

AVENA FYI

AVENA PURITY PROTOCOL GLUTEN-FREE OAT INGREDIENTS



Avena Foods Ltd. is the industry leader in sourcing and processing gluten-free Purity Protocol oats. The Avena Purity Protocol system is a *Start Safe, Stay Safe* approach, developed over more than a decade, to guarantee certified gluten-free pure oat ingredients.

Avena Purity Protocol was established by pedigreed seed growers to grow and process clean gluten-free oats. The goal is for individuals with celiac disease, gluten sensitivities and wheat allergies be able to source food and beverages that are safe to consume.

Though oats are a naturally gluten-free grain, they are easily contaminated through contact with gluten-containing grains (wheat, barley, rye) and grain dust at any stage, from the field, in processing, or during transport to manufacturing of food and beverages. The Avena Purity Protocol system minimizes gluten contamination risk and produces high-quality, certified, gluten-free oat ingredients.

Avena's system incorporates multiple controls, physical and chemical, to minimize gluten contamination, starting even before farmers plant their crops. Avena's strong partnerships with our growers set the stage for the collaboration and accountability that continues up the value chain.

Strict quality control continues as oats are tracked throughout all farm operations, transportation, and processing at Avena's allergy-friendly, dedicated and certified gluten-free plants. Avena Purity Protocol includes active sampling and testing for gluten contamination using the R5-ELISA method. Both incoming oats and oat ingredients are sampled more than twenty times per day and then tested by an accredited third party lab. These are the most rigorous gluten-free purity protocols in the industry.

PURE, WHOLESOME OATS



Oats (*Avena sativa*) are a cereal grain providing whole grain goodness. Oat ingredients are nutritionally dense, an excellent source of protein, B vitamins, as well as minerals such as iron, calcium, manganese,

phosphorous, magnesium and zinc. They are high in dietary fiber, including 4% soluble beta-glucan, which is good for heart health. They are also a complex carbohydrate with a low glycemic index.

Avena Purity Protocol oat ingredients have a clean flavor and natural color with an extended shelf life, available Ready-to-Eat (RTE) and Ready-to-Cook (RTC). These certified gluten-free ingredients are used in baking (gluten-free and conventional), cereals, granola and clusters, bars, desserts, beverages, plant-based meat and dairy alternatives and nutraceuticals.

AVENA PURITY PROTOCOL OAT INGREDIENTS

GFCO-certified Avena Purity Protocol Oat Ingredients are guaranteed <5ppm of gluten, apart from flour <10ppm.

- ✓ Extra-Fine Oat Flour
- ✓ Fine Oat Flour
- ✓ Coarse Oat Flour
- ✓ Toasted Oat Flour
- ✓ Quick Oat Flakes
- ✓ Thin Oat Flakes
- ✓ Instant Oat Flakes
- ✓ Rolled Oats
- ✓ Granola Rolled Oats
- ✓ Hefty Oat Flakes
- ✓ Steel Cut Oats
- ✓ Oat Groats



AVENA HAS YOU COVERED EVERY STEP OF THE WAY

Dedicated Farmers



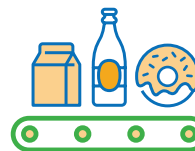
- ✓ Long-term partnerships with contracted farmers
- ✓ Pure, pedigreed seed on fields where no gluten crop has been grown for three years
- ✓ Mandatory isolation strips around the field with cleaned or dedicated gluten-free equipment used
- ✓ Third-party inspection of all fields and testing of harvest samples
- ✓ No glyphosate allowed on our oat crops

Controlled Distribution



- ✓ Indoor loading
- ✓ Truck inspections prior to loading finished products in bulk totes or bags

Food & Beverage Manufacturers



- ✓ Safe, pure, gluten-free oat ingredients, RTE or RTC, for further processing
- ✓ Traceable right back to the farm and field
- ✓ R&D team for technical and product development support
- ✓ Avena Purity Protocol logo available for use on marketing materials and packaging

Dedicated and Validated Gluten-Free Facility



- ✓ Located in the Canadian Prairies, one of the best oat growing regions of the world
- ✓ FSSC 22000 certified
- ✓ Rigorous sampling for gluten, that is tested more than 20 times per day by an accredited third party lab in
 - every hopper of incoming oats
 - the cleaning plant
 - finished ingredients at the processing plants
- ✓ R5-ELISA method for gluten-free testing, recognized for its sensitivity and accuracy



Celiac and Gluten-Sensitive Customers



- ✓ Certified gluten-free allergy-friendly products
- ✓ Avena Purity Protocol ingredient promise

WHAT MAKES AVENA PURITY PROTOCOL STAND APART?

Though national standards for certification set higher maximum limits, gluten in Avena Purity Protocol oat ingredients is virtually undetectable at <5ppm. This is an important distinction for people with celiac disease. Any amount is too much when keeping in mind the cumulative effects of gluten ingested over time.

- ✓ GFCO certified gluten-free (<10ppm)* facilities, R5-ELISA method for gluten testing, allergy-friendly and free of all labelled allergens, heavy metals and mycotoxins

- ✓ Halal, Kosher
- ✓ Verified non-GMO, certified glyphosate residue free
- ✓ Certified organic or conventional
- ✓ Available RTE or RTC, extended shelf life

- ✓ Traceable back to farm and field, adherence to sustainability and regenerative practices

* Avena oat ingredients are <5ppm gluten with the exception of oat flours (<10ppm)

AVENA CERTIFICATIONS:

PLEASE CONTACT US FOR FACILITY-SPECIFIC ACCREDITATIONS



CONTACT US TODAY AT
avenafoods.com

Avena partners with farmers, facilitating sustainable cropping systems that incorporate oats and pulses into their rotations. This, coupled with superior food safety and quality management systems, fulfills the promise of Avena Purity Protocol 'start safe, stay safe' gluten-free oats and our offering of Avena Best Food pulse ingredients. Product ranges are non-GMO, gluten-free and available conventional or certified-organic. Partnering for safe, healthy diets and a sustainable world.