



# THE WHOLE GRAIN LOGO MANUAL

GUIDELINES FOR USE OF THE DANISH WHOLE GRAIN LOGO

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# 1. Introduction

These guidelines should offer an opportunity for the Danish whole grain logo and thus the message of eating more whole grain to reach a broad section of the Danish population. In addition, these guidelines are used to control the use of the Danish whole grain logo so that its authenticity, merit and the credibility of its message are preserved at all times.

The Danish whole grain logo is a registered Danish trademark belonging to the Whole Grain Partnership, but it is legally owned (through trademark registration) by the Danish Veterinary and Food Administration. The Danish Whole Grain secretariat handles the administration of the logo.

In principle, only members of the Whole Grain Partnership can use the whole grain logo. Parties outside the partnership can use the whole grain logo as long as they adhere to certain rules regarding this (cf. section 3.2).

All partners pay a membership fee to the Whole Grain Partnership and subsequently, they may use the whole grain logo. It is the responsibility of the partner to observe the rules for the use of the logo.

The guidelines for the use of the whole grain logo are included in the whole grain logo guide. The technical and design requirements describe how the whole grain logo's visual design should be used correctly. This will ensure the consequential and correct use of the design elements. The whole grain logo, ready-to-print files etc., may be ordered from the secretariat. Find the contact details at [www.fuldkorn.dk](http://www.fuldkorn.dk).

## Approval of the Whole Grain Manual

The board of directors of the Danish Whole Grain Partnership approved this revised whole grain manual on June 9<sup>th</sup> 2021. Only the board of directors can approve changes to this manual, with veto rights from the Danish Veterinary and Food Administration. This manual is valid until the end of the current campaign period, which expires on 31 December 2022.

## **Controlling the Danish Whole Grain Logo**

The Danish Veterinary and Food Administration conducts the governmental control of the use of the Danish whole grain logo and handles it as control of labelling with a particular emphasis on misguidance aspects. This is part of the Danish Veterinary and Food Administration's customary and regular control with labelling etc. and in the case of control in connection with reports from consumers. The Danish Veterinary and Food Administration's control includes control of whether the rules for the use of the logo are properly applied and whether the logo is used in a misleading way. It is the company's responsibility to provide documentation to the inspector confirming that a logo-carrying product adheres to the requirements.

Read more on the Danish Veterinary and Food Administration's homepage regarding the [labelling and marketing of foods](#) and about [inspections of food companies](#).

## **2. This is How You Get the Right to Use the Danish Whole Grain Logo**

### **2.1 Partner Agreement and Membership Fee**

All producers, organizations and other stakeholders that have signed a written agreement and have been approved by the Danish Whole Grain Partnership's board of directors are welcome to join the partnership agreement. They will be allowed to use the Danish whole grain logo throughout the campaign period.

The logo may only be used when the agreement has been signed and submitted to the Danish Whole Grain Partnership's Campaign Leader.

Members pay an annual membership fee that must also be paid. See appendix 1 for an overview of the membership fees. The partner may use the logo when it has paid the fee and the membership has been approved by the board of directors.

### Agreement Period

The participation agreement for the Danish Whole Grain Campaign, the use of the Danish whole grain logo and the associated fee are signed for a period of three years – or otherwise until the end of the current campaign period. However, the partners bind themselves to 1 fiscal year at a time - cf. §1 of the partnership agreements.

## **2.2 Withdrawal of the Right to use the Danish Whole Grain Logo**

If the logo is not used in accordance with the logo manual's guidelines, the Danish Whole Grain Secretariat may, in agreement with the board of directors, withdraw the partner's right to use the logo.

## **3. Guidelines for the Use of the Whole Grain Logo**

These guidelines were developed in order to ensure that the Danish whole grain logo and hereby the message on eating more whole grains is spread out widely among the Danish population. In addition, these guidelines are used to control the use of the Danish whole grain logo so that its authenticity, merit and the credibility of its message are preserved at all times.

### **3.1 Objective of the Danish Whole Grain Logo**

- The objective is to spread the knowledge of the logo and the slogan "Choose whole grain first!". Additionally, the objective is to increase consumer knowledge about whole grain.

- The background of the Danish whole grain logo is the Danish Veterinary and Food Administration's official dietary guidelines<sup>1</sup>:

### **Eat whole grain foods – Good for health and climate**

Eat at least 75 g of whole grain per day. You find whole grain in foods made from cereals where the whole grain is included.

75 g of whole grain equals 2 dl of oats and a slice of whole grain bread.

Choose whole grain first – it is easy if you look for the Danish whole grain logo when you buy your groceries.

The Danish whole grain logo is your guarantee of a high content of dietary fiber and whole grain in bread, groats, flour, breakfast cereals, rice and pasta.

Choose rye bread or other whole grain bread for your packed lunch.

You can choose whole grain rice or whole grain pasta as part of your warm meal a couple of times a week.

- The dietary recommendation on whole grain is just one among several dietary recommendations, and as such, it is important that communication of the whole grain logo is not in conflict with the remaining dietary recommendations.
- The Danish whole grain logo's purpose is to make it easy for consumers to choose products with a high whole grain content (as long as the products' overall nutritional profile is also recommendable). See scheme 1 for product requirements.
- The Danish whole grain logo fulfils a function as the visual linking element for a series of different activities within the scope of the partnership.

