

MIKE MARSHALL

Director of Sales & Grain Procurement Avena Foods Limited













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















AVENA PRINCIPLES – PURITY PROTOCOL

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















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 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.

















PURITY FROM FARM TO TABLE

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



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







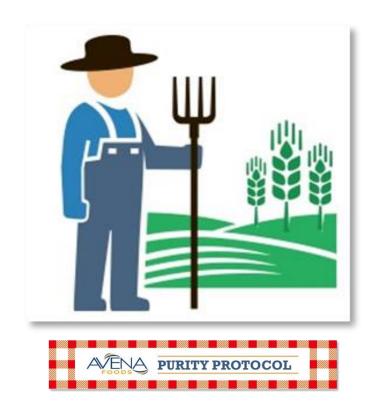


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DEDICATED GF GROWERS



- **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 crosscontamination 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















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















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.















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 superiorquality certified gluten-free oats preserved upon delivery to customers

















GFTRACEABILITY

- 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

















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THANK YOU! Questions?













