

BARLEY WORKSHOP SCHEDULED FOR 2011

During the NBFC annual meeting last June, the board of directors agreed to host a barley workshop specifically for commercial food producers during FY2010-2011. The one-day workshop is scheduled for April 14, 2011 at the Wheat Marketing Center (WMC) in Portland, OR. This event differs from past barley forums in that most of the day will center on practical, hands-on demonstrations teaching participants how to incorporate barley flour and flakes into typical baking applications. The demonstrations will be led by WMC resident staff at the center's baking laboratory. A technical presentation on barley functionality in commercial food production will also be included. Because of the accommodations at the WMC and the interactive nature of this event, the workshop will be limited to about 30 participants including R&D personnel as well as other commercial food professionals directly involved in new product development. We are working with WMC staff on the agenda and will provide additional information and registration materials soon. For more information, contact NBFC Executive Director Mary Sullivan at (509) 456-2481 or at mary@wagrains.com.

► **Website traffic going strong**

Our official website www.barleyfoods.org continues to serve as the workhorse of our educational outreach program. Each month, the site is refreshed with new ideas for consumers, nutrition professionals and the commercial food trade. For the first quarter of the 2010-2011 year (July-September), the site received over 1 million total hits or a monthly average of 416,000 hits, and a total of 38,757 visits or a monthly average of nearly 13,000 visits.

► **Check out "smart" barley**

We are working with the development team of Specialfork.com to include barley recipes on a new mobile recipe site. This program is designed to provide easy recipes for over 55 million U.S. consumers via access through smartphone technology. The National Barley Foods Council will be credited for the barley recipes submitted for the program. Each recipe will also include a barleyfoods.org link to drive traffic back to our website. Specialfork.com is on schedule to launch later this fall and will be promoted via a social marketing strategy including exposure on Twitter and Facebook.

► **Doing our part for American Diabetes Month®**

November is American Diabetes Month®. Each year, the American Diabetes Association (ADA) embarks on an aggressive educational and promotional campaign throughout the month. Last

November, the ADA launched a new movement titled Stop Diabetes®. Heading into its second year, this national effort is designed to encourage, inspire and teach consumers how they can help stop this debilitating disease. A major component of Stop Diabetes® encourages consumers to take control of their health, such as making changes to lifestyle and dietary habits. The National Barley Foods Council will join in this effort by once again delivering important information throughout the month of November about the benefits of barley in a healthful diet, particularly as it relates to managing and preventing Type 2 diabetes. Key messages will be posted on our website, www.barleyfoods.org throughout November. A press briefing to mainstream media outlets will round out the effort.

► **Calling all barley ingredient suppliers**

Does your company process and sell barley as an ingredient for commercial use? The National Barley Foods Council is compiling a comprehensive list of barley ingredient suppliers in the U.S. This supplier list will be included as part of our resource materials for the barley workshop next April in Portland, OR. If you are a barley ingredient supplier, please send the following information to mary@wagrains.com:

- Company name
- Primary contact
- Phone, email and/or website information
- Brief list or description of barley ingredients available for commercial food production

**National Barley
Foods Council**

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www.barleyfoods.org