

# Idaho Barley Commission Highlights

**In spite of COVID-19,  
great things are  
happening!**



# Idaho Barley Commission Highlights

- New UI IBC Endowed Barley Research Agronomist hired and started at Aberdeen Research and Extension Center
- IBC completed funding for endowed position in 2018

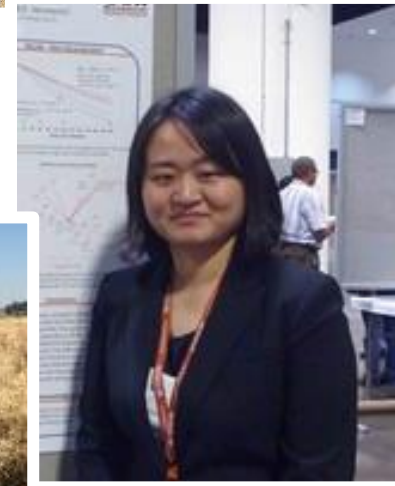


Dr. Jared Spackman



# Idaho Barley Commission Highlights

- 13 UI Research Projects funded to support Idaho barley growers





# Idaho Barley Commission Highlights

- 2 USDA-ARS scientists funded including Aberdeen Barley Breeding Program



# Maintaining Domestic & Foreign Marketing Initiatives

## Meeting People Where They Are

Online Meetings and Events



Social Media and Email Newsletters



# 3 Virtual Trade Visits w/USGC

- Mexico Anheuser-Busch Team
- Constellation Brands Barley Procurement Team
- Constellation Brands Barley Procurement and R&D Team meeting with Idaho scientists Dr. Juliet Marshall and Dr. Gongshe Hu



Attachment 2  
2/9/2021



Constellation Brands





# 3 Virtual Trade Visits w/USGC

## Agronomic Performance of 11ARS183-9 and its checks from 2016-2018.

Line	Yield Irr. (Bu/A)	Yield Dry (Bu/A)	Twt (Lbs./Bu)	Heading (Julian)	Height (inch)	Lodge (0-9)	DON (ppm)
<b>Trial #</b>	13	8	18	9	12	12	3
<b>ACMetcalf</b>	129.4	62.4	51.7	182	35.2	4.2	8.7
<b>CDC Copeland</b>	132.8	65.0	52.1	173	34.6	4.5	7.2
<b>Conrad</b>	131.0	64.7	51.8	172	32.1	3.5	13.2
<b>M69</b>	129.0	63.3	50.6	175	27.8	1.3	12.4
<b>Merit57</b>	130.1	64.9	50.1	174	32.7	2.4	9.9
<b>Voyager</b>	138.4	66.6	51.4	182	33.0	1.8	8.3
<b>11ARS183-9</b>	138.8	69.0	51.2	172	34.7	1.3	7.6



# Featuring Idaho Growers Virtually





# Food Barley Initiatives



American  
Heart  
Association®

*Not your  
Grandma's Barley!*



Join us for a fun & interactive Zoom webinar

September 16, 2020 | 12PM - 12:45PM

Melissa Sleight, Registered Dietician-St. Luke's

## Back to School with Barley

- Quick and Easy Cooking Demo
- Learn how to use various barley products
- Discover the nutritional benefits of barley
- Receive kid-friendly recipes
- Tip and Tricks for cooking with Barley

Please contact Jake Abbott for more information  
at [jake.abbott@heart.org](mailto:jake.abbott@heart.org) or  
208-501-7790

- September Food Barley Webinar with AHA and St. Lukes



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# Food Barley Initiatives



**#BRINGONTHEBARLEY**

NOV. 15, 2020 TO JAN. 5, 2021

## ■ AHA “Bring on the Barley” Recipe Challenge

*Reimagine your favorite recipe  
with barley!*

- **SWAP IT**
- **ADD TO IT**
- **REPLACE IT WITH SOMETHING NEW**



American  
Heart  
Association®

Attachment 2

2/9/2021

# Food Barley Marketing

- Communications/Marketing

- [EatBarley.com](http://EatBarley.com)

- Videos

- Social Media / Print Media

- Outreach to Individual Influencers/Bloggers



[www.naturesheartygrain.com](http://www.naturesheartygrain.com)  
Meet Barley, Nature's Hearty Grain and a super grain packed full of nutrients. Nature'sheartygrain.com is your one stop source for recipes and inspiration.

Overview Boards Pins Followers Following

Latest Pins





# Export Market Development

- Idaho barley exports currently valued at \$59.2 Million - about 25% of Idaho production
  - Mexico is #1 Market
  - Canada #2 - big increase in 2020
  - Japan #3
- Food barley exports to Japan and Korea stalled in 2020
- New Export Protocol for China established in April 2020
  - China is largest beer consumer in the world
  - May 2020 China put 5-year 80% tariff on Australian barley



