

In Focus

National Barley Foods Council

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Barley spotlighted as Grain of the Month

During February, barley was spotlighted as the Grain of the Month by the Whole Grains Council (WGC). The WGC instituted this new program for 2010 in which they post on their website more in-depth information on a single grain each month. The NBFC secured the month of February for barley because of the grain's significant contributions to heart health. We also worked with WGC staff to supply barley nutrition and product information for this effort.

► **Consumer education update**

To further promote barley's heart healthy benefits and to tie into American Heart Month, we distributed a nutrition release in early February as well. Titled "Choose Barley for Healthy Hearts," the release reminded consumers and nutrition professionals of the grain's scientifically proven ability to lower LDL and total cholesterol and reduce the risk for coronary heart disease. We distributed the release to mainstream media outlets throughout the US. Major online print outlets running the release included the San Francisco Chronicle, Dallas Morning News, Anchorage Daily News, Contra Costa Times, Kansas City Star, Long Beach Telegram, Minneapolis/St. Paul Star Tribune, Sacramento Bee, Salt Lake Tribune and San Jose Mercury News. Online broadcast sites included CNBC.com, WPVE-TV, WABC-TV, WBBM-TV Chicago, CBS 5.com San Francisco, CBS 3 Philadelphia, CBS 4 Denver, CBS News.com, CBS 11 Dallas/Ft. Worth, KCBS San Francisco, KABC Los Angeles, WBBM 780 News Radio, WCBS News Radio 880, WCBS-TV New York, WCCO News Radio, WJZ CBS 13-TV, WTIC 1080 News Radio, and WWJ News Radio 950.

► **Website traffic remains strong**

We continue to work diligently to maintain a strong presence for all things associated with barley foods nutrition, research and culinary information by updating our website, www.barleyfoods.org each month. And we are happy to report that traffic to the site has been robust. During the fourth quarter of 2009 (October-December), the site received a monthly average of 393,711 hits and 12,336 visits. Thus far in 2010, we've seen the monthly hits exceed the half-million mark. For January 2010, we received 662,308 hits and 19,707 visits. February's tracking report showed an equally impressive 565,835 hits and 16,734 visits.

► **Are you ready to become an industry partner?**

Does your company manufacture and market foods that contain barley as a primary ingredient? We'd like to invite you to participate in our Industry Partner Initiative. This program is designed to spotlight new barley products on www.barleyfoods.org. As an industry partner, we will post your company and/or barley product logos with a link to your website on www.barleyfoods.org for a one-year period. We will also post news briefs about your company and products as they relate to barley foods. For more information, contact Mary Sullivan at (509) 456-2481 or mary@wagrains.com.

► **Barley bread? Maybe!**

The February 2010 edition of *Agricultural Research* featured a fascinating article on experiments conducted at the ARS Western Regional Laboratory in Albany CA to develop all-barley and all-oat breads. Drs. Wallace Yokoyama and Hyunsook Kim are overseeing this work, focusing their efforts on incorporating a plant-derived fiber, hydroxypropyl methylcellulose (HPMC) as a substitute for the gluten commonly found in wheat, but lacking in other grains such as barley. The article concludes that "the Albany studies may ease oats and barley into the supermarket and bakery spotlight, giving these venerable grains a larger role in our meals and snacks – and our health." Congratulations to Drs. Yokoyama and Kim on their work to help move our favorite grain into mainstream food production! To view this article, visit www.barleyfoods.org and click on the Commercial Food Trade tab.

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