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<sup>1</sup> New dietary guidelines are expected in the spring of 2021.

### **3.2 Where Can the Whole Grain Logo be Used and How?**

There are different guidelines for the use of the logo by members of the Danish Whole Grain Partnership and non-members.

The context in which the logo is presented must always be in accordance with the logo's purpose. The whole grain logo must never appear in a way that may be misleading - cf. the general rule that food information shall not be misleading. The design requirements must also be met.

#### **Partners in the Danish Whole Grain Partnership**

The partners in the Danish Whole Grain Partnership are listed at [www.fuldkorn.dk](http://www.fuldkorn.dk). The partners are free to use the Danish whole grain logo in accordance with the design requirements and guidelines described in this manual.

Food producers must have at least one product on the market that lives up to the logo's requirements. Members have the opportunity to use the Danish whole grain logo on products, packages, flyers, websites, letterheads, advertisements etc., as long as its use follows the guidelines described in this manual.

Regarding the use of the Danish whole grain logo on ready-packed and non-ready packed products, we refer to section 3.3.

#### **Parties outside the Danish Whole Grain Partnership**

Stakeholders who are not members of the Danish Whole Grain Partnership may take part in promoting the logo within the following framework:

The following restrictions apply to parties outside the Danish Whole Grain Partnership:

- The Danish whole grain logo as well as the slogan "Vælg fuldkorn først" ("Choose whole grain first") are not allowed on packages etc.
- The Danish whole grain logo as well as the slogan "Vælg fuldkorn først" ("Choose whole grain first") may not be used in the marketing of specific products – such as in advertisements etc. The Danish whole grain logo as well as the slogan "Vælg fuldkorn først" ("Choose whole grain first") may not be used for direct or indirect marketing of the stakeholder or brand. This does not apply to private label retail products. Read further in appendix 2.

Stakeholders outside the Danish Whole Grain Partnership may, for instance, use the logo as follows:

- In educational material - for use in schools etc.
- As part of general information activities – such as in a municipal framework, in hospitals, etc.
- In media contexts – in newspaper articles or pieces in electronic media etc.
- In the retail sector (see appendix 2 for further information)
- In canteens, restaurants and similar (see appendix 2 for further information)
- In bakeries, in-store bakeries and similar (see appendix 2 for further information)

*For a detailed overview of the use of the Danish whole grain logo inside and outside the partnership, we refer to appendix 2.*

The whole grain logo may be used in information and educational material that aim to provide information regarding healthy food, shopping, preparation and choice of products with a high whole grain content. Other text, speech, images and illustrations must support the message of eating more whole grain.

Regarding public authorities and healthcare professionals the logo may be used in all types of campaign materials, such as videos, radio and TV shows, internet, newspapers and magazines, posters, flyers and other publications. If a company does not fall within this description, the Danish Whole Grain Partnership's secretariat must be contacted regarding requests to use the Danish whole grain logo in books etc. In connection with these, the secretariat must always be informed of the use of the logo.

The Danish Whole Grain Partnership may decide to involve external parties in a particular campaign and as such authorize stakeholders outside the partnership to have access to partnership material and the whole grain logo solely in connection with the specific campaign.

Please contact the Danish Whole Grain Partnership's secretariat if you wish to use the logo.

### 3.3 Which Requirements Must Products Meet in Order to Carry the Danish Whole Grain Logo?

#### Production composition requirements

The Danish whole grain logo can be used within several product groups. See scheme 1 for a complete overview.

For every product category, the products must match the listed minimum whole grain requirement in order to carry the whole grain logo.

It is also a precondition that the products meet fat, sugar, dietary fiber and salt content requirements that match the product categories in the [current Danish Regulation on voluntary labelling of foodstuffs with the Keyhole](#). The Keyhole label is a joint Nordic label for healthier food alternatives. This is to make sure that the whole grain logo is only used on nutritionally healthier products.

In order to calculate the whole grain content in a product, we refer to appendix 3 and draw attention to the fact that the National Food Institute at the Technical University of Denmark (DTU) has developed a [declarations calculator](#). Using the calculator, you can create nutritional declarations and calculate the nutritional element values of a product, including whole grain content as well as fat, salt and sugar. The calculator shows the calculation of whole grain content in dry matter as well as QUID<sup>2</sup>. See more regarding the use of the declaration calculator in [DTU's handbook on the subject](#).

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<sup>2</sup> QUID: Quantitative Ingredient Declaration

Scheme 1: Content requirements for whole grain and other nutritional elements in products carrying the whole grain logo. Unless otherwise indicated, the figures apply to the final product.

