

# The Whole Grain Logo



Bente Staerk – The Danish Veterinary and Food Administration - Vice chairman in WGP

# The process of developing the logo

Working group with all type of partners chaired by the authorities

One logo or a graduated logo (e.g. gold and silver)?

Wording in the logo ?  
Supplementary wording required on package ?

Which product categories can use the logo ?  
And which minimum whole grain content ?

Should we use existing logo from Norway or USA ?



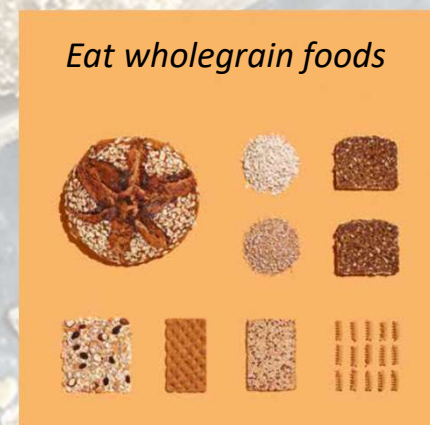
Trademark registration and ownership of logo ?

Design of logo ?



## The whole grain logo

- shows the dietary guideline formulated as “Choose whole grain first”
- is a claim for a high whole grain content
- is logo for the campaign



Product categories that may use the logo

Minimum content of whole grain in product - calculated as a percentage of the product's dry matter (% DM)

Flour, flakes, groats, cracked cereal kernels



100% whole grain

Flour mixtures

At least two types of flour, of which whole grain flour makes up at least **60%**

Bread and bread mixes



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.

Crisp bread and crusts +  
Bread crumbs

At least **60%** whole grain

**Product categories that may use the logo**

**Minimum content of whole grain in product - calculated as a percentage of the product's dry matter (% DM)**

**Breakfast cereals and muesli**



At least **65%** whole grain

**Porridge** and instant porridge powders (prepared according to the manufacturer's guidelines)

At least **70%** whole grain

**Pasta and noodles** (not filled)

At least **60%** whole grain

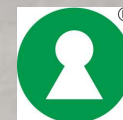
**Rice**

**100%** whole grain

**Meals**

The cereal component of the meal has to fulfill the whole grain criteria that applies to that product group

# In order to avoid misleading the consumer, the whole-grain logo must only be used for products complying with the Nordic green keyhole



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>
Flour mixtures	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)	<ul style="list-style-type: none"> <li>At least 6 g dietary fibre/100 g</li> </ul>
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>
Breakfast cereals and muesli	At least 65% whole grain calculated as product dry matter (% DM)	<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>
Porridge and instant porridge powders (prepared according to the manufacturer's guidelines)	At least 70% whole grain calculated as product dry matter (% DM)	<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>
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.	<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>
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.	<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>
Crisp bread and crusts	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> <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>
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> <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>
Pasta and noodles (not filled)	At least 60% whole grain calculated as product dry matter (% DM)	<ul style="list-style-type: none"> <li>at least 6 g dietary fibre/100 g</li> <li>salt – max 0.1 g/100 g</li> </ul>

# Mandatory consumer information



*The Danish Food and Veterinary Administration recommends minimum 75 gram whole grain per day as part of a healthy diet.*

*This product contains 40 gram per 100 gram*

Applies also to non prepackaged products (e.g. craft bakeries and canteens)



## Control of the whole grain logo

- The Danish Veterinary and Food Administration conducts the governmental control of the logo as part of the general labelling control with focus on the aspect of misleading
- It is the responsibility of the companies to provide documentation that a product carrying the logo adheres to the requirements



<https://fuldkorn.dk/wp-content/uploads/2020/05/Fuldkornslogo-manualen-revideret-udgave-gældende-fra-5.-maj-2020-31.-december-2022-English.pdf>

