



# 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 Whole Grain 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 and loss of further rights to use the Whole Grain Stamp.

## → 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 <http://wholegrainscouncil.org/definition-whole-grain> 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 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:*

<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>

*Wheat (including cracked wheat, bulgur, wheat berries, durum wheat)*

*Wild Rice*

*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 may need to 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.

**Note:** *If you are using ready-to-eat, soaked or wet 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 ( $135 \div 255 = .529$ )

5) Apply that percent to a serving of the product

**Example:** You know that one serving of the product weighs 33 grams.  $33 \times 53\% = 17.49$  grams, so this product is eligible for the 17 gram Stamp

### 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 .....	55 g	
Bagels .....	110g	
Breads, rolls .....	50 g	
Breakfast cereals (cold): puffed grains .....	15 g	
Breakfast cereals (cold): flakes or similar .....	40 g	
Breakfast cereals (cold): granola, biscuits.....	60 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 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 [aclement@oldwayspt.org](mailto:aclement@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% ( $8\text{ g} \div 30\text{ g}$ ) of the total weight.

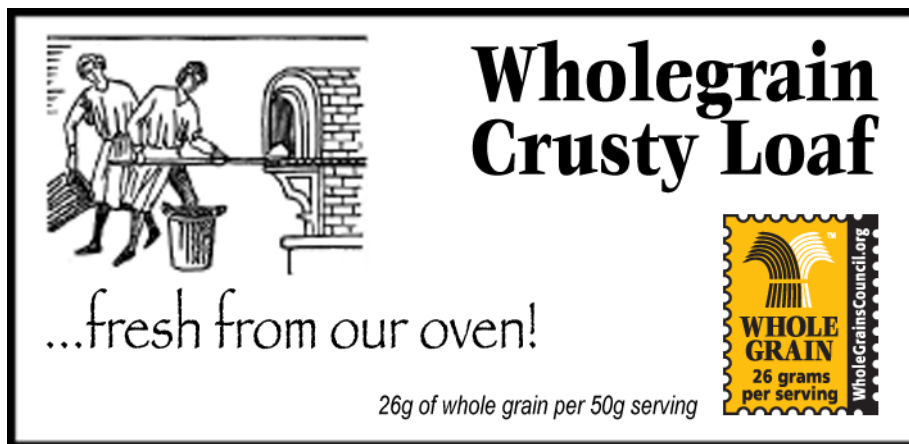
Thus, if your Stamp stated number of grams per 100g, your crackers would not qualify with only 8g of whole grain content per 100g. They would need to reach the level of 27g per 100g to use the Whole Grain Stamp.

**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:

**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!

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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 (50% or more) of the product by weight does not consist of whole grain ingredients. In other countries, at least 50% 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 50% 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: 100%, 50%+ or BASIC.**



**100% STAMP**  
All grain is whole  
100% of grain is whole  
Minimum 16g whole grain



**50%+ STAMP**  
Some refined grain OK  
At least half of grain is whole  
Minimum 8g whole grain



**BASIC STAMP**  
Some refined grain OK  
Less than half of grain is whole  
Minimum 8g whole grain

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

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

**100% Stamp** Products will use the 100% Stamp with its 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.

**50%+ Stamp** Products will use the 50%+ Stamp with its 50%+ banner if **(a)** at least half of the grain in the products is whole grain **AND (b)** the product contains at least 8g of whole grain ingredients per labeled serving.

**BASIC Stamp** Products will use the Basic Stamp if **(a)** less than half their grain is whole grain **AND (b)** the product contains at least 8g of whole grain ingredients per labeled serving.

When in doubt, request the Basic Stamp, and we will upgrade it to the 50%+ or 100% Stamp during our review if your product qualifies.

Note: 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.

### 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 must be whole grains.*

There are two small exceptions to this requirement:

- 1) Ingredients that are “outside” the product.** If you have used small, token amounts of corn starch or another refined starch as a release agent in your pans, or have sprinkled a very small amount of bran on the top of your bread or muffins to give them a more artisan look, your products could still qualify as 100% whole grain. In contrast, if you have added extra bran to your formulation – “inside your product” – to increase the fiber content, your product would *not* qualify as 100% whole grain (though it would still be a wonderful, healthy product!).

- 2) **Vital wheat gluten.** Because extra gluten is often necessary to help whole grain baked goods rise fully, the WGC allows products containing small amounts of extra gluten as “100% whole grain.” If gluten exceeds 3% of the total grain, the 100% Stamp cannot be used.

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

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

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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. For example, let’s say your product is a granola bar containing 18.7g of whole grain ingredients per serving. You could:

### **A. Use the exact number.**

The standard approach is simply to utilize the number you calculated earlier, and use a stamp saying “18g or more per serving” (*note that we **do not allow rounding up***). We recommend using the highest qualifying number, to make your product stand out on grocery shelves.