Category <sup>3</sup>	Product Group	Whole Grain	Other Requirements
4a	Flour, flakes, groats, cracked cereal kernels	100% whole grain calculated as product dry matter (% DM)	<ul style="list-style-type: none"> <li>at least 6 g dietary fibre/100 g</li> </ul>
4b	Flour blends	At least two types of flour, of which whole grain flour makes up at least 60%, calculated as a percentage of the product's dry matter (% DM) Cereals can partly consist of vegetables (except potatoes) legumes (except peanuts) or root vegetables with the same purpose.	<ul style="list-style-type: none"> <li>At least 6 g dietary fibre/100 g</li> </ul>
5	Rice	100% whole grain calculated based on the product's dry matter content	<ul style="list-style-type: none"> <li>At least 3 g dietary fibre/100 g</li> </ul>
6	Breakfast cereals and muesli	At least 65% whole grain calculated as product dry matter (% DM) If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>fat – max 8 g/100 g</li> <li>sugars max 13 g/100 g</li> <li>added sugars max 9 g/100 g</li> <li>at least 6 g dietary fibre/100 g</li> <li>salt – max 1.0 g/100 g</li> </ul>
7	Porridge and instant porridge powders (prepared according to the manufacturer's guidelines)	At least 70% whole grain calculated as product dry matter (% DM) If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>fat – max 4 g/100 g</li> <li>sugars max 5 g/100 g</li> <li>at least 1 g dietary fibre/100 g</li> <li>salt – max 0.3 g/100 g</li> </ul>
8a	Bread and bread mixes where only water and yeast need to be added (for bread mixes, the criteria are applied to the final product)	At least 50% whole grain calculated as product dry matter (% DM) and at least 30% whole grain calculated as quantitative ingredient declarations (QUID). Both requirements must be met. If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>fat – max 7 g/100 g</li> <li>sugars max 5 g/100 g</li> <li>at least 5 g dietary fibre/100 g</li> <li>salt – max 1.0 g/100 g</li> </ul>
8b	Rye bread and other rye-based products such as bread mixes where only water and yeast need to be added	At least 50% whole grain calculated as product dry matter (% DM) and at least 30% whole grain calculated as quantitative ingredient declarations (QUID). Both requirements must be met. For the products, at least 30% of the cereals must be whole grain rye. If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>fat – max 7 g/100 g</li> <li>sugars max 5 g/100 g</li> <li>at least 6 g dietary fibre/100 g</li> <li>Salt – max 1.2 g/100 g</li> </ul>
9a	Crisp bread and crusts	At least 60% whole grain calculated as product dry matter (% DM) If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>fat – max 7 g/100 g</li> <li>sugars max 5 g/100 g</li> <li>at least 6 g dietary fibre/100 g</li> <li>salt – max 1.3 g/100 g</li> </ul>
9b	Bread crumbs	At least 60% whole grain calculated as product dry matter (% DM)	<ul style="list-style-type: none"> <li>fat – max 7 g/100 g</li> </ul>

<sup>3</sup>The category refers to the Danish executive order on the Keyhole label categories with certain exceptions. Categories 4a and 9a are identical to category 4 in the Danish executive order on the Keyhole label. Categories 4b and 9b are new and independent categories in the Danish whole grain logo manual.

			<ul style="list-style-type: none"> <li>• sugars max 5 g/100 g</li> <li>• at least 6 g dietary fibre/100 g</li> <li>• salt – max 1.3 g/100 g</li> </ul>
10	Pasta and noodles (not filled)	At least 60% whole grain calculated as product dry matter (% DM) If the product contains vegetables (except potatoes) legumes (except peanuts) or root vegetables the quantity of this share is not included in the whole grain calculation.	<ul style="list-style-type: none"> <li>• at least 6 g dietary fibre/100 g<sup>4</sup></li> <li>• salt – max 0.1 g/100 g</li> </ul>

It is also possible to label pre-packaged ready-made dishes and recipes with the whole grain logo (see appendix 2). Pre-packaged ready-made dishes etc. that are covered by group 26-31 in the Keyhole label can be labelled with the Danish whole grain logo as long as the meal's content of cereal-based components meets the nutritional requirements for the use of the Danish whole grain logo - for example whole grain pasta in a ready-made lasagna. Notice! For groups 28 and 29 it is applied that if the product contains at least 50 grams of vegetables, legumes, root vegetables, fruit or berries pr 100 gram any added cereals must contain at least half of the whole grain content required in the whole grain logo manual calculated as product dry matter (DM%). In addition, the dish must meet the nutritional requirements for a similar dish in the [current Danish Regulation on voluntary labelling of foodstuffs with the Keyhole](#).

### Requirements for whole grain content labelling

Products carrying the Danish whole grain logo must not give the impression of being recommended or approved by the organizations, companies, or authorities behind the logo.

The Danish whole grain logo does not require the use of nutrition labelling, since whole grain is an ingredient and not a nutrient per se. The specification of whole grain ingredients in the ingredient list follows the usual labelling rules.

### Pre-packed products

A percentage indication of the whole grain content in the final product can be added to the front of a product's packaging as a supplement to the Danish whole grain logo. The whole grain percentage indication must refer to the percentage of whole grain content volume included in proportion to the final product (QUID)<sup>5</sup>. This means that the Danish whole grain logo must not appear together with a whole grain content indication that indicates the whole grain content of the product as a percentage of the

<sup>4</sup>The criteria for pasta and noodles are calculated for product dry matter.

<sup>5</sup> QUID: Quantitative Ingredient Declaration.

flour/grain content if the product also includes other ingredients. For example, it is not allowed to write, "50% of the flour is whole grain" on a bread product with the Danish whole grain logo. See appendix 4 for an example of the QUID calculation.

