

IN FOCUS

**National Barley
Foods Council**

Phone: (509) 456-2481

www.barleyfoods.org

FY09-10 PROGRAM UNDERWAY

The NBFC board and staff met in this past June to map out our FY09-10 program plans. This year's effort will focus on the following strategies:

- Commercial food manufacturer education including food trade briefings and website postings
- Industry Partner Initiative (see story for more information)
- Consumer education including feature releases and website postings
- Nutrition professional education including direct mail to select ADA members
- Science/public policy relations to promote new human nutrition research
- Media relations to ensure on-going presence of barley food and nutrition issues

▶ **NBFC launches Industry Partner Initiative**

We have created a new opportunity for commercial food and ingredient producers to join forces with the NBFC to help keep barley food and nutrition issues front and center with the consuming public. Our new Industry Partner Initiative is a simple concept: For a contribution of \$2,500, we will post the industry partner's company logo on our website, www.barleyfoods.org with a link to the partner's site. In addition, we will spotlight products manufactured by the partner that contain barley as a primary ingredient on our site along with other news and information that relates to the company's efforts in producing new barley food products or ingredients.

"This initiative is a win-win for both the NBFC and commercial food producers," says Mary Sullivan, executive director of the NBFC. "By linking up with the NBFC's website, the partner companies will enjoy the benefits of third-party endorsements by way of food editors, health and nutrition professionals and other influentials that we target with our online information. On the flip side, the financial contributions from the partner companies will go a long way to expand our educational and promotional efforts throughout the year."

For the first phase of this program, we have targeted companies that were represented at the National Barley Foods Forum held in Sacramento, CA last January. "These groups have all expressed an interest in expanding markets for food barley so they are a natural fit for this new program," says Sullivan.

For more information or to suggest a company that may be interested in becoming an Industry Partner, contact Mary Sullivan at (509) 456-2481 or e-mail her at mary@wagrain.com.

▶ **Web report**

For the months of June and July 2009, the NBFC website received 647,939 total hits, 20,020 total visits with 17,236 of those identified as unique visitors. Visitors spent an average of about three minutes on the site.

▶ **Help us track research**

In an effort to expand our education and information resources for the commercial food trade, we are working to compile and post research summaries and abstracts that relate to barley nutrition and new product development. We need our state members' help to ensure that we are current and up-to-date with relevant barley studies. If you are aware of upcoming studies or recently published data from university-level researchers in your state, let us know by e-mailing Cindy Ritter at ritterc@earthlink.net with your information.

▶ **PR roundup**

We distributed a consumer food feature in late August to tie into Whole Grains Month which is celebrated in September. Titled "Stretch family favorites with barley," the release focuses on boosting consumption of grains by incorporating them into favorite dishes that the whole family will enjoy. A recipe for Beef Barley Burgers is included and shows readers how to reduce their food costs by stretching this popular dish with budget-friendly barley. The feature was distributed to newspapers, consumer and food trade publications, wire services, television and radio stations, and online media outlets across the U.S.