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News Release

<http://www.cargill.com/today/press.htm>

Date: Jan. 22, 2009

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Fiber 101: Why barley betafiber is the next hot functional food ingredient

This heart-healthy fiber will soon appear in everything from beverages to snacks and cereals.

MINNEAPOLIS – Most people know that a high fiber diet is good for you but they may not be sure why. Fiber helps with your digestion and appetite control. In addition, certain types of fiber can help lower your LDL cholesterol and triglyceride levels, and help you maintain healthy blood sugar levels. It will soon become easier than ever to get these healthy benefits of fiber, as food manufacturers begin adding barley betafiber to some of your favorite products.

Barlív™ barley betafiber is a breakthrough new soluble fiber that it is invisible when added to foods and beverages and has been clinically shown to lower LDL cholesterol. It is a concentrated soluble fiber derived from whole grain barley. Foods containing this fiber can have cholesterol-lowering properties similar to oats. “Understanding fiber will help you make smarter buying decisions at the grocery store that can have a measurable affect on your health,” advises Joseph Keenan, M.D., whose human clinical study using Barlív™ barley betafiber revealed that people who consumed Barlív™ barley betafiber for six weeks reduced their LDL (bad) cholesterol by 10 percent on average. Dr. Keenan adds that barley betafiber may also help if you are trying to lose weight and/or manage your blood sugar levels. “Because it is a soluble fiber, it traps part of your meal, slowing absorption and helping with appetite control. If your body absorbs sugar (energy) from your meal at a slow and steady pace, your pancreas does not have to put out as much insulin, and your blood sugar stays at a good level. As a result, you are just not

as hungry as you might have been after eating the same amount of calories in a low-fiber meal,” he explains. Research regarding effects of Barlív™ barley betafiber beyond cholesterol reduction is ongoing.

The Food and Drug Administration (FDA) has examined the research on barley betafiber and cholesterol reduction and now allow qualifying foods containing the ingredient to carry a health claim on their labels: *Diets low in saturated fat and cholesterol that include 3 grams per day of beta-glucan soluble fiber from barley betafiber may reduce the risk of heart disease.* Barlív™ barley betafiber is the only barley beta-glucan concentrate that is authorized to use this FDA health claim.

Watch for Barlív™ barley betafiber to start showing up on food labels of everything from beverages to snacks and cereals. For additional information, visit www.cargillhft.com

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