The back (or front) of the products *must* include the following text:

*"The Danish Veterinary and Food Administration recommends the intake of at least 75 grams of whole grain a day, as part of a varied diet. This product contains X grams of whole grain per 100 grams of product".*

This quantitative indication must follow the rules for quantitative ingredient declarations (QUID), i.e. it must be indicated as the detailed whole grain weight calculated in proportion to the weight of the final product, cf. above.

For e.g. bread mixes and instant porridge powders, the whole grain content in grams/100 grams of product calculated as QUID must be presented as the content in the final, cooked product, in accordance with the cooking guidelines presented in the product's packaging. E.g.:

*"The Danish Veterinary and Food Administration recommends an intake of at least 75 grams of whole grain a day, as part of a varied diet. This product contains X grams of whole grain per 100 grams of product, when prepared according to the cooking guidelines in this package".*

As a supplement, producers can specify the whole grain content per portion or the whole grain content calculated based on the product's dry matter (% DM).

In the case that the QUID calculation shows that more than 100 grams of whole grain has been used in the product, the producer can contact the secretariat for guidelines as to how the whole grain content may be indicated. It makes no sense to the consumer if, e.g., it says that the "product contains 102 grams of whole grain per 100 grams".

#### Non-prepacked products for sale over the counter in bakeries, in-store bakeries etc.

In the case of exposure of the Danish whole grain logo, the following applies:

- Bread and similar products may be marketed with the Danish whole grain logo directly on bread, e.g. using signs placed on the bread, if this does not mislead the consumer. This can be ensured by labelling the shelf edge, display case etc. directly adjacent to the bread in question with the Danish whole grain logo or the product name is added to the same sign.
- It is important that the company makes sure that the Danish whole grain logo is not moved to another bread product. This is a risk in the case of self-service display cases.
- The wording *"The Danish Veterinary and Food Administration recommends an intake of at least 75 grams of whole grain a day as part of a varied diet"* must be visible to consumers.
- The volume of whole grain in the individual products (x grams of whole grain per 100 grams) must be visible to consumers.

#### Non-prepacked products for sale in canteens, restaurants etc.

When the Danish whole grain logo is exposed, the following must be clearly visible to visitors:

- *The wording "The Danish Veterinary and Food Administration recommends an intake of at least 75 grams of whole grain a day, as part of a varied diet".*
- The minimum level of whole grain content in the different product categories (e.g. "Bread with the Danish whole grain logo contains at least 30% whole grain").
- It must be clear to the guests which specific products live up to the Danish whole grain logo's guidelines – e.g. with the help of table signs next to the specific products on a buffet. It is important that the company makes sure that the Danish whole grain logo is not moved to other products.

### 3.4 How Do You Define Whole Grain?

Whole grain is defined as the entire grain of wheat/cereal (germ, endosperm, bran). The kernels can be ground, cracked etc., but the components of the respective cereals must be in the same proportion as in the intact kernels. In other words, it is not permitted to use the whole grain logo on products where the proportion between the endosperm, germ, or bran is attained through calculation.

For further details on the definition of whole grain we refer to [Vejledning om anvendelse af Nøglehulsmærket på fødevarer m.v. 2019 \(Guide to the use of the Keyhole label on food etc. 2019\)](#).

#### Which Grains Are Whole Grain?

Whole Grain	Not Whole Grain
Wheat	Wild rice
Spelt	Quinoa
Rye	Sunflower seeds
Oats	Pumpkin seeds
Barley	Sesame seeds
Maize (dried)	Buckwheat
Millet	Linseed
Rice (brown, red and black)	
Sorghum species	

### **3.6 Claims on Danish Whole Grain Logo Labelled Products**

Special rules for nutrition and health claims as well as illness claims must be adhered to. The Danish whole grain logo is regarded as an official dietary advice and not as a nutritional or health claim. The logo may therefore be used in connection with a particular product without application of the rules for nutritional and health claims<sup>6</sup>.

If, during the marketing of foodstuffs with the Danish whole grain logo, supplementary text and/or illustrations are used that directly or indirectly mention or point to correlations between nutritional and health-related properties, the text and/or illustrations being used must be subject to the health claim regulation. This means that only health claims permitted by this regulation may be used. Read further in appendix 5.

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<sup>6</sup>The regulation on health claims: The European Parliament and Council regulation (EEC) No. 1924/2006 of 20 December 2006 on nutritional and health claims for foodstuffs (including later amendments). Read more about this in "Vejledning nr. 9372 af 28. maj 2018 om ernærings- og sundhedsanprisninger" (Danish government Guide No. 9372 dated 28 May 2018 on nutritional and health claims).

## 4. Design and Technical Requirements for the Use of the Danish Whole Grain Logo

### Design guidelines for use of the Danish whole grain logo – version 1.0

#### 1. Basic layout

The Danish whole grain logo has neither a frame nor a shadow in its basic layout. The basic layout should be used in shop / store materials where it will appear simple and strong. The basic layout is available in both the original colour and in a black and white variant – see illustration on the right side (no.1).

