

GRAIN-FREE CERTIFIED STANDARDSTM

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TABLE OF CONTENTS

GRAIN-FREE CERTIFIED STANDARDS



INTRODUCTION

STATEMENT OF PURPOSE 3

STANDARDS

GRAIN-FREE CERTIFIED LABEL 6
APPLICABILITY 6
GUIDELINES 7
USE OF THE GRAIN-FREE CERTIFIED LABEL 8
GRAIN AND PSEUDOGRAIN FREE REQUIREMENTS 9
GLUTEN AND GLUTEN-COMPETITIVE FREE 10



STATEMENT OF PURPOSE

A recent Nielsen [survey](#) found that nearly two out of three global consumers exclude specific ingredients from their diets, and one of the most excluded food ingredients are grains. Another Nielsen [report](#) found that over a 52-week period, sales of products that included a “Grain-free” label went up more than 75 percent.

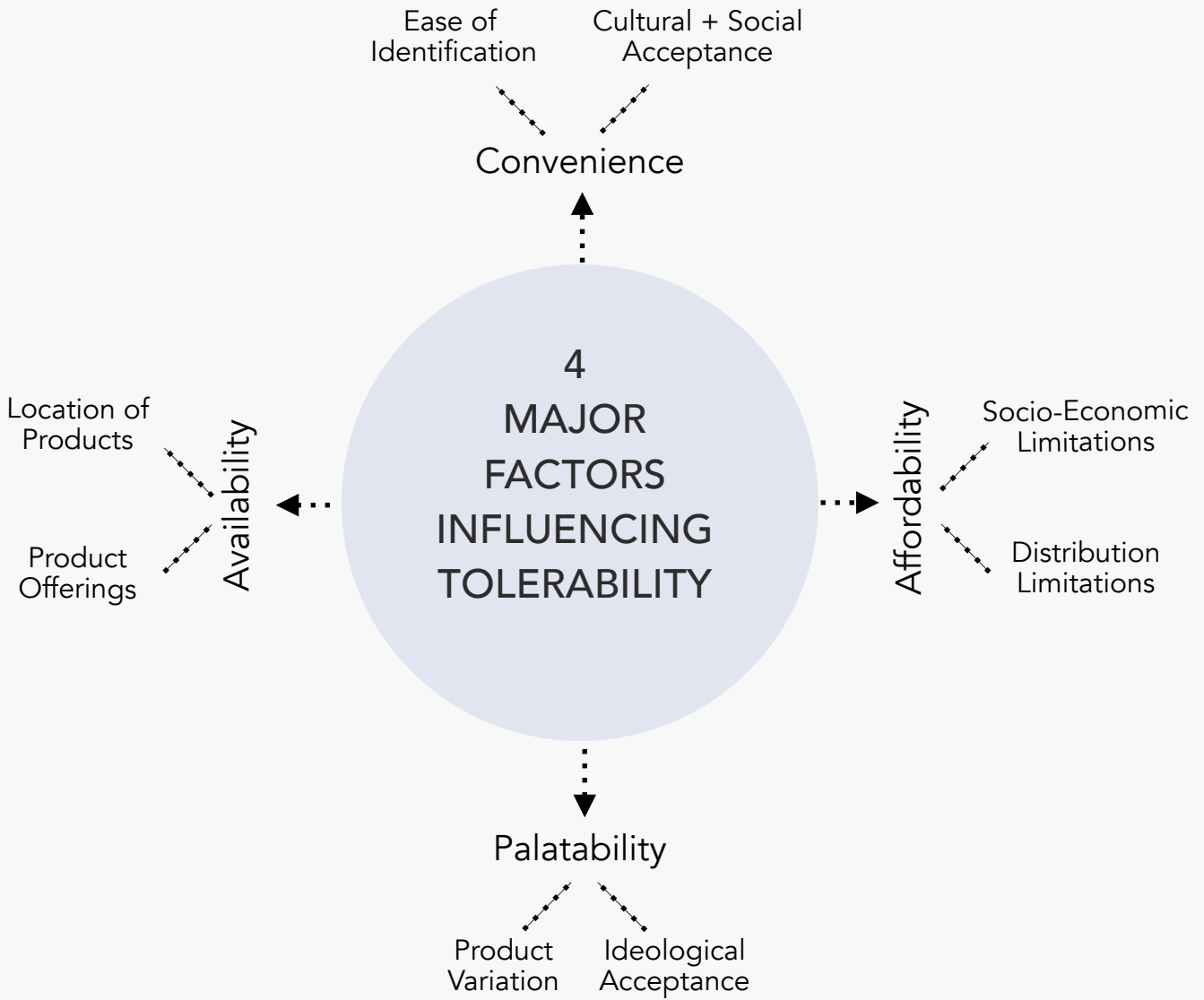
Grain-free seems to be at the crossroads of the paleo diet and gluten-free food trends. And while some argue that going grain-free is too limited and unnecessary for most dieters, increasing evidence suggests that a Grain-free diet may be beneficial for many people with digestive disorders and metabolic syndromes.

In tandem with the increasing need for grain-free products, grain-free claims needed to be standardized and implemented. In the development of the Grain-Free Certified Program, The Paleo Foundation designed a two-round audit system that includes stringent and accredited lab-testing to ensure that certified products have met both grain-free and gluten-free requirements. The Standards for this program are outlined herein.



