

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.

NBFC, BGLife™ Barley team up

To help promote barley during American Diabetes Month® in November, the NBFC and BGLife™ Barley teamed up to produce and distribute a barley feature highlighting the grain's ability to fight type 2 diabetes. Titled "High fiber barley linked to diabetes prevention," the release highlights scientific data that confirms barley beta-glucan soluble fiber's effect on reducing glucose and insulin responses.

"Health and nutrition professionals as well as diabetes educators continue to emphasize the importance of diet and exercise in controlling and even reversing type 2 diabetes," says Mary Palmer Sullivan, Executive Director of the NBFC. "Because research so clearly shows a direct link between barley beta-glucan soluble fiber and its positive impact on blood glucose, we want to make sure consumers know that including barley as an integral part of a healthy diet really will have a positive impact for those with type 2 diabetes or who are pre-diabetic."

The feature release was distributed to health and nutrition editors of major daily newspapers across the country as well as to general consumer and women's magazines and health/nutrition magazines and newsletters.

► **Web report**

Traffic to the NBFC Web site, www.barleyfoods.org continues to be robust. For the month of September 2008, the site received over 340,000 total hits or an average of about 11,000 hits per day. Reporting statistics show that we received over 17,000 total visits for the month or an average of 574 visits per day. About 8,184 visitors logged onto the site one time and 1,226 visitors logged onto the site more than one time during the month. Visitors spent an average of 5 minutes and 45 seconds on the site per session.

► **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. For more information, call Mary Palmer Sullivan at (509) 456-4400 or e-mail her at mary@wagrains.com. In the meantime, mark your calendar for January 30, 2009 and watch for more details coming soon. We'll see you in Sacramento.

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.

PRODUCT SAMPLES NEEDED

From time to time, we receive requests from registered dietitians, nutritionists and others involved in nutrition education asking for barley product samples that can be distributed during information fairs, educational classes and company-sponsored wellness promotions. Does your company provide barley product samples or other food products that contain barley as a primary ingredient? Let us know. Please call Cindy Ritter at (206) 463-4213 or e-mail her at ritterc@earthlink.net.

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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