

**National Barley
Foods Council**

Phone: (509) 456-2481

www.barleyfoods.org

ADA SPOTLIGHTS BARLEY AS “SUPER FOOD” PICK

The American Diabetes Association recently released its top 10 list of foods that everyone should eat to “superpower” their diet. In an article titled “Recharge with Diabetes Superfoods,” the ADA listed whole grains citing barley as a great choice because it’s not only a source of fiber and important minerals such as potassium, but also because the grain has a low glycemic index. The ADA also recommended barley because it’s a food that “every budget can live with year round.”

► WGC meeting wrap-up

NBFC representatives attended the Whole Grains Council annual meeting in Alexandria, VA this past April. The event included scientific updates, culinary demonstrations and interactive sessions to facilitate information exchange between commercial food manufacturers, foodservice operators, healthcare professionals and the food and nutrition media. For a report of meeting highlights, visit www.barleyfoods.org and click on “Commercial Food Trade.”

► NBFC reps visit USDA-ARS

Cindy Ritter and Dr. Christine Fastnaught recently met with Dr. Allison Yates, Director of the Beltsville Human Nutrition Research Center and Dr. David Klurfeld, National Program Leader, Human Nutrition at the USDA-ARS in Beltsville, MD.

The purpose of the meeting was to ensure that the \$477,000 funding originally secured by the NBFC and the National Barley Improvement Committee for the Barley Foods Health Benefits Research Project will continue to be used for barley research in the future. Dr. Yates assured us that although this money has been rolled into the USDA-ARS base budget, it is still considered a barley project. However, because of the retirements of principal researchers, Drs. Kay Behall, Judith Hallfrisch and Joan Conway, the barley and satiety work that had begun prior to these departures has been put on hold until two new scientists are brought on board to continue this work.

Dr. Yates indicated that they are seeking two positions relating to satiety and environmental factors, specifically physiological factors and psychological/sociological factors. Drs. Yates and Klurfeld noted that they have not identified any scientists within USDA-ARS for these positions and are interested in candidates currently involved with commercial food producers for the two positions.

To keep the process moving along, Dr. Fastnaught agreed to contact scientists from commercial companies for recommendations for the two positions as well as additional direction for future barley research. It was suggested that we hold another meeting with Dr. Yates in September in conjunction with the AACC International annual meeting in Baltimore, MD.

► Web report

For the months of April and May 2009, we received 683,611 total hits and 20,689 total visits to the NBFC Web site, www.barleyfoods.org. Visitors spent an average of just under 3 minutes on the site.

► PR roundup

- We distributed a barley food feature in April to tie into Mother’s Day celebrations in May. Titled “Lunch with Panache and Girl Power,” the release focused on springtime luncheon celebrations and included a light and flavorful entrée idea, Gingered Barley Wraps with Plum Drizzle. This food feature was distributed to newspapers, consumer and food trade publications, wire services, television and radio stations, and online media outlets across the U.S.
- We are developing barley foodservice recipes that will be made available to the attendees of the School Nutrition Association’s Annual Nutrition Conference scheduled for June 29-July 2 in Las Vegas, NV. As a part of its push to promote whole grains to the school foodservice market, the Whole Grains Council is compiling foodservice recipes from the membership and will debut them at this conference. The recipes will be posted on the Whole Grains Council Web site as well. The barley recipes include Rock ‘m Sock ‘m Chili, Barley Baked Beans and BBQ Barley Taco Salad.

► We’ve moved

The National Barley Foods Council has relocated to a new office.

Our new address is:

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