#### 2. Logo with frame

The Danish whole grain logo can also be used in a variant with a circular frame. This variant should be used on product packages and in offer/advertising pamphlets or other, where the background is not plain and might even be “irregular”. The logo is available in several variants, and it is the background color that determines which variant should be used. If the background is dark, the logo with a white frame should be used (no.2a). If the background is light, the logo with a brown frame should be used (no.2b). The logo with a frame is only used in color references.

#### 3. Logo with shadow

In campaign ads and other materials a small discrete shadow may be added to the basic layout of the logo. It enhances the logo in the advertisement, poster, or other, in an interesting way. The shadow is adapted depending on the use of the logo. See example on the right side (no.3).

#### 4. Minimum size

The logo must never be used with a size smaller than 10 mm (no.4).

#### 5. Principle for free zone

Always try to keep the area around the Danish whole grain logo free from other elements. Apply the principle illustrated on the right side (no.5) to determine the correct distance.

#### 6. Colour specifications

The relevant colour specifications for CMYK, Pantone and RGB systems are presented on the right side (no.6a + 6b).

#### 7. Attached logo files

The attached logo files are arranged after use: Office® pack, print, or screen. The file names give information about:

- Colour (colour / black & white)
- Version (basic layout / layout with frame)
- Colour specification (CMYK / Pantone / RGB)
- File format (eps / jpg / psd) and resolution



## Appendix 1: Membership Fees

Each producer, organization, or other stakeholder that wishes to use the Danish whole grain logo will pay one participation fee only. This is regardless of the number of products that they want to use the logo on, or how many shops, workplaces, etc. the producer or organization provides for. However, independent legal units in the same organization or company must sign individual partnership agreements.

### Memberships

There are different types of partners in the Danish Whole Grain Partnership. Memberships are adjusted to this.

#### 1. Standard Membership

A standard membership depends on the member's turnover. See the below scheme for an overview of the membership rates.

<b>Annual Turnover excluding VAT</b>	<b>Annual Membership Fee excluding VAT</b>
<5 million DKK	10,000 DKK
<15 million DKK	25,000 DKK
>15 million DKK	50,000 DKK

#### 2. Membership for Bager- og Konditormestre i Danmark (The Association of Bakers and Pastry Makers in Denmark, BKD) and their members

BKD pays an annual membership fee of 100,000 DKK.

Members of BKD who want to use the Danish Whole Grain Partnership on their products the following applies:

<b>Annual Turnover excluding VAT</b>	<b>Annual Membership Fee excluding VAT</b>
<15 million DKK	0 DKK The member is covered by BKD's membership fee.
>15 million DKK	25,000 DKK

If the total turnover of the independent bakery or bakery-chain exceeds 15 million it's the legal unit that must pay for a membership.	
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3. Membership for retail chains

For retail chains the membership fee is DKK 75,000-150,000 per annum excluding VAT, depending on the chain's market share.

4. Membership for educational institutions etc.

They pay a membership fee of DKK 10,000 per year excluding VAT.

5. Membership for the catering and food service sector

They pay a membership fee of DKK 50,000 per year excluding VAT.

## Appendix 2: Requirements for the Use of the Danish Whole Grain Logo by Partners and Non-partners

The rules for use of the Danish whole grain logo by partners and non-partners respectively; a series of specific contexts are specified below.

### Bakeries, In-store Bakeries etc.

	<b>Non-partners</b>	<b>Partners – may use the logo in the same way as non-partners and additionally as described below</b>
<b>Bakeries, In-store Bakeries and similar</b>	The logo follows the product – meaning, products eligible to carry the logo from the producers’ side are also allowed to carry the logo when they are sold to consumers by a non-partner; such as bake off products and 100% bread mixes where only yeast and water are added.	May use the logo on own breads, if they can document that the bread lives up to the logo’s requirements.

For both partners and non-partners, it is applicable that when the Danish whole grain logo is used in stores, the labelling requirements described in section 3.3 regarding non-prepacked foods must be met.

### Canteens and Restaurants

	<b>Non-partners</b>	<b>Partners – may use the logo in the same way as non-partners and additionally as described below</b>
<b>Canteens and Restaurants</b>	<ul style="list-style-type: none"> <li>• The logo follows the product – meaning, products eligible to carry the logo from the producers’ side are also allowed to carry the logo when served. This concerns, e.g., fully baked bread, breakfast products, bread mixes where only yeast and water need to be added, as well as rice, pasta and grains that only need to be cooked.</li> <li>• Are not allowed to use the logo on own products; such as own baked bread.</li> </ul>	<ul style="list-style-type: none"> <li>• May use the logo on all whole grain products that live up to the logo guidelines; such as rice, pasta, bread, breakfast cereals and grains, etc.</li> <li>• May use the logo on their own produced bread, if they can document that the bread lives up to the logo’s requirements.</li> </ul>

For both partners and non-partners, it is applicable that when the Danish whole grain logo is used in canteens, restaurants etc., the labelling requirements described in section 3.3 regarding non-prepacked foods must be met.

### Private Label

A private label product is a product that is marketed under the retailer's name and brand. Examples are "Coop Ånglemark", "Coop X-tra", Salling Group's "Princip", REMA1000's "Gram" and Aldi's "Økolivet".

