

The Crossed Grain symbol

Gluten-free certification for the manufacturing industry

Kathryn Miller – Coeliac UK



Background

- Introduction to AOECS
- The gluten-free market
- Benefits of certification
- The Crossed Grain symbol – history and developments
- New audit requirements



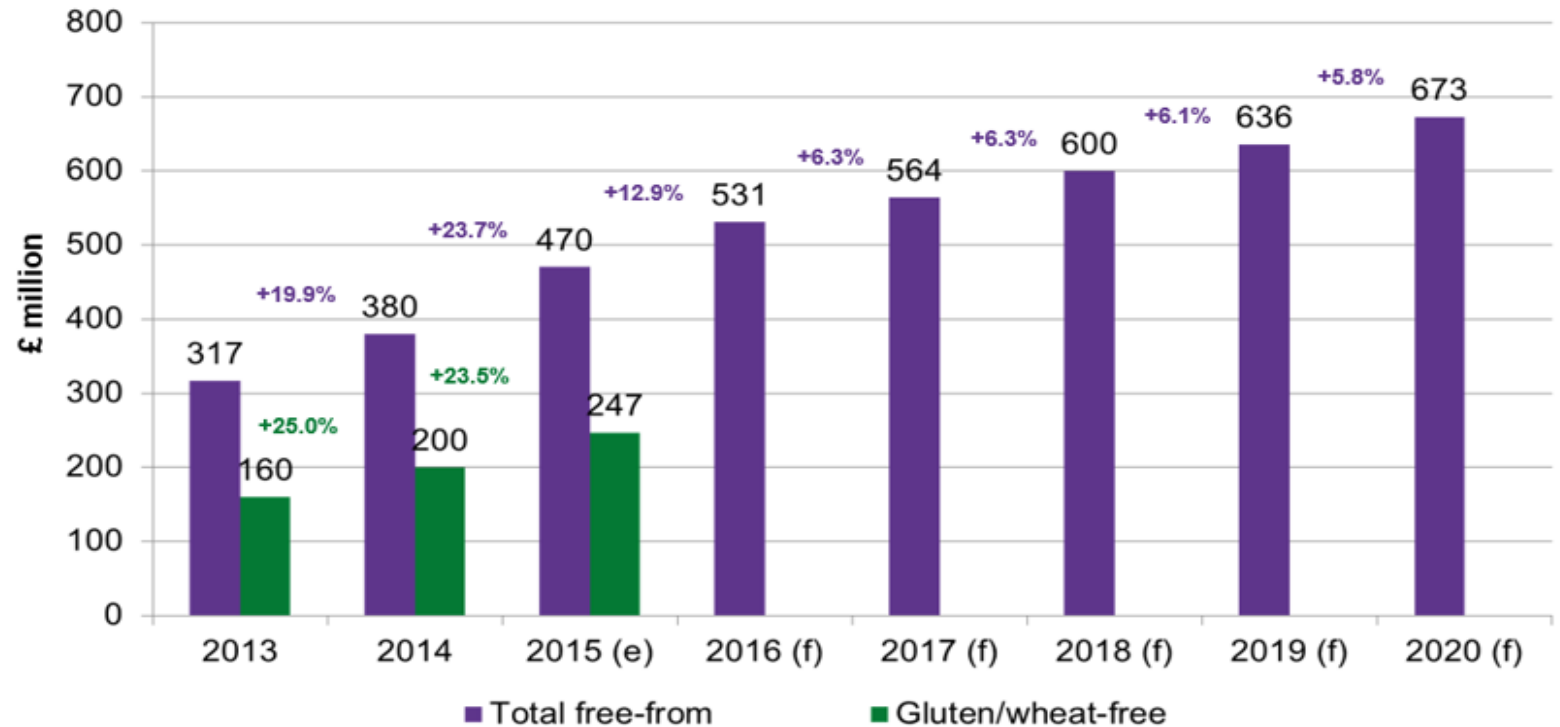
About AOECS

- Association of European Coeliac Societies
- Founded in 1988
- Independent, not for profit
- Umbrella organisation of European national coeliac societies
- Currently 35 Member societies across Europe
- Represents people with coeliac disease
- Collaborate on research, share knowledge and improve standards

Gluten-free: a growing opportunity

- 1 in 100 has coeliac disease
- Diagnosis rates low
- Growing market, no signs of slowing
- Not just people with coeliac disease – 22% avoid gluten

