



## OATS AND CELIAC DISEASE

Beginning April 2007, Nonuttin' Foods Inc. became the first company to use pure, uncontaminated oats in granola products so that the majority of those with Celiac Disease, food allergies and gluten intolerance can finally enjoy traditional granola and granola bars without compromising taste and texture.

For many years, those with Celiac Disease (CD) had been told that they should avoid oats. **In 2007, both Health Canada and the Canadian Celiac Association revised their previous position on oats and now recognize pure, uncontaminated oats as a suitable part of a gluten free diet.** Both Health Canada and the Canadian Celiac Association have these position statements available for viewing on their websites.

Conventional oats are not considered safe for gluten free diets because of their cross contamination with the gluten containing grains of wheat, barley and rye due to North American farming practices.

The pure oat products that Nonuttin' Foods uses go through rigorous quality procedures from the oat seed selection, planting, and harvesting to the dedicated pure oats mill. All raw oats coming into the mill are tested using ELISA testing methods and then tested again after milling is completed to be sure that gluten is below detectable levels using currently accepted scientific procedures.

## OATS AND GLUTEN FREE LABELING

Despite this careful attention to creating pure, uncontaminated oat products, Health Canada does not yet allow oats to be labeled or advertised as "gluten free" although that is currently under review. A definitive answer is expected in this calendar year. In the meantime, pure oats may be called wheat, barley, and rye free. That is why you'll see no wheat, no barley, no rye on Nonuttin' granola bars' and granola clusters' Canadian packaging and on the Nonuttin' website. Further, in the ingredients listing, you'll see \*pure oats. Below, the \* indicates "pure oats – tested for wheat, barley and rye".

If you see the term "gluten free" on any Nonuttin' granola packaging or advertising (such as with US based websites), this is meant for our US customers and is compliant with the FDA suggested gluten free guidelines for products that test below 20 parts per million (ppm) of gluten. Further, our source of oats is certified as gluten free in the US by the Gluten Intolerance Group (GIG) to a more rigorous standard of 10 ppm.

All Canadian packaging for other Nonuttin' products such as trail mixes and baking ingredients do indicate wheat free and gluten free since the Nonuttin' facility is completely gluten free and those products without pure oats may be labeled as gluten free.

## CANADIAN CELIAC ASSOCIATION CERTIFICATION

To avoid confusion between pure oats and conventionally farmed oats for those with Celiac disease, the Canadian Celiac Association announced May 31 that they will be introducing a certification program called Pavena. This certification will be specifically for the 2 sources of pure oats in Canada and those products being made from the pure oats, such as Nonuttin' granola bars and granola clusters.

As more details emerge, Nonuttin' Foods will be exploring the possibility of Pavena certification. In the meantime, Nonuttin' products have been listed as suitable for gluten free diets in The Gluten Free Diet Resource Guide by Shelley Case, recognized as the gluten free nutrition expert in North America.

**If you have any questions, please give our team a call toll free at 1-866-714-5411.**

## **Make Your Store a Destination for the Food Allergic or Celiac Customer**

Having a family member with severe food allergies, Celiac disease or other food intolerances is a life-changing experience. Food shopping becomes a series of obstacles to overcome including finding suitable products and spending time reading every label thoroughly.

### **Why cater to the food allergic or celiac customer?**

- Allergies have tripled since the 1990s and Celiac disease is on the increase
- About 1% of the population has Celiac disease
- 2-4% of adults have food allergies
- 6-8% of children have food allergies
- Most parents with a food allergic child avoid purchasing any food with that allergen in it for the whole family
- Others are following a dairy/gluten free diet for reasons such as Autism and Hyperactivity disorders
- Many schools are banning certain allergens, increasing the market further.

**By catering to these needs, customers will drive out of their way to come to your store and will buy more products when they get there, increasing your bottom line.**

### **Increasing sales to the food allergic or celiac customer:**

#### **Do**

- Make it easy to find specialty products. Create a store section for allergy friendly and wheat/gluten free products together for those with multiple food allergies or those on a dairy free/gluten free diet.
- Offer information pamphlets and store product lists
- Offer easy to see quick reference shelf talkers or in store labels that shoppers can look for (e.g. allergy friendly or gluten free)
- Offer allergy and/or celiac tours of your store guided by knowledgeable sales staff or a local dietician (especially helpful to those newly diagnosed). This is a time when well labeled and wrapped samples (to avoid cross contamination) would be appreciated but allow the customers to choose which samples they'd like.
- Provide training to staff about food allergies and intolerances and the products in your store that meet these needs. Make certain staff members "specialists" – special needs customers like to ask questions.
- Consider having a staff specialist available in your specialty food section.
- Provide specialty foods that are also healthful. Those that need to read labels for allergens are increasingly aware of preservatives, GMOs, colors, etc.

**DO NOT** Expect in store sampling to be attended by the severely food allergic or celiacs.

**DO NOT** Place allergy friendly products near the bulk food section or by snack foods such as peanuts

**DO NOT** Add extra margin to specialty products

**DO NOT** Place a niche product in with other mass market groceries avoided by special needs customers (e.g. granola bars).

**Information provided by Alana Elliott, Founder, Nonuttin' Foods Inc.**

**[www.nonuttin.com](http://www.nonuttin.com)  
1-866-714-5411**