A product/brand is regarded as a private label if it is marketed under the seller's brand (i.e. the manufacturer's name/brand and not the retailer's name/brand) and it only states on the back that the product is made for the "xxx retail chain in Denmark/XX country". This applies irrespective of whether the retail business has sole distributor rights for the product/brand or owns the rights to the product.

A product/brand that is traded under a sole distributorship by a retailer or which a retailer owns the rights to, but where the retailer does not feature in any way on the packaging, is thus not regarded as a private label. Therefore, it cannot obtain the Danish whole grain logo unless the supplier is a partner in the Danish Whole Grain Partnership.

<b>Private Label Products</b>	<b>Non-partners</b>	<b>Partners - may use the logo in the same way as non-partners and additionally as described below</b>
	<ul style="list-style-type: none"> <li>The logo follows the product - meaning, non-partners may use the logo on private label product series that are produced by partners in the Danish Whole Grain Partnership.</li> </ul>	<ul style="list-style-type: none"> <li>May use the logo on own private label products.</li> <li>May use the logo on private label products produced by non-partners.</li> </ul>

## Retail

Retailing refers to sales of goods to private consumers/end-users.

<b>The Retail Business</b>	<b>Non-partners</b>	<b>Partners - may use the logo in the same way as non-partners and additionally as described below</b>
	<ul style="list-style-type: none"> <li>• The logo follows the product – meaning, products eligible to carry the logo on the producers’ side are also allowed to carry the logo when they are resold in the retail business.</li> <li>• May use the logo on private label products produced by a partner in the Danish Whole Grain Partnership.</li> </ul>	May use the logo on private label products produced - also when produced by a partner outside the Danish Whole Grain Partnership.

### The Following Guidelines Apply to Partners in the Danish Whole Grain Partnership

#### Use of the Danish whole grain logo in the retail business - in stores and adverts

Below, you can find a description of how the Danish whole grain logo may be used in the retail business. This refers to how the logo may be used in-store in the shops as well as in advertising materials - such as fliers etc.

The following is a suggestion that can be used as general guidance for the setup of signs, shelf labels, posters etc., with the Danish whole grain logo in shops.

All marketing applying the Danish whole grain logo is subject to the general rules on the avoidance of misleading marketing and subject to the Danish Veterinary and Food Administration’s control and evaluation of the specific conditions in the individual stores. Based on a concrete evaluation, certain marketing using the Danish whole grain logo might still be violating the logo appliance guidelines, as well as the rules on misleading marketing. This may be so, even though the marketing apparently follows the suggestions described here.

#### In relevant sections in the shop

The suspension of signs etc. using the Danish whole grain logo can take place in sections in the shop where there are logo-carrying products on the shelves – such as the sections for bread, flour and breakfast products. Or in displays of logo-carrying products. The suspension of signs and similar must not be misleading for consumers and must follow the ordinary rules on the avoidance of misleading marketing and labelling.

### In hallways and entranceways

In general, it is allowed to hang a sign carrying the Danish whole grain logo in hallways and entranceways. If any text is added under the Danish whole grain logo, it should draw the customers' attention to the possibility of finding logo-carrying products.

If a text directly or indirectly may be interpreted as pointing to all products in a section or possibly in the whole store as carrying the whole grain logo, this is a violation of the rules. This applies to both the rules for the appliance of the Danish whole grain logo, as well as the general rules on the avoidance of misleading marketing.

### Marketing in distributed supermarket leaflets, advertisements, promotion signs, etc.

When using the Danish whole grain logo for marketing purposes in advertisements etc., products carrying the Danish whole grain logo must be found on the same page as the general message regarding whole grain. These products carrying the Danish whole grain logo must also be available in the shop.

It is generally considered acceptable and within the rules for the Danish whole grain logo to use the logo on promotion signs outside of the shops, e.g. with the wording "Choose whole grain first when shopping". This presupposes that the store offers enough logo-carrying products. What is considered enough products must be evaluated specifically in each store.

Generically here, as well as in all other uses of the Danish whole grain logo, it is important that the marketing of the logo is not misleading for consumers.

## **Brand Manufacturers**

Brand manufacturers are companies that produce goods but are not involved in the retail business. Brand manufacturers sell goods to retailers, who then sell the goods on to consumers.

Brand manufacturers who market products jointly must both become members in order to use the logo on a branded product.

<b>Brand Manufacturers</b>	<b>Non-partners</b>	<b>Partners</b>
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	<ul style="list-style-type: none"> <li>• May not use the logo for marketing their own products in collaboration with other brand manufacturers, even if they are members of the Danish Whole Grain Partnership.</li> <li>• May not use the logo on their own brands.</li> </ul>	<ul style="list-style-type: none"> <li>• May use the logo on their own whole grain products that meet the requirements behind the logo, even if the content may be delivered by a third party. It is essential that the third party (not the whole grain partner) is not branded on the packaging.</li> </ul>
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## Recipes

<b>Recipes</b>	<b>Non-partners</b>	<b>Partners - may use the logo in the same way as non-partners and additionally as described below</b>
	May not use the logo, but can use recipes that already bear the logo and which are publicly available.	May use the logo on recipes subject to nutrient calculation, if they live up to the requirements in the Danish logo manual.

