

National Barley
Foods Council

Phone: (509) 456-4400

www.barleyfoods.org

ARE YOU REGISTERED?

The National Barley Foods Forum is taking place on January 30, 2009 at the Red Lion Arden Village Hotel in Sacramento, CA and there's still time to register for this event. The Forum is designed to bring together barley growers, processors, food manufacturers and others who are interested in learning more about barley food and health issues. Attached is an agenda with program details along with a registration form. Your registration and \$100 fee must be received at the NBFC office by January 20. For more information, please call Mary Sullivan at (509) 456-4400 or e-mail her at mary@wagrains.com. For hotel reservations, contact the Red Lion Arden Village directly at (916) 922-8041.

► **New barley book available**

A new book titled *Barley for Food and Health: Science, Technology and Products*, recently hit the retail bookshelves including online bookstore Amazon.com. Written by long-time barley advocates, Drs. Walt and Rosemary Newman, this book is touted as the definitive barley resource for cereal chemists, food scientists, nutritionists, grain and food processors, and students in appropriate courses.

"Publisher John Wiley and Sons approached us about authoring a comprehensive book on barley," says Walt Newman. "We began working on the book in summer of 2007 and it went to press in September 2008."

The book was showcased to rave reviews at the AACC Bookshelf as part of the organization's international meeting in Honolulu this past fall. "Rosemary and I were pleased with the responses we have received so far," notes Walt.

The 245-page book features 10 chapters covering everything from the chemistry, genetics and molecular breeding of barley to barley types, composition, characteristics, processing techniques, products and recipes. Appendices and glossaries also provide resource information on barley products and barley organizations.

Barley for Food and Health: Science, Technology and Products is available for purchase at www.amazon.com.

► **PR roundup**

To help promote barley consumption during the holiday season, the NBFC distributed a food feature titled "Turn healthy barley into festive holiday fare." The release was distributed in early December to newspaper features editors across the country as well as to national food and consumer magazines and online news and features outlets.

The release featured Barley Cranberry Pilaf, an easy-to-prepare side dish that imparts some of the season's most popular flavors and provides plenty of health-promoting fiber as well. The release also 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.

► **Web report**

Traffic to the NBFC Web site, www.barleyfoods.org continues to be robust. For the months of November and December, we received nearly 645,000 total hits and nearly 25,000 total visits or an average of 409 visits per day during the two month period. Visitors spent an average of about 4 minutes on the site.

► **Research news**

Researchers at Kaiser Permanente in Oakland, CA recently reported on data from a study conducted between 2000 and 2002 suggesting that women with early-stage breast cancer may live longer if they maintain a diet rich in fruits, vegetables, whole grains and low-fat dairy products.

The findings, which were published in the December 28, 2008 edition of *Journal of Clinical Oncology*, are based on a study of 1,901 women diagnosed with early-stage breast cancer. The women completed detailed questionnaires on their diet, exercise habits, weight and other health factors, and were then followed for up to eight years.

According to the findings, women who reported a dietary pattern high in fruits, vegetables, whole grains and poultry, and low in red meats and refined foods, had a lower overall death rate than those who reported a more "Western-style diet" higher in red and processed meats, snack foods, high-fat dairy and refined grains. Women with the highest intakes of healthier foods were about half as likely to die during the study period as women with the lowest intakes, even with other important factors taken into account such as the initial size of the tumor, treatment type and the patients' smoking habits.

Researchers note that neither dietary pattern was related to the odds of breast cancer recurrence or to women's risk of dying from the disease. However, they did emphasize that there is a link between diet and overall survival and that "eating healthy is very much an important factor for breast cancer survivors."