

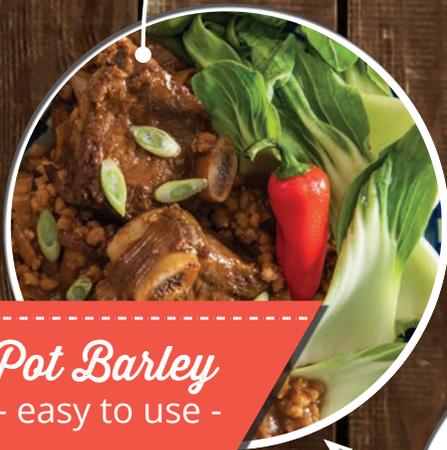
GoBarley Product Partnerships



Barley Flour
- versatile -



Pearled Barley
- high in fibre -



Pot Barley
- easy to use -



Flaked Barley
- high in protein -



Roasted Barley
- sweet nutty flavour -

What is GoBarley?

GoBarley is a Canadian platform designed to educate and inform consumers, health professionals and food industry processors about the benefits of barley as a nutritious, versatile and delicious food ingredient.

The *GoBarley* platform began as an initiative of the Alberta Barley Commission in 2012. In September 2015, *GoBarley* was transferred in ownership and operation to the Barley Council of Canada (BCC). Funded by the BCC's membership and supported by Agriculture and Agri-Food Canada's (AAFC) AgriMarketing Program (AMP), the *GoBarley* platform is designed to promote awareness of and increase demand for food products containing Canadian grown barley.

Through *GoBarley*, the BCC provides a comprehensive source of information on barley as a healthy and versatile ancient grain. Available resources include: nutrition specific technical sheets, a wide variety of recipes, informative blogs, videos, and more. *GoBarley* reaches consumers and the rest of the barley value chain through our website (gobarley.com), social media channels, and attendance at consumer, and food and health industry events.

Value chain collaboration is essential for the ongoing success of the *GoBarley* platform. Farmers, researchers, food processors, health professionals, food influencers and culinary professionals have all contributed to the development and distribution of the *GoBarley* message.



What are the benefits of partnering with GoBarley?

The *GoBarley* platform offers many benefits to our product partners, including the opportunity to use the *GoBarley* logo in the labelling and advertising of their products. The *GoBarley* logo is a registered certification mark that conveys to customers that a product is verifiably made from the high-quality barley we grow in Canada.

GoBarley means Canadian grown

Consumers have become more and more interested in buying and eating locally produced food products.

“Two-thirds of Canadians have made an effort to buy local or Canadian-made products.”

– Business Development Bank of Canada, 2013

By using locally grown ingredients, such as barley, companies are building connections between customers and farmers, and capitalizing on the trust that Canadian farmers operate with a healthy social license. These relationships connect the value chain, build brand loyalty and turn consumers into strong advocates for the company and its products.

Using locally grown food ingredients also feeds into the consumer definition of sustainable food production. Locally sourced ingredients are perceived to have environmentally friendly benefits,

such as reduced transportation costs, while also supporting the local economy and job creation.

The *GoBarley* logo identifies products made with local, Canadian grown barley.

GoBarley means Canadian quality

Canada's climate and soils are natural advantages for producing the high quality barley for which we are internationally recognized.

Canadian farmers are committed to excellence in the safety and sustainability of their farm practices and products, and are passionate about growing premium quality barley.

This commitment to quality has helped establish Canada as a trustworthy trading partner, with a strong reputation for understanding and responding to the needs of our domestic and international customers.

The *GoBarley* logo associates products with the high-quality reputation of Canadian barley.



Barley is nutritious

Barley is a super grain with multiple nutritional benefits as part of a healthy diet.

A barley-rich diet can lower cholesterol levels and reduce the risk of heart disease, maintain digestive health, and aid in weight management. It has also been shown to help regulate blood sugar levels—making it a great food choice for people with, or at-risk of, diabetes.

“The overwhelming majority of consumers are looking for products and services that complement and facilitate a healthier lifestyle.”

– Business Development Bank of Canada, 2013

By including one-gram per serving of barley beta-glucan in their products, food processors can label those products with the official health claim, “Barley fibre helps lower cholesterol, a risk factor for heart disease.” This statement was approved by Health Canada in July 2012, after similar claims were accepted in the United States and the European Union.

Nutritional claims that may be included on the label of certain barley containing products include: whole grain, excellent source of fibre, source of essential vitamins and nutrients, etc.

GoBarley shares a wealth of barley health and nutritional information. Product Partners have access to all existing *GoBarley* resources and the opportunity to assist in developing new materials.

Barley is versatile and delicious

As a food ingredient barley is available in multiple forms. Its light, nutty flavour complements or takes on the flavour of other the ingredients in a dish.

Barley is a great base or addition to soups, salads, stews and casseroles. It can be used to make granola bars or parfaits; or even added into smoothies to create a satisfying breakfast. Barley flour can be substituted for traditional wheat flours to add a nutritional boost to many baking recipes. With an ingredient as versatile as barley, the opportunities are endless.

A major focus of the *GoBarley* platform is educating consumers on how easy and delicious it is to include barley in their everyday meals. Product Partners benefit from cross-media promotion of their barley products directly to the consumer.



Our commitments to our Partners

- A strong partnership with the Barley Council of Canada, an organization committed to promoting Canadian barley and barley products in domestic and global marketplaces.
- Low-cost, cross-media promotional opportunities for your company and products.
- A company feature on the Product Partners page of gobarley.com including:
 - a link to your company website and other relevant contact information,
 - opportunities to advertise your upcoming events, and
 - a written blog once per contract term, with opportunity to post self-written content upon approval by *GoBarley* administrators.
- Up-to once weekly (re)tweets from @GoBarleyTweets to highlight your company, product and event information.
- Opportunities to include sample products or information from your company at certain food, health and consumer events through the *GoBarley* exhibit.

How do I become a GoBarley Product Partner?



To become licensed to use the *GoBarley* certification mark (logo) you must enter a formal contract with the licensor of the mark, the Barley Council of Canada.

Partnership. In order to confirm where their barley was grown, an applicant must be willing to share verifiable barley and/or malt sourcing and use information with BCC.

The BCC does not certify millers, food processors, or distributors; but rather it evaluates the origin of the barley used in your product(s) to ensure it meets the criteria of the *GoBarley* Product

Applicants that do not meet the partnership criteria are prohibited from using and/or associating themselves with the *GoBarley* Platform.

Partnership criteria

Every *GoBarley* Product Partner must meet the following criteria:

- At least 90 per cent of the barley used in the production of your product(s) must be verifiably Canadian grown.
- Material featuring the *GoBarley* logo must be truthful and accurately represent the final product.
- Licensees must submit an annual compliance report to the BCC detailing the origin of the barley and its use by formulation for each product.
- Licensees must submit an annual licensing fee of \$200 to the BCC (cost is subject to change at the licensor's discretion).



Getting started

To join please contact the Barley Council of Canada at:

info@barleycouncil.com

1.800.265.9111

403.291.9111

Conseil de
l'orge du
Canada



Barley
Council of
Canada

