



# STATE OF IDAHO

DEPARTMENT OF AGRICULTURE

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## NEWS RELEASE

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Idaho State Department of Agriculture and Idaho Barley Commission  
Promote the Health Benefits of Barley Foods

The Idaho State Department of Agriculture (ISDA) and the Idaho Barley Commission have been awarded a Federal-State Marketing Improvement Program (FSMIP) grant to promote the health benefits of barley foods.

The matching grants, awarded by the United States Department of Agriculture, are used to explore new and innovative approaches to marketing U.S. food and agricultural products and improve the efficiency and performance of the marketing system.

"FSMIP grants have been an important source of funding for Idaho agriculture," said Pat Takasugi, Director of the Idaho State Department of Agriculture. "ISDA has partnered on the grants with a number of industry groups through the years to fund studies and various marketing efforts."

The grant, entitled "Education of Barley Food Health Benefits to Target Audiences and Assessment of Future Marketing Strategies," will provide \$45,000 in matching funds to create a domestic marketing program for value-added barley foods. The program will be based on specific health benefits that have been officially recognized by the U.S. Food and Drug Administration.

"We're excited about this opportunity to partner with the Idaho State Department of Agriculture and USDA to promote the health benefits of barley," said Dan Mader, chairman of the Idaho Barley Commission and barley grower from Genesee, ID. "The FDA's recognition of barley's cholesterol-lowering benefits has provided a tremendous boost to our consumer awareness campaign. These grant funds will go a long way in helping us get the message out to health and nutrition professionals, food manufacturers and consumers on the benefits of adding barley to our diets."

This year, USDA received 75 proposals from 40 states and territories for a total request of over \$4.2 million. The budget for grants was \$1,333,530, meaning only a fraction of the projects were funded.

"It's a highly competitive process," said Shelby Kerns, ISDA Trade Specialist. "Idaho has consistently been awarded FSMIP grants which shows the high caliber of projects submitted by our agricultural industry."

This year, in addition to the barley foods grant, the Idaho Potato Commission was awarded a FSMIP grant. The \$53,600 grant is a cooperative effort between the Washington,

Oregon, and Idaho Potato Commissions and Departments of Agriculture to prepare a technical guide for snack food manufacturers and conduct on-site technical seminars in selected Central American markets to inform processors and importers about the qualities of Northwest chipping and fresh tablestock potatoes. This program is modeled after a similar FSMIP grant that was awarded two years ago for the Asian markets.