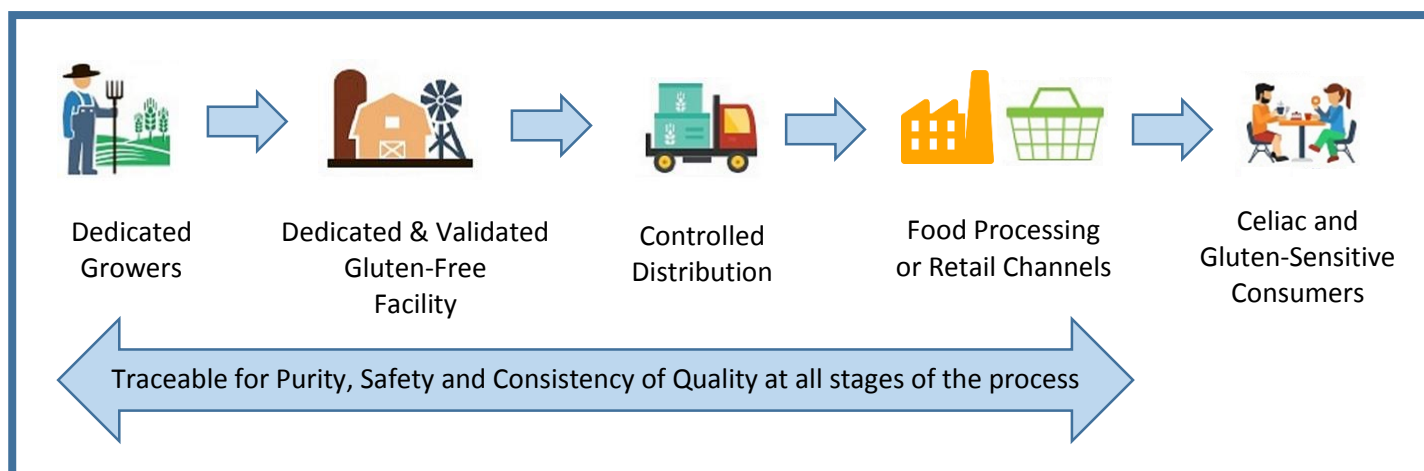


SECTION: AVENA PURITY PROTOCOL

The 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 Avena Purity Protocol was developed by Avena Foods in 2008 and is firmly endorsed by the Canadian Celiac Association (CCA). The protocol specifies how oats can be grown and handled to prevent any cross-contact with wheat or other gluten-containing grains. The main challenge with oats is that they're normally grown, harvested, transported and stored alongside gluten-containing grains. The idea of the Avena Purity Protocol is to “Start Clean and Stay Clean.” The seed must be pure to ensure no wheat or barley germinates to contaminate the field. Year-to-year rotation includes other gluten-free crops.

The Four Essential Process Elements of Avena Purity Protocol

1. Dedicated Growers

The Avena Purity Protocol begins with a conversation between Avena Foods and a grower that usually started several years prior. To ensure all gluten-containing grains are virtually eliminated from the fields, growers are required to have a three-year crop rotation. In addition, a three-meter isolation strip is mandatory for fields growing Avena Oats and that all seeds used are pedigreed seed supported by a signed copy of the seed declaration.

Avena Foods conducts field inspections annually to ensure fields are not showing signs of gluten-containing crops. And to ensure crop identity is preserved, one land location a lot is practiced and mixing of lots together is prohibited. Once the crop is mature and harvested, a 2Kg pre-cleaned harvest sample is sent to both Avena Foods and to a third-party lab for analysis. Samples are visually inspected to determine purity of the field.

Once the grower has cleaned the grain, another 2Kg are sent to a third-party lab for purity checks and to Avena Foods for another purity screen.