



Who We Are:

The **Gluten-Free Manufacturing Program (GFMP)** is a voluntary program developed by industry experts with standards founded on globally accepted **preventative, gluten-free safety approaches** for the manufacturing of gluten-free products. Once established, the program will support and enhance the marketing of a manufacturers' gluten-free production capabilities and offers endorsements from leading celiac association groups.

Implementation of the GFMP's third-party certification standards **addresses a consumer's food safety and quality management concerns** with regards to eliminating gluten cross-contamination. Becoming GFMP Certified demonstrates authenticity of a manufacturer's gluten-free standards and significantly enhances gluten-free brand visibility at the point of sale.

The GFMP is Endorsed by the National Celiac Association



www.nationalceliac.org

CONTACT US FOR MORE INFORMATION
ON OUR CERTIFICATION PROGRAM

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**GLUTEN-FREE
MANUFACTURING
PROGRAM (GFMP)**

**Gluten-Free Certification
and Recognition**



The Gluten-Free Food Program Inc. owns,
administers and markets the Gluten Free
Manufacturing Program (GFMP) in partnership
and with endorsements from the National Celiac
Association (NCA)



Why Become GFMP Certified?

The GFMP offers a seamless approach to certification. Our program recognizes a manufacturer's good manufacturing practices and other third-party food-safety certifications that adhere with the operational requirements and guidelines recommended by the GFMP. This allows us to minimize or eliminate costly gluten-free process duplications that may already exist within a company's manufacturing systems.

The GFMP provides Standards and best practices recognized by the gluten-free community to help our customers address the prevention and control of gluten cross-contamination and augment existing gluten-free production operating procedures.

The GFMP approves both dedicated and non-dedicated gluten-free facilities, so long as those facilities conform with the GFMP Standards.

A recognized facility will receive a GFMP Certificate of Recognition (COR) notifying that gluten-free products meet the GFMP requirements and affords the most protection for consumers affected by celiac disease.

The GFMP Certified Mark of Trust™ is used on product packaging and in any marketing, promotional, website or social media platforms to clearly promote products as 'certified gluten-free'.

*Displaying the **GFMP Certified Mark of Trust™** on product packaging gives added assurance to consumers*

looking for safe, reliable gluten-free products they can trust and helps brand owners remain competitive in the ever-growing gluten-free market.

Over 25 million North Americans are following a gluten-free diet and there are different reasons why people eat gluten-free. For some it's a choice but for many it's a medical requirement.

Grocery shopping is a convenience taken for granted by most people, but for the celiac community gluten-free shopping can be an overwhelming experience.

As the trend for gluten-free products continues to grow, consumers want access to clear and accurate information that will allow them to make informed choices about the gluten-free products they select.

The GFMP allows brand owners to supply the gluten-free community with gluten-free products branded with the GFMP Certified Mark of Trust™ in partnership and with the endorsement from the National Celiac Association.



Marketing and Promotion:

Certified customers receive free company and product listings on www.gf-finder.com.

Take advantage of our Certification Plus™ marketing program and gain a competitive advantage in the gluten-free market:

Certification Plus™ is all about creating an integrated marketing environment between your business and our Celiac Association endorsement partners.

Certification Plus™ helps your business engage with the celiac community and builds greater credibility for your gluten-free products as safe and reliable.

We deliver a personalized experience around your gluten-free strategies and budgets to help you gain maximum exposure for your products in the ever-growing gluten-free market.

GFMP Certified Mark of Trust™