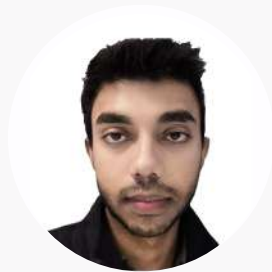
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STANDARDS & DEVELOPMENT



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GRAIN-FREE

Program Standards and Specifications

1. Grain-Free Certified™ Label

The Grain-Free Certified Requirements for Grain-Free, Legume-Free, Dairy-Free, Artificial Coloring, Artificial Preservatives, Artificial Sweeteners and Artificial Flavor Enhancers-Free Products are outlined herein. These standards apply to all products certified by The Paleo Foundation for the Grain-Free Certified Program. Only certified Products following these standards are explicitly given the rights to use Grain-Free Certified logos, trademarks, certification marks, or other design marks hereinafter referred to as “Grain-Free Certified label”.

1.1 Applicability

The Grain-Free Certified label was developed and trademarked by the The Paleo Foundation to identify food products that meet the standards of a Grain-Free diet. The Grain-Free Certified label is a certification mark, and its use is only permitted by those who have entered into a contractual agreement with The Paleo Foundation. The Grain-Free Certified label was designed to establish an easily identifiable mark indicating that a product does not contain grains, or gluten.

1.2 Guidelines

1.2.1

The Grain-Free Certified label is allowed to be used on packaging, promotional materials, point of purchase materials, websites, sales literature, banners, company stationery, and other advertising materials. Use of the Grain-Free Certified label must comply with the guidelines as outlined in this document. If a company wishes to present the logos in a manner other than as described in Statement of Use Guidelines, The Paleo Foundation must approve the request and give permission in writing to the Producer.

1.2.2

Producers may display the Grain-Free Certified™ label only on products that have been certified by The Paleo Foundation.

1.2.3

Producers must have a contractual agreement with The Paleo Foundation to use the Grain-Free Certified label.

1.2.4

Producers may only use the trademark on company stationery if the entire product line has been audited and Grain-Free Certified.

1.2.5

If the entire product line has been audited and Grain-Free Certified, producers may display the label on their entire website.

1.2.6

If the entire product line was not certified, the Grain-Free Certified label may appear on a page containing the audited and Grain-Free Certified products only.

1.2.7

Products that have not been audited and Grain-Free Certified are not permitted to appear on the same page as the Grain-Free Certified label, as this could mislead consumers.

1.3 Use of the Grain-Free Certified™ Label

1.3.1

To complete the application process, the applicant must sign an affidavit stating that all answers and statements provided in their application were true to the best of their knowledge.

1.3.2

Use of the Grain-Free Certified™ label is only permitted after audit and certification of the applicant's products by The Paleo Foundation.

1.3.3

The Paleo Foundation retains the right to inspect the producer's products to verify that all requirements are met.

1.3.4

Use of the label for any product that does not meet each of the Grain-Free Certified requirements, that has not been audited, or that has not been given explicit permission, is strictly prohibited.

1.3.5

Misuse of the Grain-Free Certified Label will result in immediate suspension of the agreement and/or prosecution.

1.3.7

The Grain-Free Certified label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

2. Grain-Free

2.0.1

All Products must not contain grains or pseudograins and be grain-free to be eligible for use of the Grain-Free Certified label. There are no exceptions to this rule. Disallowed grains and pseudograins include, but are not limited to:

Name	Latin Name	Type
Amaranth	<i>Amaranthus cruentus</i>	Pseudograin
Barley	<i>Hordeum vulgare</i>	Grain
Buckwheat	<i>Fagopyrum esculentum</i>	Pseudograin
Bulgur	<i>Triticum ssp.</i>	Grain
Corn	<i>Zea mays mays</i>	Grain
Farro	<i>Triticum spelta, Triticum dicoccum, Triticum monococcum</i>	Grain
Farro / Einkorn	<i>Triticum monococcum L</i>	Grain
Farro / Emmer	<i>Triticum turgidum dicoccum</i>	Grain
Farro / Spelt	<i>Triticum aestivum spelta</i>	Grain
Millet	<i>Panicum miliaceum, Pennisetum Glaucum, Setaria italica, eleusine coracana, digitaria exilis</i>	Pseudograin
Freekeh / Farik	<i>Triticum turgidum var. durum</i>	Grain
Durum Wheat	<i>Triticum durum or Triticum turgidum subsp. durum</i>	Grain

2.0.1 Continued

Khorasan Wheat	<i>Triticum turgidum turanicum</i>	Grain
Oats	<i>Avena sativa</i>	Grain
Quinoa	<i>Chenopodium quinoa</i>	Pseudograin
Kañiwa	<i>Chenopodium pallidicaule</i>	Pseudograin
Rice	<i>Oryza sativa, Oryza glaberrima</i>	Grain
Rye	<i>Secale cereale</i>	Grain
Sorghum	<i>Sorghum spp.</i>	Grain
Teff	<i>Eragrostis tef</i>	Grain
Triticale	<i>x Triticosecale rimpai</i>	Grain
Wheat	<i>Triticum aestivum</i>	Grain
Wild Rice	<i>Zizania spp.</i>	Grain

3. Gluten and Gluten-Competitive Free

3.0.1

The FDA defines gluten-free as an end product containing less than 20 parts per million of gluten. However, the Paleo Foundation requires that products test at less than 10ppm of gluten and gliadin competitors for Grain Free Certification.

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Grain-Free Certified Standards for products,
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