UK Retail sales and forecast of gluten-free and total free-from foods – 2013-20

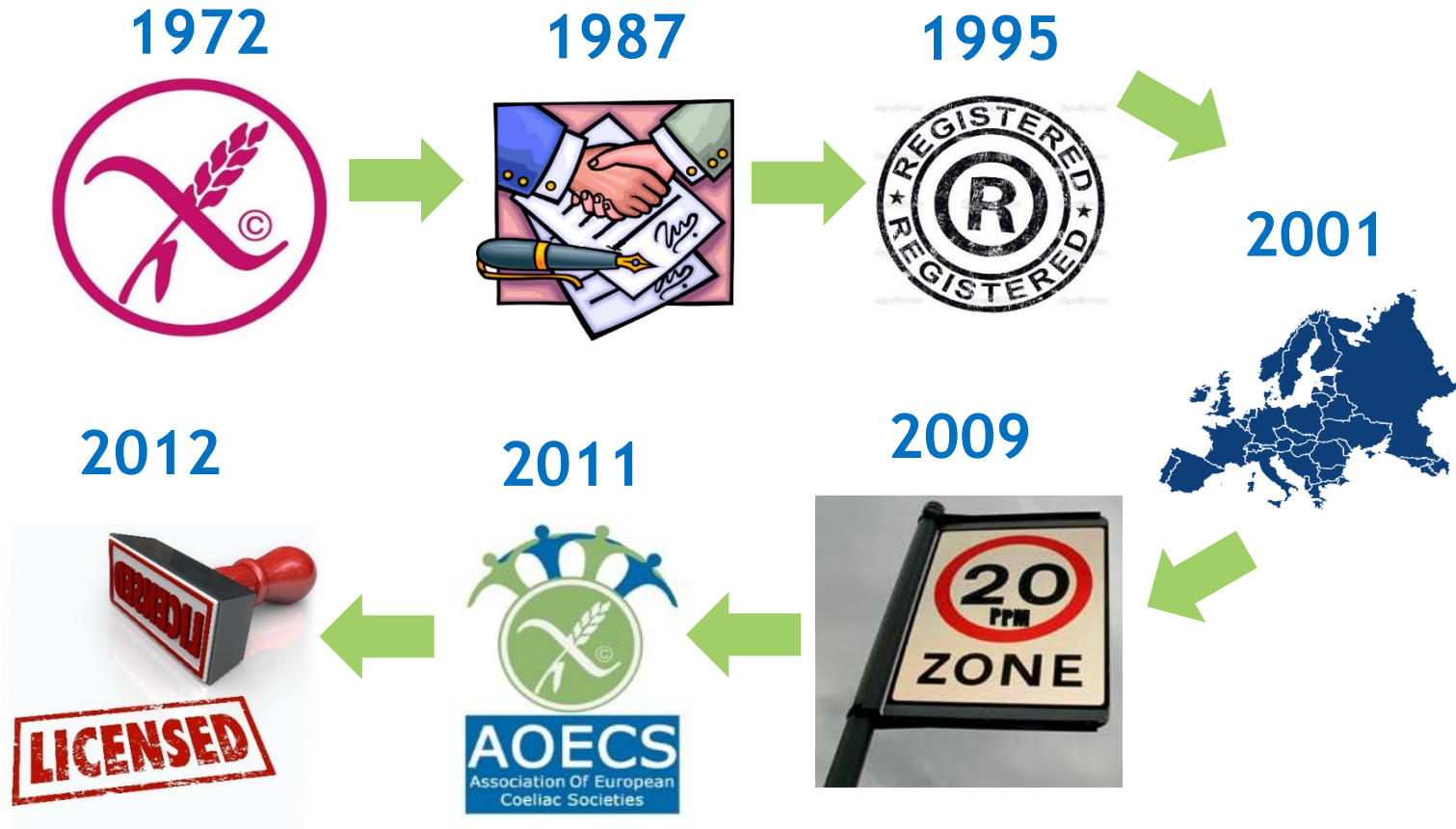


Why certification?

- Mature GF markets
 - need to differentiate from competition
 - show commitment to best practice procedures
- New markets
 - consumers need assurance
 - provides safety where regulatory bodies are not well established or non existent



The Crossed Grain symbol



~10,000 products, several hundred companies, in over 30 countries





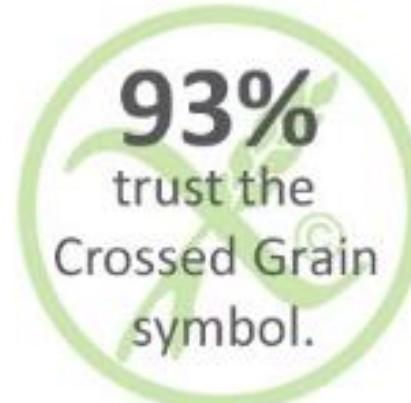
59% rely on the Crossed Grain symbol when making purchasing decisions.

