

Welcome to *In Focus*, a monthly report brought to you by the National Barley Foods Council (NBFC). *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.

JOIN US IN SACRAMENTO

Barley growers, processors, food manufacturers and others who are interested in learning more about barley food and health issues are invited to attend the National Barley Foods Forum on January 30, 2009 in Sacramento, CA. Hosted by the National Barley Foods Council, this one-day event will be held at the Red Lion Arden Village Hotel and will directly follow the Pacific Northwest Wheat Quality Council meeting taking place at the same location.

"This event will feature an impressive group of presenters who will cover critical barley issues from field to table," says Mary Palmer Sullivan, Executive Director of the NBFC. "Our line-up includes barley breeders working on new varieties with special health-promoting qualities, scientists who will update us on current health and product development research projects, and a panel of food manufacturer representatives who will give us an industry perspective on new developments in barley foods production."

Registration and program agenda materials will be e-mailed out to perspective attendees shortly. Forum details will also be posted on the NBFC Web site, www.barleyfoods.org. For more information, contact Mary Palmer Sullivan at (509) 456-4400 or e-mail mary@wagrains.com.

► **The new diet food revolution**

According to a recent Euromonitor International Trend Watch report, diet food products that are simply lower in fat, sugar and calories are no longer as hot as they once were. "Functional" is the new frontier for food and beverage companies looking to get the attention and dollars of the growing number of overweight consumers. According to the trends report, food products touting weight management benefits are undergoing a profound shift away from 'better-for-you' or 'lesser evil' reduced fat or sugar offerings, and towards products with ingredients that tout benefits such as appetite suppression and increased metabolism.

The report notes that one of the most promising areas of opportunity for food manufacturers lies in bakery goods and hot or ready-to-eat cereals. With the waning of the reduced- or low-carb diet craze, the report notes that food marketers now have a 'golden opportunity' to capitalize on weight-management-positioned carbohydrate products such as breads and cereals rich in fiber, particularly soluble fiber that has been shown to help promote satiety.

Features coming up

The NBFC's 2008-2009 program is designed to keep the barley story out in front of consumers throughout the year. For the upcoming winter season, our feature plans include:

- **December**
Celebrate the season with delicious high-fiber sides featuring healthful wholesome barley.
- **January**
How to make healthful and delicious diet resolutions that stick.
- **February**
Be good to your heart with barley.

WE NEED TO HEAR FROM YOU

Do you know a company or individual who would like to learn more about the National Barley Foods Council and our activities? Please send contact information (name, company, e-mail address) to mary@wagrains.com and we'll add them to our *In Focus* mailing list.

**National Barley
Foods Council**

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www.barleyfoods.org

WE WISH YOU A HAPPY,
HEALTHFUL AND DELICIOUS
THANKSGIVING HOLIDAY!

