

**National Barley
Foods Council**

Phone: (509) 456-2481
www.barleyfoods.org

NBFC WELCOMES ConAgra Mills, Kellogg's

We are pleased to welcome ConAgra Mills and Kellogg's as our first official Industry Partners. The Industry Partner Initiative is a new cooperative program developed for commercial food and ingredient producers to join forces with the NBFC to educate consumers and food and nutrition professionals about commercially prepared barley foods and ingredients in the marketplace. As Industry Partners, the companies' logos and information about their products that contain barley as a key ingredient will be posted on the home page of the NBFC website, www.barleyfoods.org.

"The Industry Partner Initiative is a great opportunity for commercial food and ingredient producers to take advantage of our generic venue to educate consumers and food professionals about their barley products," notes Mary Sullivan, executive director of the NBFC.

Here's how the Industry Partner Initiative works: For a contribution of \$2,500 the Industry Partner's company logo will be posted on the NBFC website for a one-year period with a link to the partner company's website. News and information about barley products manufactured by the partner will also be spotlighted on the NBFC website. For more information about the program, contact Mary Sullivan at (509) 456-2481 or at mary@wagrain.com.

► **Science and public policy relations**

- We continue to monitor the activities of the AACCC Whole Grains Working Group, particularly as it relates to setting up more defined standards for whole grains definitions. A group of barley researchers and experts have agreed to participate on the Barley Subgroup to make a formal recommendation on how much loss can occur on hulled barley and still be considered whole grain. We will monitor the activities of this group and report on their subsequent recommendations.
- We are also monitoring the activities of Health Canada as that agency works to approve health claims for food labels highlighting the heart health benefits of certain compounds. Dr. Nancy Ames, research scientist with Agri-Food Canada has reported that barley stakeholders in Canada prepared a petition for a barley health claim similar to the US claim and sent it through the Alberta Barley Commission to Health Canada in February 2009. This petition is currently under review.

► **Web report**

For the first quarter of the FY09-10 (July-September), our website, www.barleyfoods.org received a total of 1,000,820 hits or a monthly average of over 333,000. We also received a total of 31,175 visits or a monthly average of over 10,000.

► **Consumer education**

To keep barley food and nutrition issues top of mind with consumers, we continue to distribute at least one consumer feature release to mainstream media outlets each quarter. For the second quarter, we developed a Thanksgiving feature titled "Savory new side for Thanksgiving menu," a reminder for consumers to "think grains" when planning this year's turkey-day feast. The feature spotlighted a recipe for Barley, Cherry and Hazelnut Pilaf and was distributed to newspapers, consumer publications, wire services, television and radio stations and online media outlets across the U.S.

► **Industry relations**

- NBFC Executive Director Mary Sullivan gave a PowerPoint presentation titled "Barley Foods in the U.S." during a recent U.S. Grains Council Barley Mission to Taiwan and Japan. Mary's presentation included an update on new barley foods development in the U.S. and a review of NBFC activities..
- We submitted a feature article for North Dakota State University's Institute of Barley and Malt Sciences (IBMS) Newsletter. Titled "NBFC keeps barley foods front and center," the article appeared in the November 2009 edition of the newsletter.

In Focus newsletters are now available online at www.barleyfoods.org. Check them out in the "Resources" section.