FSIS Stamp Usage Guide
for the Whole Grain Stamp
Meat & Poultry Products in the U.S.A.

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.

**THIS GUIDE IS SPECIFICALLY FOR PRODUCTS CONTAINING MEAT AND POULTRY,
THAT ARE SUBJECT TO USDA / FSIS APPROVAL.**

➔ Determining Which Products Qualify to use the Stamp

FSIS products can qualify to use the Whole Grain Stamp, but with slight modifications from products subject to FDA regulations. Details on these minor differences are detailed in this Guide.

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 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, and/or cooked), the food product should deliver approximately the same rich balance of nutrients that are found in the original grain seed. This definition means that 100% of the original kernel – **all of the bran, germ, and endosperm** – must be present to qualify as a whole grain ingredient.*

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

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

Other cereal grains in the Pocaceae (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.

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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.

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.*

B1. 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.

130g + 50g = 180g of whole grain ingredients, total
180g ÷ 10 servings = 18g of whole grain per serving

B2. Alternate computation approach, using percents and moisture loss:

1) Add up all the whole grain ingredients in a batch
Example: 100 lbs of whole wheat flour, 25 lbs of whole rye flour, 10 lbs of oat groats = 135 lbs

2) What is the weight of the dough before cooking / baking?
Example: Total dough weighs 300 lbs including all wet and solid ingredients

3) What is the bake off of moisture?
Example: 15% bake-off of moisture leaves 255 lbs of finished, as-eaten product

4) Compute the percentage of whole grain in the finished product
Example: 135 lbs of whole grain ingredients in 255 lbs of finished, as-eaten product gives us a product that is 53% whole grain (135÷255=.529)

5) Apply that percent to a serving of the product
Example: You know that one serving of the product weighs 33 grams. 33 x 53% = 17.49 grams, so this product is eligible for the 17 gram Stamp

Note: Often the labeled serving of a product will differ from the RACC (Reference Amount Customarily Consumed). Although you will use the amount of whole grain per *labeled serving* on your Stamp, for FSIS products you will also need to make sure the product has at least 8g of whole grain PER RACC before you can use the Stamp.

SECOND: Determine whether your membership includes this product.

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:

1. **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.

2. **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 kind of Stamp Graphic to use: BASIC or 100%.

BASIC STAMP

Some refined grain? OK
51% or more of the grain must be whole grain
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 where **at least 51% of the grain is whole grain**, and that contain at least 8g of whole grain ingredients **per labeled serving and per RACC** qualify to use the FSIS Whole Grain Stamp. Most products use the Basic Stamp, which is our standard stamp. Products will use the "100% Stamp" with its added 100% banner, if (**a**) all of the grains in the product are whole grains **AND** (**b**) the product contains at least 16g of whole grain ingredients **per labeled serving and per RACC**. When in doubt, use the Basic Stamp and we will upgrade it to the 100% during our review if it qualifies. 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 kernel, in proportions the same as those found in nature, as stated in the first paragraph of the definition found on page 1 of this document. For the purpose of the 100% Stamp, *all grains used in a product must be whole grains*. FSIS ***does not allow any*** addition of grain-based starchy release agents or thickeners, vital wheat gluten, bran toppings, etc. that are not 100% whole grain, so it is expected that few, if any, FSIS products will qualify for the 100% Whole Grain Stamp.

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. Fractions of a gram should be **rounded down**. A product containing 23.7g of whole grain, for instance, would be labeled as "23 grams per serving."

You may have marketing or product reasons that lead you to be conservative in stating the whole grain content of your products. Of course you may **NOT** use a higher number than the actual gram content, as that would not be truthful.

THIRD: Pick the file format: 4-color process or black & white.

Hi-resolution 4-color process EPS files are available for printing and we can create black-and-white versions on request. 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.

FSIS Graphics. Email harley@oldwayspt.org and we will provide you with high-resolution EPS files that are FSIS compliant. We can email individual files, or simply send you a CD with all the FSIS graphics, if you regularly produce products containing meat or poultry.

Standard Whole Grain Stamp graphics are available on a password-protected page of our website. Just log in and help yourself, when you need graphics **for approved products** that do **NOT** contain meat or poultry. (Go to For Members on the home page, then log in using your company's username and password, then click on Download Stamp Graphics.)

GRAPHIC NOTES

Designers and printers may want to know the following:
• In the 4C format, the gold color is 0%C 27%M 100%Y 0%K. PMS 130 may also be used.
• 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.

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 minimum or 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.

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

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 contact 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.

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

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.

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

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, 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 Products for Stamp Use** link under Members-Only Options

If for any reason you have technical difficulties with the online registration process, email Harley Songin (harley@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:

Product Name*	*the name that appears on the product in the store*
Brand Name*	*the brand name consumers will see on the label*
UPC Code	*the 12-digit UPC code for this product (numbers only)*
Product Categories*	*check 1 to 3 categories (bread, cereal, flour, etc.)*
Additional Criteria	*check foodservice, gluten free or sprouted grain if these apply*
Nutrition Facts*	*upload information from this product's Nutrition Facts Panel*
Ingredients*	*upload or type the ingredients list for this product*
Which Stamp*	*indicate whether you're seeking the Basic or 100% Stamp*
Serving Size*	*serving size indicated on the label of this product*
Total Grains*	*how many grams of total grains in a serving?*
Whole Grains *	*how many grams of whole grains are in a serving?*
Stamp Number*	*what number of grams will appear on the Stamp on this product?*
Country(ies)*	*where will this Stamped product be sold?*
FSIS*	*does this product contain meat or poultry (subject to FSIS)?*
Timing*	*when shall we publicly list this on our website? Immediately? Never? Later (specify date)?*

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. Please make sure to note the details of your approval email, as sometimes the amount of whole grain has changed. **This process takes 1 - 2 weeks.** If you have an urgent deadline, please contact us. Although it is a rare occurrence, we can try to work with you to help expedite your product approval.

E. What happens when an approved product is updated?
When changes are made to a previously approved product, you must let the WGC know. If changes are made to the product name or brand name, UPC, or ingredient list we can edit the original record with the updated information. However, if changes are made which **affect the whole grain amount** you must re-submit the product for approval.

→ 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 Harley Songin (harley@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.

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