

NUTRACEUTICALS WORLD

SERVING THE DIETARY SUPPLEMENT, FUNCTIONAL FOOD AND NUTRITIONAL BEVERAGE INDUSTRIES

October 2008

www.nutraceuticalsworld.com

New Frontiers in Brain Health

Barley Betafiber Included as Soluble Fiber Source

FDA has affirmed that barley betafiber can be included as a soluble fiber source, carrying the authorized health claim on the relationship between "soluble fiber from certain foods and coronary heart disease" (CHD). The final rule determines that barley betafiber is an additional eligible source of beta-glucan soluble fiber. FDA issued the rule in response to a petition filed in June 2006 by Cargill Inc. As part of its review of the scientific literature on barley betafiber and CHD, FDA considered the scientific evidence presented in the petition as well as information previously considered by the agency on CHD risk reduction and the effects of beta-glucan soluble fiber-containing food ingredients on lowering serum total and low density lipoprotein (LDL) cholesterol.

Active Lifestyle

The Kroger Co., Cincinnati, OH, has launched six varieties of Kroger Active Lifestyle breads, which contain CoroWise plant sterols. The products are available in Honey Oat with Whole Grain, 100% Whole Wheat, Multigrain with Brown Rice, 5 Seed Whole Grain, Whole Grain White and Whole Grain High Fiber.