



[www.CeliacCentral.org](http://www.CeliacCentral.org)

# GREAT ASSOCIATION:

## GLUTEN-FREE PRODUCTS TRADE ORGANIZATION

a project of the national foundation for celiac awareness

### GREAT Association

The **GREAT Association** enhances and improves the gluten-free business climate by promoting quality, tested, gluten-free products to the general public, protecting the needs of gluten-free customers and assisting businesses to improve their sales and profits.

The **GREAT Association** standardizes, brands, and equips the entire spectrum of the food industry including: manufacturers, vendors, retailers, and both individual and multi-unit food service establishments.

### GREAT Product Registration

The **GREAT gluten-free symbol** incorporates the universal gluten-free symbol so that children, non-literate individuals, and non-English speakers can quickly and safely identify gluten-free foods. *Compliant with World Health Organization standards, the **GREAT gluten-free symbol** communicates and educates the consumer about the tested amount of gluten in a product.*

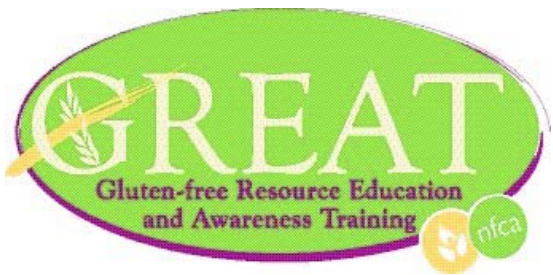
### GREAT Association Benefits

- Use of NFCA and GREAT Foodservice logos
- B2B – Business to Business networking.
- Access to NFCA and GREAT consultants.
- Website presence on [www.CeliacCentral.org](http://www.CeliacCentral.org).
- Listing in exclusive gluten-free B2B resource, the Gluten-free Yellow Pages.
- Premier invitations to NFCA events.
- Exclusive referrals to NFCA press requests.
- Discounts on sponsorship packages.
- Access to online educational tools and continuing education credits.
- **COMING SOON: Monthly newsletter and annual business convention.**



### Where can I get more information?

[www.CeliacCentral.org](http://www.CeliacCentral.org) (click on GREAT Foodservice)  
email: [glutenfreefood@celiaccentral.org](mailto:glutenfreefood@celiaccentral.org)  
or call 215.325.1306 x 300



# FREQUENTLY ASKED QUESTIONS

## gluten-free product registration

### INDUSTRY FAST FACTS

- **Celiac Disease affects as many as three million people in the United States. The only treatment for celiac disease is a lifelong gluten-free diet.**
- **The gluten-free marketplace is the fastest growing nutritional movement in America.**
- **15-25% of U.S. consumers report looking for gluten-free products.**
- **Consumers look to product package for scientific assessment and conformity to standards.\***

*\*The celiac community and food manufacturers are still awaiting an FDA standard. Current GREAT standards are based on generally accepted scientific data and WHO regulations.*

#### ● **What are the requirements for GREAT Registration?**

1. Submission of application and payment
2. List of ingredients and copy of label
3. Letter of verification from each supplier
4. HACCP or Allergen Control Plan
5. Third Party Test Results
6. Health or USDA certificate
7. Copy of liability insurance

#### ● **What makes GREAT Registration Exceptional?**

GREAT registers products throughout the threshold of safety. Registration begins at a notation of <20 ppm bridging the gap between existing programs and the proposed FDA Guidelines, yet includes notations of <10 ppm and down to <5 ppm. This strategy empowers all consumers to make their own decision and enables a greater number of companies to join the gluten-free marketplace, confidently.

#### ● **How much does it cost?**

Annual membership dues for manufacturers are based on annual sales. Product registration is \$100 per product. New businesses are offered a discount.

#### ● **How do we do the required test for gluten?**

For initial and ongoing registration, a qualified outside laboratory must evaluate your product sample and provide a comprehensive report which clearly shows what is tested (proteins), what is found (quantitative), and what method and test is used (Elisa/Skerritt and manufacturer). A third party report is required, however testing as a procedure must be ongoing. Raw material testing, batch testing, and machine swabbing at intervals that measure different area of the product or different times in production will assure quality. We can help find tests and a lab or you can use one in your area.

#### ● **Does a facility need to be dedicated?**

No. A company that follows good manufacturing practices can maintain the gluten-free status of its ingredients. These practices must include thorough cleaning of the lines, ongoing onsite and laboratory testing, and a detailed gluten handling plan in place.

#### ● **Our ingredients are trade secrets, what if we don't want to reveal them or our suppliers?**

Both Codex and proposed FDA recommendations are clear, no gluten containing grains can be used in any way in ingredients or production. Due diligence requires that this is investigated. We will sign a NDA to protect and assure you.

#### ● **What if my product does not test below 20 ppm or I have an ingredient that has gluten in it?**

As a member of the GREAT Association, you become part of a network of businesses and individuals who can help you. The Association can refer you to a member who is a food technologist, dietitian, or chef. Others produce gluten-free products which can replace gluten-containing ones. Further, we have experts who can assist with onsite visits. This is a wonderful benefit of membership.

#### ● **What if we do not want to change our current packaging?**

That is an internal business decision, of course. Certainly, you can go through the process of Registration and place the GREAT gluten-free logo only on your website or promotional materials. However, the Return on Investment increases dramatically when you communicate to the end user that your product is safe. No magazine or web ad will match this. And we have found that disclaimers often do just the opposite.