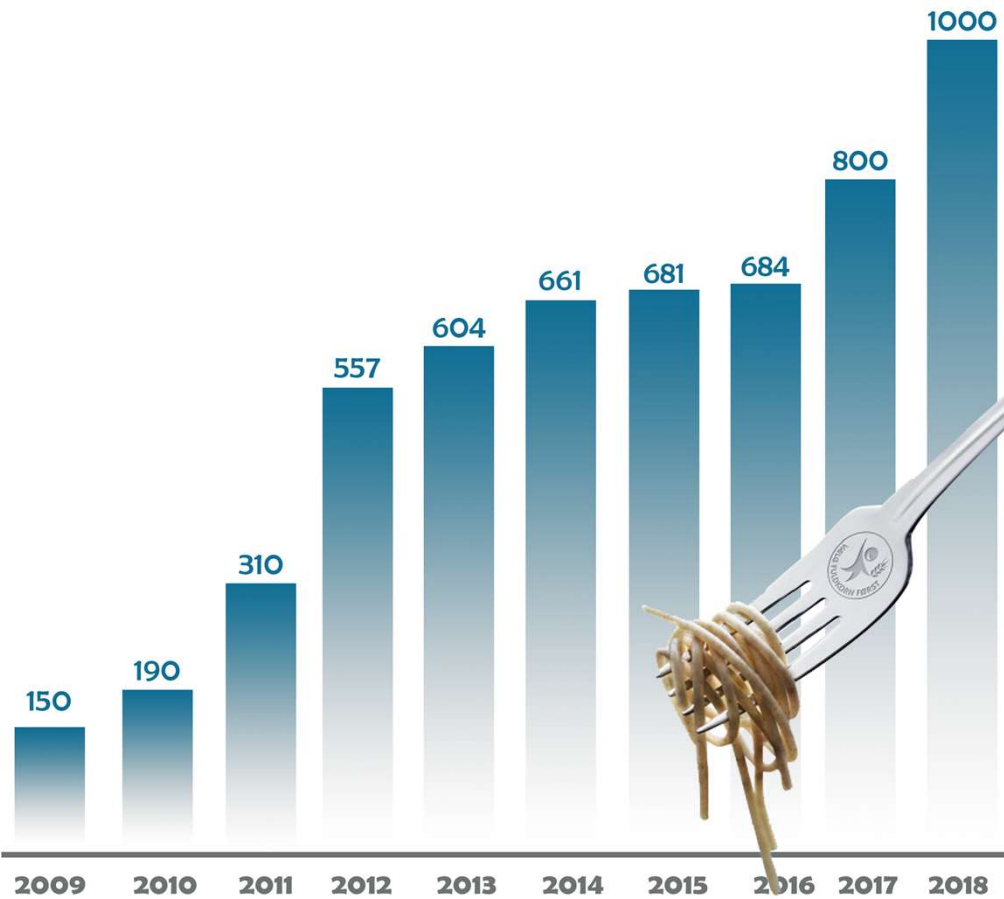


# THE WHOLE GRAIN LOGO MANUAL

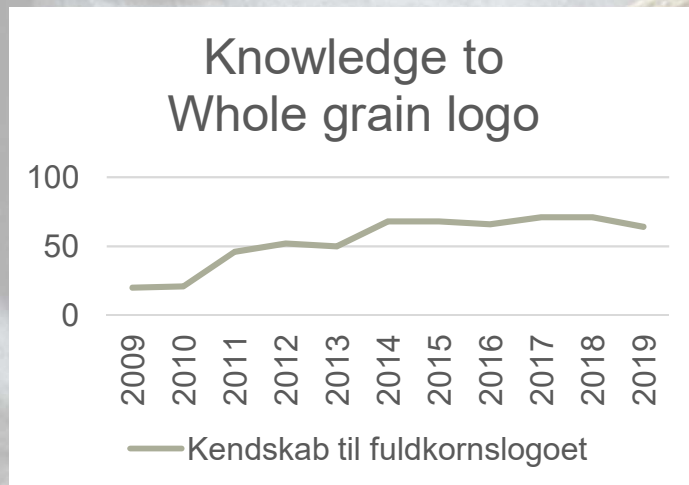
GUIDELINES FOR USE OF THE DANISH WHOLE GRAIN LOGO

# EVOLUTION AND KEY MILESTONES

Whole Grain stamped products



# EVOLUTION AND KEY MILESTONES



**Logo recognition\***  
64% (of the public)  
82% (women)

\* Megafon – the number of Danes recognizing the logo

\*\* Megafon – Danes saying they look for the logo when buying products



**Buying behavior \*\***  
80% (of the public)  
86% (women)

Sources: Nielsen Company, 2009-2013; YouGov, 2014-2018 og Megafon, 2019.

# Thank you

It will be interesting to follow if and how you decide you to make  
a logo for the whole grain products



Bente Staerk – Vice chairman