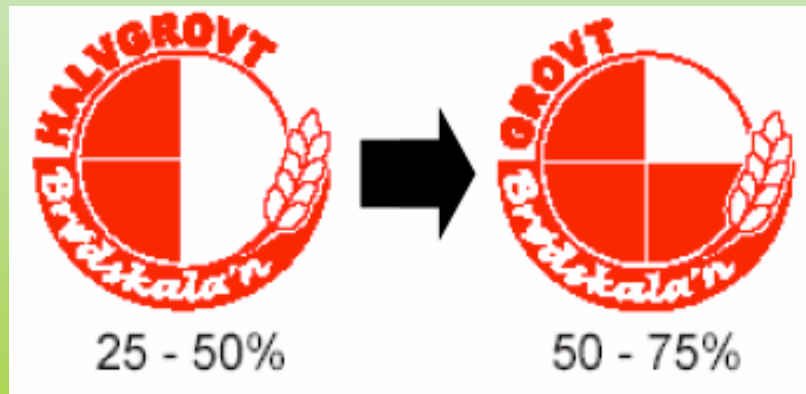


Norway results

Bread only

Increasing use

Several manufactures change their recipes to get a better label



Let's share experiences on limits



Evaluations

A count of products using the logo is expected in 2008

The sales of these products are currently not being made available, but health authorities are very excited



Ownership

Industry only

Contact: Steinar Høie

Federation of Norwegian Food and
Drink Industry

steinar.hoie@nbl.no

Potential member of our new
network

