

Welcome to ***In Focus***, a monthly report brought to you by the National Barley Foods Council. *In Focus* is designed to update NBFC-member organizations, barley growers and other allied industry personnel on NBFC activities as well as pertinent news on barley food and nutrition issues. For more information, contact Executive Director Mary Palmer Sullivan at (509) 456-4400 or Cindy Ritter at (206) 463-4213.

PR ROUNDUP

September is Whole Grains Month, and to help promote consumption of whole grains, the National Barley Foods Council is encouraging consumers to think outside the box to find new ways to incorporate barley into workday meals. The NBFC recently distributed a food feature release titled "Brown Bag Ideas with Whole Grain Goodness" to newspaper features editors across the country as well as to national food and consumer magazines and online news and features outlets. Saving money is on everyone's mind, so this release focused on how consumers can prepare delicious, healthful and inexpensive lunches that can be toted from home and enjoyed at work. It included a link to www.barleyfoods.org to drive consumers back to the NBFC Web site for more healthful and cost-savings ideas with barley.

► **Save the date**

Plans are underway to host a Barley Forum to coincide with the Pacific Northwest Wheat Quality Council meeting. The forum is scheduled for Friday, January 30, 2009 at the Red Lion Arden Village in Sacramento, CA and will directly follow the Wheat Quality meeting at the same location. We are beginning to work on the forum agenda which will focus on barley food and health research, new product development and consumer/foodservice trends. We welcome your ideas for topics and speakers and ask that you call Mary Palmer Sullivan at (509) 456-4400 or e-mail her at mary@wagrains.com with your thoughts. In the meantime, mark you calendar for January 30, 2009 and watch for more details coming soon.

► **Coming up**

November is American Diabetes Month®. This year, the month-long event focuses on the deadly complications of diabetes and asks the American public "Why should you care about diabetes?" The NBFC is going to leverage this important event to raise awareness of the healthful benefits of eating barley as they relate to diabetes as well. Plans are underway to distribute a feature release in late October showing consumers how incorporating barley into a healthful daily diet can help improve blood glucose and prevent complications such as heart disease, some cancers and hypertension. We plan to target food, diet and nutrition features editors, consumer food and nutrition magazines, health and fitness publications, and appropriate online media outlets.

NBFC joins retail meal solutions program

We are working with ShoptoCook™ to include barley recipes and photography in the company's in-store meal solutions program. The company has developed the ShoptoCook's Recipe-for-Sales-Center™, a touch-screen activated kiosk that is installed in the meat and produce departments of participating supermarkets. The kiosks provide recipes, shopping lists, food preparation tips and coupons from participating branded products as well as associations representing generic items. With a simple touch of the screen, shoppers can view and print recipes for specific products or needs. For example, shoppers can search for recipes based on a specific ingredient or view recipes with specific health benefits as they relate to conditions such as heart health and diabetes. ShoptoCook™ kiosks are currently installed in over 250 retail outlets in New York, Pennsylvania, Michigan, Ohio, Missouri, North Carolina, South Carolina, Virginia, Texas and California.

WE NEED TO HEAR FROM YOU

We are compiling a comprehensive mailing list for *In Focus* and ask administrators from each NBFC-member organization to provide us with your grower contact list. Feel free to include contact information for other individuals or companies in your state that have an interest in barley food issues and would like to receive this report as well. Please e-mail your contact information to mary@wagrains.com.

National Barley Foods Council

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www.barleyfoods.org