95% would like all gluten-free products to have the Crossed Grain symbol on their packaging.



82% prefer to see the symbol on packaging to reading the ingredients label.

87% find the Crossed Grain symbol most useful when the products aren't in the Free From aisle.



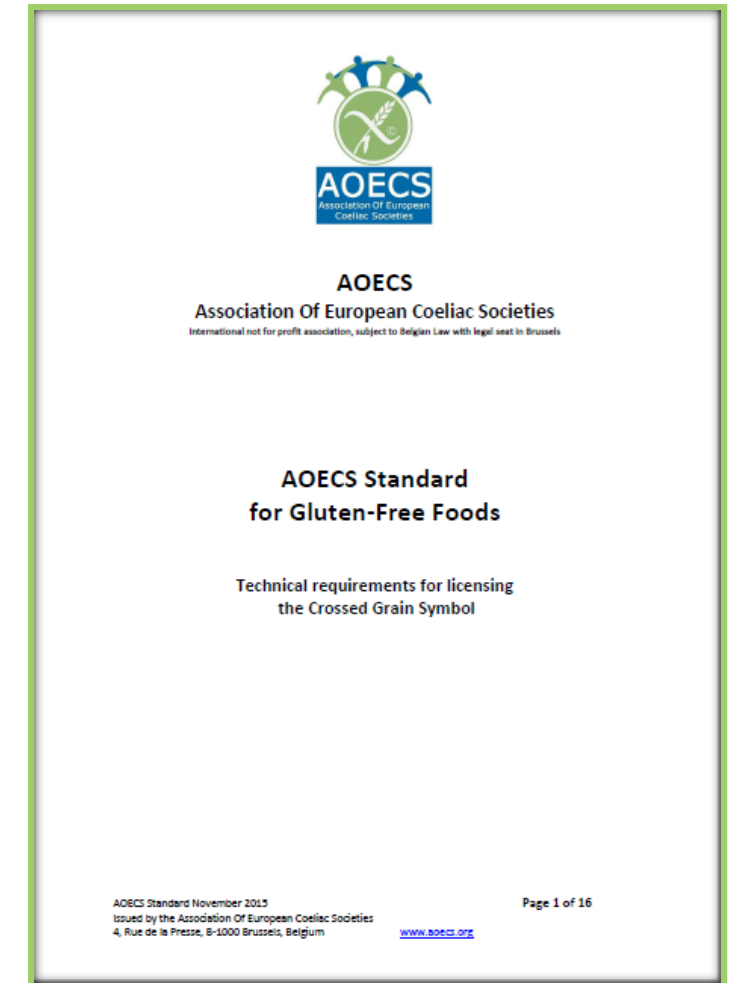
77% are more likely to buy a Crossed Grain certified product than a product that hasn't been certified.



92% said what they liked best about the Crossed Grain symbol is that they can immediately see the product is safe for them to eat.

AOECS Standard

- HACCP implemented:
 - Production
 - Storage
 - Transportation
 - Handling
- Documented risk assessment
- Raw material checks
- Production separated – place/time
- Cleaning operations – no cross contamination
- Risk based sampling & analysis
- Complaints and product recalls – traceability



Requirements

- Must meet all requirements of the AOECs Standard
- Test certificates from UKAS (or equivalently accredited) laboratory, using CCMAS recommended test methods (R5 ELISA)
- Pay licensing fee
- Audit requirement for manufacturing facilities
- Specific audit covering gluten management
- AOECs have worked with existing standards



BRC Global Standard for Food Safety – Issue 7

- New issue of the standard launched July 2015
- Introduced flexibility to include additional voluntary modules
- Reduced audit burden for food companies
- Voluntary Module 12:
 - Where BRC standard refers to 'allergens' – focus on gluten
 - Additional requirements specific to GF production needed to meet AOECs Standard



Summary

- Crossed Grain symbol well trusted and recognised since the 1970s
- GF specific audits strengthening the Crossed Grain symbol further
- Allow for consistent auditing across GF suppliers
- Reduce audit burden and cost to manufacturers
- Future plans for further collaborations



Thank you!

Licensing@coeliac.org.uk