Members of the Danish Whole Grain Partnership may use the logo in connection with the development of own whole grain recipes if the recipe lives up to the requirements of the Danish whole grain logo. They can also use recipes that already bear the logo and which are publicly available, e.g. at [www.fuldkorn.dk](http://www.fuldkorn.dk).

The whole grain partners can use the logo in connection with recipes for meals that are covered by group 26-31 in the Keyhole label (see appendix 3). This applies as long as the meal's content of cereal-based components lives up to the nutritional requirements for the use of the Danish whole grain logo. The meals should also live up to the nutritional requirements for similar meals in the [current Danish Regulation on voluntary labelling of foodstuffs with the Keyhole](#).

Non-partners can make use of recipes that already carry the logo and which are publicly available, for example at [www.fuldkorn.dk](http://www.fuldkorn.dk), but they cannot apply the whole grain logo to recipes they develop.

## Pre-packed Ready Meals etc.

<b>Ready Meals etc.</b>	<b>Non-partners</b>	<b>Partners</b>
	Not allowed to use the Danish whole grain logo.	May use the logo on pre-packed ready meals that live up to the logo guidelines. See scheme 1 and appendix 3.

## Appendix 3: How to Calculate the Whole Grain Content in a Bread

If you want to use the Danish whole grain logo on a bread you have baked yourself, the bread must meet several requirements. These requirements cover the content of salt, sugar, fat and fiber that can all be calculated using ordinary nutrition calculation. Also, there is a requirement for the bread's whole grain content. The whole grain content must be calculated on both the dry matter content in the bread and on the QUID (quantitative ingredient declarations).

Below you find formulas and examples of calculation of both dry matter content and QUID.

### REMEMBER when using the Danish whole grain logo

- The bread must contain a minimum of 50% whole grain calculated on the basis of dry matter content and 30% calculated on the basis of QUID.
- The bread must meet the requirements for salt content (max 1 g/100 g), sugars (max 5 g/100 g), fat (max 7 g/100 g) and dietary fibre (at least 5 g/100 g) – as required by the Danish whole grain logo.
- Read more in the Danish whole grain manual at [www.fuldkorn.dk](http://www.fuldkorn.dk).
- Contact Rikke Iben Neess at [rikn@di.dk](mailto:rikn@di.dk).

### Example of a Bread (this is a hypothetical recipe, in order to illustrate the calculation process):

#### Recipe for a Hypothetical Bread:

351 g	Whole grain wheat flour
50 g	Sunflower seeds
200 g	Wheat flour
300 g	Water
50 g	Yeast
9 g	Salt
40 g	Oil

1,000 g Ready dough in total (the loaf weighs 900 g after baking due to evaporation during the baking process. The calculation of reduction is based on a standard evaporation of 10%).

## Formula for QUID Calculation

$$\frac{\text{Whole grain ingredient1} + \text{Whole grain ingredient2 etc.}}{\text{Weight of bread after baking}} \times 100 = X_{\text{QUID}} \% \text{ whole grain}$$

In other words, QUID is the relation between the weight of all whole grain ingredients and the weight of the final baked bread expressed as a percentage.

The criterion for use of the Danish whole grain logo is a minimum content of 30% calculated on the basis of QUID.

As in the hypothetical bread above:

$$\frac{351 \text{ g (whole grain wheat flour)}}{900 \text{ g (weight of bread after baking)}} \times 100 = 39\% \text{ whole grain}$$

## Formula for dry matter calculation

The content of whole grain calculated as the product's dry matter is the weight of the dry matter provided by all whole grain ingredients expressed as a percentage of the total weight of dry matter in the final product.

The quantity of dry matter is achieved through average values based on either analysis, calculation from known or factual average values for the ingredients in the product, or calculation based on commonly determined and accepted data for the ingredients. The following is based on how to calculate the whole grain content using commonly accepted data, i.e. table values.

Flour and cereal products are the main ingredients in bread. To calculate the whole grain content of bread based on its dry matter, a standard value of 15% for the water content of the flour and cereal can be applied (if the water content does not exceed 15%). The dry matter in flour and cereals are thereby set to 85%. The bread's remaining ingredients have other dry matter values. For example, seeds have a lower water content. And vegetables have a higher water content.

When calculating the whole grain content of bread based on the dry matter, you can use the dry matter value of 85% for most flour and cereal products, provided that the water content is max 15%. If you are in doubt as to whether the ingredients fall within flour and cereal products, you can obtain the dry matter values either as table values at <https://frida.fooddata.dk/> or from the producer. In the tables at <https://frida.fooddata.dk/> the water content is given and the ingredient dry matter is therefore = 100 minus the given water content value presented in the table.

When a recipe includes seeds like sunflower seeds, pumpkin seeds or linseeds, remember that these ingredients have other dry matter values. Similarly, you must consider that vegetables such as potatoes and carrots also have other dry matter values. These dry matter values can be obtained from the producer or as table values - cf. above.

When calculating the whole grain content on the products dry matter it's not required to include the dry matter of liquid ingredients, such as oil, liquid yeast, liquid malt, honey or sirup.

