

FOR IMMEDIATE RELEASE  
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NEWS  
OTCQB: WFCF

## **Where Food Comes From, Inc. Offers New Gluten-Free Certification to Meet Growing Consumer Demand for Gluten-Free Products**

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the most trusted resource for third-party verification of food production practices, today announced that demand for the Company's newest certification offering, Certified ICS Gluten-Free®, developed by its subsidiary International



Certification Services (ICS), is rapidly increasing. Certified ICS Gluten-Free is part of the growing list of Where Food Comes From, Inc.'s consumer facing brands dedicated to providing transparent information about where and how food is produced. This announcement comes in conjunction with Celiac Awareness Month, which is celebrated through the end of May.

An increasing number of consumers are detecting sensitivity to eating grain-based foods that contain gluten proteins, from minor reactions to severe sensitivities that may be diagnosed as Celiac Disease. As a result, many brands are responding with a variety of label claims related to whether the ingredients contain any form of gluten proteins.

The new Certified ICS Gluten-Free standard requires product-testing results of less than 10ppm, a very rigorous threshold. As a result, concerned consumers can trust that products bearing this logo are held to rigorous testing and procedural protocols. The standard combines quantitative analysis of ingredients and products with required management practices aimed at eliminating the accidental introduction of gluten proteins in the production.

"International Certification Services' customer service and inspection technicians have always taken great care, concern and professionalism with our Organic Certifications, Field inspections and now with our Certified ICS Gluten Free certification," stated Deborah Miller, Co-Owner and Vice President of Research & Development with Premium Gold Flax, the first brand to enroll in the Certified ICS Gluten-Free certification. "There is nothing like working with a dedicated and knowledgeable staff that can provide all of the services we need under one roof."

For more information on the Certified ICS Gluten-Free standard, please visit <http://ics-intl.com/certified-ics-gluten-free-standard.html>.

### **About International Certification Services (ICS)**

International Certification Services (ICS) is a wholly owned subsidiary of Where Food Comes From, Inc., specializing in organic, gluten-free and related certification services. ICS was one of the first organic certification companies in the U.S., founded in 1979 as Farm Verified Organic, Inc. by Fred Kirschenmann, a longtime national and international leader in organic and sustainable agriculture. The Company has played an integral role in establishing organic standards and certification processes and procedures over the

last 35 years, and continues to be a leader in the organic certification industry today. Go to [www.ics-intl.com](http://www.ics-intl.com) for additional information.

**About Where Food Comes From, Inc.**

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's trusted resource for third party verification of food production practices. The Company supports more than 10,000 farmers, ranchers, processors, retailers and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, and Validus Verification Services units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Go to [www.wherefoodcomesfrom.com](http://www.wherefoodcomesfrom.com) for additional information.

**CAUTIONARY STATEMENT**

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about demand for, and impact and efficacy of, the Company's products and services on the marketplace, are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the agricultural industry; the market for beef and other commodities; and other factors. Financial results for the third quarter and nine-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at [www.sec.gov](http://www.sec.gov).

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