

**National Barley
Foods Council**

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NBFC WEB SITE UPGRADED

At first glance, the NBFC Web site, www.barleyfoods.org may not look too different. But for the past few months, our Web programming service has updated the inner workings of the site with new tools so that NBFC personnel can perform regular content updates in-house. We have also added some new sections for the commercial food trade and media. Our goal is to maintain a comprehensive information destination for all things associated with food barley and to keep the information updated and fresh to encourage repeat visits. Be sure to bookmark www.barleyfoods.org and join us often!

► **Forum presentations available**

PowerPoint presentations given during the National Barley Foods Forum in Sacramento, CA in late January are available online at www.barleyfoods.org. Click on the Commercial Food Trade link on the home page for more information.

► **Web report**

Traffic to the NBFC Web site continues to be robust. For the two-month period of February and March 2009, we received 908,792 total hits and 29,780 visits. Visitors spent an average of just over 3 minutes on the site. As a reminder, "hits" refers to the number of times visitors to the Web site click on various elements on a page. "Visits" refers to the number of visits to the Web site. Every visit from a visitor is counted, even if the same visitor returns to the site multiple times.

► **PR roundup**

We distributed our latest food feature in late February to coincide with National Nutrition Month®. Titled "Jump Start the Day with Barley," the feature reminded readers of the nutritional benefits of barley and why this powerful grain is a must to begin a healthy day. The story was distributed to newspapers, consumer and food trade publications, wire services, television and radio stations, and online media outlets across the U.S.

We also worked with the editors of *Natural Health Magazine* on a barley feature scheduled to run this spring. The feature includes quick and easy ideas developed by the NBFC featuring barley in breakfast, lunch and snack offerings. *Natural Health Magazine* boasts a readership of 2.3 million.

► **Whole Grains Council meeting**

The Whole Grains Council annual meeting is scheduled for April 20-22 in Alexandria, VA. Titled "Make (at least!) Half Your Grains Whole," the event will include a mix of scientific updates,

culinary demonstrations and interactive sessions to facilitate information exchange between commercial food manufacturers foodservice operators, healthcare professionals and food and nutrition media representatives. We look forward to participating in this event and are particularly excited about the interactive sessions that will allow more one-on-one time with other participants who are committed to furthering the development and promotion of whole grain foods.

► **AACC task force update**

The AACC Whole Grain Task Force (WGTF) is reconvening for 2009, and NBFC representatives will continue to participate in the group's meetings throughout the year. Our goal is to ensure that food barley is represented in this group's discussions and recommendations particularly as they relate to whole grain standards and definitions. Comprised of academics, researchers, food manufacturers and processors, the WGTF was created in 2005 to:

- encourage the use of whole grain products in many venues;
- provide a solid scientific background as the basis for rule-making by entities that label and encourage whole grain product use;
- set definable scientific standards to help the commercial food industry with product formulation and labeling guidelines;
- give consumers greater clarity in the marketplace when selecting whole grain-containing foods; and
- encourage food manufacturers to add more whole grain to their lines by supporting the use of foods made with a blend of whole and enriched grains.

The WGTF's agenda for 2009 will begin with recombining whole grains including guideline recommendations for food manufacturers. We will participate in these discussions and report the group's progress in upcoming issues of *In Focus*.