Formula for whole grain content calculated on the basis of dry matter:

$$\frac{\text{Whole grain ingredients} \times 0.85}{(\text{Whole grain ingredients} + \text{other flour and cereal ingredients}) \times 0.85 + \text{all other ingredients multiplied by their dry matter values}} \times 100 = \text{dry matter \% whole grain}$$

The requirement for the Danish whole grain logo is a minimum of 50% calculated as dry matter.

As in the hypothetical bread above:

$$\frac{(351 \text{ g whole grain wheat flour}) \times 0.85}{(351 \text{ g whole grain wheat flour} + 200 \text{ g wheat flour}) \times 0.85 + (50 \text{ g sunflower seeds} \times \text{dry matter for sunflower seeds})} \times 100 = \text{dry matter \% whole grain}$$

- + (50 g yeast x dry matter value for yeast)
- + (9 g salt x dry matter value for salt)
- + (40 g oil x dry matter value for oil)

If, for instance, the hypothetical bread had also contained potatoes, the formula would be:

- $$\frac{(351 \text{ g whole grain wheat flour}) \times 0.85}{(351 \text{ g whole grain wheat flour} + 200 \text{ g wheat flour}) \times 0.85} \times 100 = \text{dry matter \% whole grain}$$
- + (50 g sunflower seeds x dry matter for sunflower seeds)
  - + (50 g yeast x dry matter value for yeast)
  - + (9 g salt x dry matter value for salt)
  - + (40 g oil x dry matter value for oil)
  - + (100 g potatoes x dry matter value for potatoes)

## Appendix 4: Claims on Danish Whole Grain Logo Labelled Products

Special rules for nutrition and health claims as well as illness claims must be adhered to. The Danish whole grain logo is regarded as an official dietary advice and not as a nutritional or health claim. The logo may therefore be used in connection with a particular product without application of the rules for nutritional and health claims<sup>7</sup>.

If, during the marketing of foodstuffs with the Danish whole grain logo, supplementary text and/or illustrations are used that directly or indirectly mention or point to correlations between nutritional and health-related properties, the text and/or illustrations being used must be subject to the health claim regulation. This means that only health claims permitted by this regulation may be used.

Right now there are no approved claims regarding the positive health effects of whole grain. This is why in marketing it is not allowed to list or indicate, either in general or in specific terms, that whole grain is healthy. References to the prevention, treatment or cure of illnesses is generally prohibited, cf. the general labelling rules<sup>8</sup>.

Companies that use the Danish whole grain logo in their marketing of food products are responsible for ensuring that the products' content of whole grain and any supplementary text conform to the legislation on foodstuffs, including the rules regarding health claims.

### **Below, you can find some examples of health claims that do not conform to legislation:**

- *“Whole grain gives you a healthier heart”*. In this case, the products are connected to health and possibly illness prevention. This is not allowed in relation to or on the specific products/foods. Health claims concerning illness prevention are generally prohibited. Health claims concerning "heart health" are covered by the health claims regulations. There are currently no approved health claims concerning whole grain and heart health.
- *“Whole grain in rye bread is the best”*. In this case, one product category is elevated above another. This does not comply with the use of the logo. The health claim can also indicate a special nutritional or health-related property and is thus not in compliance with the nutritional and health claim regulation.

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<sup>7</sup>[The regulation on nutritional and health claims: European Parliament and Council regulation \(EEC\) No. 1924/2006 of 20 December 2006 on nutritional and health claims for foodstuffs \(including later amendments\).](#)

<sup>8</sup> The foodstuff information regulation: European Parliament's and Council's regulation (EU) No. 1169/2011 of 25 October 2011 on consumer information on foodstuffs.

- "Statements such as "[Name of the health organisation - e.g. the Danish Heart Association] recommends for the population to eat whole grain" indicates that whole grain has a special, beneficial property in relation to, for example, (heart) health and is thus a non-specific health claim. The use of non-specific health claims is possible in accordance with the health claim regulations, provided that an approved health claim is being communicated. (However, as per January 2020 there are no approved health claims for whole grain). Within the work of the Danish Whole Grain Partnership the mention of the organisation's name requires the organisations' or authorities' written consent.

It is possible to associate nutritional or health claims pertaining to constituent parts of grain products if the conditions for these health claims are adhered to.

#### **Examples of approved health claims:**

- "*Fibre from rye contributes to normal bowel function*". This health claim may only be used for foods with a high content of fibre from rye, i.e. at least 6 g rye fibre per 100 g.
- "*Beta glucans contribute to maintaining a normal blood cholesterol level*". The health recommendation may only be used for foods that contain at least 1 g beta glucans from oats, oat bran, barley or barley bran, or from mixing these sources per quantified portion. For the claim to be allowed, consumers must be informed that a beneficial effect is achieved through a daily intake of 3 g of beta glucans from oats, oat bran, barley or barley bran, or from a mixture of these beta glucans.
- "*Fibre from wheat bran contributes towards increased bowel transit time in the intestines*". This health claim may only be used for foods with a high content of wheat (bran) fibre, i.e. at least 6 g wheat (bran) fibre per 100 g. For the claim to be allowed, consumers must be informed that the desired effect is achieved through a daily intake of at least 10 g of wheat (bran) fibre.

For additional guidance concerning the rules for nutritional and health claims, see the [current guidelines regarding nutritional and health claims](#).