



MIKE MARSHALL

Director of Sales & Grain Procurement
Avena Foods Limited

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

AVENA PURITY PROTOCOL

Mike Marshall, VP of Sales and Grower Relations
Avena Foods Limited
September 27, 2016



THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

AVENA PRINCIPLES – PURITY PROTOCOL

- Start Clean/Stay Clean Proactivity
- Food Safety Issue
- Evidence based Approach
- Grower Partnership
- Dedicated Gluten-Free

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

CHALLENGES OF GF PRODUCTION

- Establishing a sustainable Gluten-Free crop rotation
- Contamination of planting seeds
- On-Farm Contamination -neighbors, pests, indifference
- Dedicated equipment and storage
- Logistics

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

AVENA PURITY PROTOCOL



The Avena Purity Protocol is a unique “Farm to Table” industry benchmark process, consisting of safety, purity and traceability protocols, that achieves consistent, superior quality certified Gluten-Free oats.

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



AVENA PURITY PROTOCOL



PURITY FROM FARM TO TABLE

Traceable for purity, safety and consistency of quality at all stages of the process.



Dedicated Growers



Dedicated & Validated Gluten-Free Facility



Controlled Distribution



Food Processors



Celiac & Gluten-Sensitive Consumers

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



DEDICATED GF GROWERS



- 1. Dedicated GF growers**
 - Use only identity preserved pedigreed seed
 - Follow a 3 year crop rotation absent from gluten-containing crops
- 2. Field inspections for potential cross-contamination risks**
 - In-house field inspectors
 - Canadian Food Inspection Agency (CFIA)
- 3. Grain samples evaluated for purity prior to delivery to GF milling facility**
 - In-house QA staff
 - Independent third party lab

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



DEDICATED & VALIDATED GF FACILITY



- 1. Dedicated gluten-free milling facility**
 - Clean, dedicated milling equipment
 - Certified FSSC22000 plant
 - Regularly inspected
 - Contamination risks managed; free of allergens
- 2. Grain deliveries from dedicated growers screened prior to entering GF milling facility**
 - Visual inspection of representative samples
 - Quick gluten test using RIDA QUICK R7004

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

DEDICATED & VALIDATED GF FACILITY



3. **After milling each lot of finished goods is tested**
 - R5-ELISA RIDASCREEN Gliadin R-7001 method
 - Most accurate and sensitive Gluten test available on the market
 - Certified to be in compliance with GFCO's standard of 10ppm
 - More stringent than Health Canada or the FDA requirement of 20 ppm.

4. **Avena Purity Protocol operates at level of 10 ppm 100% of the time**
 - Meets GFCO standard
 - Surpasses Health Canada's and FDA's standards.

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

CONTROLLED GF DISTRIBUTION

- 1. Logistics partners carefully selected**
 - Transport vehicles thoroughly cleaned and inspected
 - Follow strict shipping and delivery guidelines
- 2. Delivery trucks sealed and secured when leaving GF milling facility**
 - Integrity of pure, safe and superior-quality certified gluten-free oats preserved upon delivery to customers



THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

GF TRACEABILITY

1. Each shipment is uniquely traceable back to Avena's individual growers and their fields.
2. Milled lot sizes are partitioned to allow for maximum traceability throughout the process.



Food Processors



Celiac & Gluten-Sensitive Consumers

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 

AVENA PURITY PROTOCOL



PURITY FROM FARM TO TABLE

Traceable for purity, safety and consistency of quality at all stages of the process.



Dedicated Growers



Dedicated & Validated Gluten-Free Facility



Controlled Distribution



Food Processors



Celiac & Gluten-Sensitive Consumers

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



THANK YOU!

Questions?

THE 2016 GLUTEN-FREE STAKEHOLDER UPDATE & PLANNING SESSION PRESENTED IN COOPERATION WITH:



Agriculture and
Agri-Food Canada



Canadian Grain
Commission

Growing Forward 2 



Pulse Canada 