### **B. Use a lower number.**

Since the Stamp says “X or more grams” you may also choose a slightly lower number and still be truthful and not misleading. We allow members to use a number up to 2 grams lower than the actual amount of whole grain present in the product (rounded to the nearest whole gram). You might want to use a lower number if:

- Your product is part of a line of similar products with slightly varying formulations. Perhaps the raspberry granola bar has 18g of whole grain, but the banana has 16g and the peanut butter flavor has 17g. You may choose to put Stamps reading “16g or more” on all three bars.
- You frequently make small reformulations in your products. You might choose to put a Stamp reading “16g or more” on this product, to allow for small changes.

You may have other 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.

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

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Hi-resolution PDF 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. You can locate the most popular versions of our Stamp graphics by logging into your account and choosing **Download Stamp Graphics**. We can currently provide Stamp graphics in English, English/French (for Canada), Spanish, Portuguese, Arabic, Chinese, and Japanese. If you do not see the Stamp you need, contact us.

## **GRAPHIC NOTES**

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, and will also open in any other current graphic software. If you have older or different graphic software, we will do our best to create a file that will open in your software.

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

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**What about size?** The Stamp graphics are PDF 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.

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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**.

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. Contact Abby Clement ([aclement@oldwayspt.org](mailto:aclement@oldwayspt.org)) if you have questions, color requests, or special circumstances you'd like to request.



## → Registering Each Product with the Whole Grains Council

### **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](http://WholeGrainsCouncil.org), and click on "For Members" in the upper right corner
2. Log in, using your company username and password
3. Click on the **Register Products for Stamp Use** link under My Account on the left.

If for any reason you have technical difficulties with the online registration process, email Abby Clement ([aclement@oldwayspt.org](mailto:aclement@oldwayspt.org)) or call her at 1-617-896-4810 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>UPC Code</b>	<i>the 12-digit UPC code for this product (numbers only)</i>
<b>Product Categories*</b>	<i>check 1 to 3 categories (bread, cereal, flour, etc.)</i>
<b>Additional Criteria</b>	<i>check foodservice, gluten free or sprouted grain if these apply</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>
<b>Which Stamp*</b>	<i>indicate whether you're seeking the Basic, 50%+ or 100% Stamp</i>
<b>Serving Size*</b>	<i>-serving size indicated on the label of this product</i>
<b>Total Grains*</b>	<i>how many grams of <u>total</u> grains in a serving?</i>
<b>Whole Grains *</b>	<i>how many grams of <u>whole</u> grains are in a serving?</i>
<b>Stamp Number*</b>	<i>what number of grams will appear on the Stamp on this product?</i>
<b>Country(ies)*</b>	<i>where will this Stamped product be sold?</i>
<b>FSIS*</b>	<i>[US only] 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>

*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 we may have approved your product for a different Stamp or a different gram number than you originally requested. **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, brand name, or UPC, we can edit the original record with the updated information. However, if changes are made to the formulation, serving size, or grain calculations, 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 WGC makes no representations or warranties to companies or third parties with respect to whether such qualifications have been met.

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.

## → Merging Two Whole Grains Council Membership Accounts

When two Whole Grains Council member companies merge their accounts (for instance, because one member company has been acquired by another), there is administrative work required in transferring the ownership of product registration files and getting the new account/contacts set up. For this reason, the WGC charges a one-time administrative fee when two accounts are merged. The administrative fee is assessed on a sliding scale based on the combined overall revenue of the new (single) member company as follows:

- \$200... if company sales are up to \$50 million
- \$1000... if company sales are \$50 million to \$250 million
- \$2500... if company sales are over \$250 million

## → Termination of Whole Grain Stamp Usage

Once a product has been approved to use the Whole Grain Stamp, that approval is valid for the life of the product, provided the formulation remains as originally submitted – and provided that the company continues to be a paid-up member in good standing of the Whole Grains Council.

If any ingredients or nutrition facts change, contact Abby Clement ([aclement@oldwayspt.org](mailto:aclement@oldwayspt.org)) for instructions on how to update your product.

The Whole Grain Stamp is a registered certification trademark, and its use – as with any other licensing agreement – is contingent on your continued payment of licensing fees included in your WGC annual payment. If your company fails to make timely payment of the aforementioned licensing fees and is therefore no longer a paid-up member in good standing of the Whole Grains Council, your right to use the Whole Grain Stamp ceases immediately without further notice from the WGC; you may no longer advertise, manufacture, sell, ship any products bearing the Whole Grain Stamp or make any other use of the Whole Grain Stamp. In the event that your company's membership is not renewed for any reason, your company must sign a Stamp Use Ended form attesting that all Stamp use has ended. However, the Whole Grains Council has the right to revoke your right to use the Stamp and order you to cease and desist from any use of the Stamp, whether or not you submit a Stamp Use Ended form. In addition, if you continue using the Stamp after you are no longer a member, you still must pay the full amount of the membership fee for any years in which your use of the Stamp continues and you may also be liable for other damages for breach of this Agreement, including attorney's fees.

## → Questions

If you have any questions about proper implementation of the Whole Grain Stamp, please contact Abby Clement ([aclement@oldwayspt.org](mailto:aclement@oldwayspt.org)) or call her at 1-617-896-4810.

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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