

FOOD PROCESSING

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NEW CEOs MEAN NEW DIRECTIONS

Fourteen of the 15 largest food companies have new CEOs in the past three years. Here are seven of them who will change the food industry.

Barley gets the health claim

Barliv barley beta-glucan (barley betafiber) is a concentrated soluble fiber derived from barley. Clinical data show it has cholesterol-lowering properties similar to oats. Several studies also show its ability to improve "metabolic syndrome," a group of risk factors for cardiovascular disease, including abdominal obesity, elevated serum triglycerides, low HDL (good) cholesterol, blood pressure of 130/85 or higher and elevated fasting blood glucose. Earlier this year, it won interim approval from the FDA to use the soluble fiber health claim for reduced risk of heart disease.

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