

What Drives The GFCP Market?

Major market drivers for the sale of gluten-free products include the need for those suffering from celiac disease to adhere to a gluten-free diet for life, combined with health benefits associated with eating healthy. Until now, the high price of gluten-free products has restricted market growth, however with the projected increase of gluten-free private label brands entering the market there is expected to be an overall increase of available and reasonably priced gluten-free products. Currently, the majority of gluten-free food production globally is dominated by US companies. As the consumer demand for gluten-free products continues to grow, the need for those brand owners to effectively manage risk and meet regulatory requirements, creates the need for a higher standard of certification.



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Gluten-Free Certification Program



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What Is The Gluten-Free Certification Program (GFCP)?

The GFCP is a preventative food safety approach which effectively manages gluten hazards throughout the manufacturing process. The audit process can be combined with another certification audit such as SQF, BRCGS, HACCP or GMP. It can also serve as a standalone audit. GFCP is different than other gluten-free certifications because its foundation is based on globally accepted HACCP and food safety management systems. This means that all potential hazards including gluten must be identified, documented, verified and the internal systems validated.

The Allergen Control Group Inc. (ACG) has been acquired by BRCGS Global Standards. It manages, administers, and markets the Gluten-Free Certification Program (GFCP) in partnership with a brand endorsement from the Canadian Celiac Association (CCA) and the National Foundation for Celiac Awareness (NFCA) in the United States. The certification program helps consumers shopping for gluten-free foods, to make informed choices, through an easily identifiable, safe, reliable and trustworthy product trademark.



Benefits To GFCP

When a manufacturing facility successfully completes the audit processes they will be recommended for certification by PJR. Upon certification the gluten-free brands manufactured in that facility may then use the GFCP trademark on their product packaging. Products sold in Canada display the Canadian Celiac Association (www.celiac.ca) endorsed trademark, while products sold in the USA will display the GFCP trademark endorsed by the National Foundation for Celiac Awareness (www.celiaccentral.org). This aids consumers with celiac disease and gluten sensitivity to select safe and reliable gluten free products.



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