



Cargill's Barliv™ Barley Betafiber Uniquely Positioned to Help Europeans Maintain Healthy Cholesterol Levels

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Cargill's Barliv™ barley betafiber is now exclusively positioned for use in the development of heart-healthy beverages in the European market. The European Food Safety Authority's (EFSA) October 2009 scientific opinion, which included a review of data from a recent clinical study with Barliv™ barley betafiber, confirmed the relationship between consuming beta-glucans and healthy blood cholesterol levels. Currently, Barliv™ barley betafiber is the only ingredient that can be used in beverages to make this claim in Europe.

The evidence of Barliv™ barley betafiber's heart-healthy benefit is compelling. Results will be given in an oral presentation by Dr. Anne Franck, Nutrition and Health Leader EMEA at Cargill Global Food Research, during the "5th Taste, Nutrition, Health International Congress" in Dijon, France, March 23-24, 2010. In addition, two scientific journals – Nutrition, Alimentation Fonctionnelle et Alimentation Santé (NAFAS) and Industries Alimentaires et Agricoles (IAA) – will publish the results. The findings of the clinical study, which was conducted at the University of Minnesota, indicate that a heart-healthy diet including three grams per day of beta-glucans from Barliv™ barley betafiber significantly reduced total and LDL-cholesterol levels among the subjects.

In the randomized, placebo-controlled study, researchers compared the effects of a cereal and beverage containing 0g, 3g or 5g per day of beta-glucans from Barliv™ barley betafiber. Over a six-week treatment period, subjects consumed one serving per day of a fortified cereal and two servings per day of a fortified beverage or control. Researchers concluded that Barliv™ barley betafiber significantly reduces LDL cholesterol and total cholesterol levels without adversely affecting HDL cholesterol. It was also clear that the effect was dose-dependent, with higher doses having a greater benefit.

"This study, combined with the EFSA's scientific opinion, opens the door to launch exciting new products containing Barliv™ barley betafiber and to use a health claim, capitalizing on the increased demand for heart-healthy products," said Lore Kolberg, senior manager, Cargill Scientific and Regulatory Affairs.

The potential Article 13 claim language for products containing barley beta-glucans is: "Regular consumption of beta-glucans contributes to maintenance of normal blood cholesterol concentrations." To bear the claim, foods and beverages should provide at least three grams of beta-glucans in one or more servings.

The current University of Minnesota study is part of a growing body of evidence that Barliv™ barley betafiber has cholesterol-lowering properties. For additional information, visit www.barliv.com and www.facebook.com/barliv.

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