

Josh Jones of Troy Appointed as New District 1 Idaho Barley Commissioner

The Idaho Barley Commission welcomes Josh Jones of Troy who has been appointed by Governor Brad Little to succeed Wes Hubbard as the District 1 IBC Commissioner. Hubbard completed two terms ending June 30.



Jones operates a mid-size diversified dryland farm in the Palouse region where he is focused on sustainability, soil health and maximizing crop production through holistic management practices.

He earned a Bachelor of Science degree in Agribusiness Management from Montana State University, and par-

ticipated in a student exchange to China while there. He recently completed the 2022 Bayer Leadership Training Program, besides previously completing the Executive Program for Agricultural Producers. He served two terms as a Latah County Farm Bureau board member, and is presently serving a 3rd term on Latah County Soil & Water Conservation District as Vice President, and as a member of the Northwest Farm Credit Services Local Advisory Committee.

He is also husband to Jennifer and the father of two boys, a student pilot, and backcountry hunting enthusiast.

Jones said, "I am looking forward to serving the growers of the best barley in the world." ■

Idaho Barley Commission Joins AHA Go Red for Women in Promoting Healthy Lifestyles

"Cardiovascular disease is the No. 1 killer of women, causing 1 in 3 deaths each year, but the simple truth is that most cardiovascular diseases can still be prevented with education and healthy lifestyle changes," according to the American Heart Association. The Idaho Barley Commission is taking action to help women and families with information on healthy eating through food barley initiatives and by partnering with the American Heart Association's Idaho Go Red for Women campaign. Barley's beta-glucan fiber significantly lowers total cholesterol and LDL cholesterol levels reducing the risk of cardiovascular disease. Barley has more beta-glucans than any other grain with 1 cup containing 2.5 grams. The U.S. Food and Drug Administration (FDA) approved a heart health claim in May 2006 to include barley in the recognized relationship between beta-glucan soluble fiber (as found in oats) and reduced risk of coronary heart disease. To qualify for this health claim, a food made from eligible barley sources must contain at least 0.75 grams of beta-glucan soluble fiber per serving.



The Idaho Barley Commission is the exclusive sponsor of AHA's Workforce Health Series with a focus on nutrition for the 2022-2023 campaign year, and will have

a leading role in Boise's 2023 Go Red for Women luncheon, including having barley featured as a part of the event menu in February. In addition, IBC Executive Director Laura Wilder is serving as AHA's 2022-2023 Idaho Go Red for Women Chair.



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"Barley is the most underappreciated grain in the human diet in terms of health benefits," said Wilder. "Consuming high-fiber, low glycemic index barley regularly can reduce cardiovascular disease risk and help manage glucose and insulin in the body, besides promoting the growth of friendly bacteria in the gut for a healthier digestive system."

For more information about versatile, heart-healthy barley, go to: www.eatbarley.com, or follow our food barley social media platforms on Pinterest (@eatbarley), Instagram (@eatbarley) or Facebook (Barley: Nature's Hearty Grain). ■

Idaho Barley Commission Annual Report

July 1, 2021—June 30, 2022 Fiscal Year

Working for You

Every sector of the Idaho barley industry was impacted by difficult drought conditions in Idaho and rising input costs over the 2021-2022 fiscal year. The 2021 Idaho barley crop was down 21 percent to 43.6 million bushels compared to 55 million bushels the previous year. Despite this drop in production, Idaho remained the top U.S. barley state with 37 percent of the nation's total barley crop in 2021. During another challenging year, the commission worked hard to continue effective programs to benefit growers and advance the industry to ensure the best return on investment for grower dollars.

With the short crop of 2021, 2021-2022 IBC total revenue was 16 percent below FY2020-2021 at \$618,688; however, due to Covid-19 impacts the previous year, the commission came into the year with a higher-than-normal carryover balance enabling the continuation of normal operations and programs for the year. The decreased FY2021-2022 revenue did impact the FY2022-2023 IBC budget though with decreases in FY2022-2023 research funding.

The Idaho Barley Commission serves to enhance the profitability of Idaho barley growers through research, market development, promotion, information, and education programs which are funded through the \$0.03 per hundred-weight grower assessment. This is equivalent to \$0.0144 per bushel—a great investment for growers!

The commission is governed by a board of 4 commissioners—3 growers and 1 industry representative. There are two full time staff members and the commission works with additional partners and contractors as needed to develop and carryout IBC programs.

IBC commissioners and staff welcome grower comments and input throughout the year. Please reach out if you have questions or ideas on ways the commission can better serve grower interests.



Allen Young,
2021-2022
IBC Chairman

In 2021, Idaho ranked 1st among states, growing 37 percent of the nation's barley crop—producing 43.6 million bushels of barley on 490,000 harvested acres at an average yield of 89 bushels per acre—the lowest average yield in 10 years.

The 2021 Idaho barley crop value was estimated at \$221.5 million with the average price per bushel at \$5.08 according to USDA NASS data.

Research Highlights

21 University of Idaho Projects and Initiatives Funded:

- Barley Extension Nurseries
- Small Grains Research Report
- Evaluation of Elite Barley Lines in Northern Idaho
- Support Scientist Funding for North Idaho Cereal Extension
- Wireworm Survey and Control
- Fungal and Oomycete Soil-Borne Disease in Idaho Cereals, and Disease Management Tools
- Evaluating Freeze Tolerance of Winter Barley Genotypes with Diverse Genetic Backgrounds
- Investigating Nitrogen Translocation and Grain Protein Accumulation in Spring Barley Genotypes of High and Low Grain Protein
- Screening for Resistance to Cereal Cyst Nematode in Current Barley Varieties
- Evaluating Impact of Invasive Cereal Aphid
- Biochemical Characterization of High Beta Glucan Barley Mutant
- Pathology Diagnostic Support
- Contrasting Barley Varieties' Yield and Protein Responses to Nitrogen and Sulfur Fertilizer Rates and Application Timing
- Soil Health Sampling for Updating Fertilizer Guide
- Idaho Small Grain Production Practices Survey
- Exploring Traits for Lodging Resistance in Barley Genotypes
- Does Barley Pulse Intercropping Improve Grain Quality in Southern Idaho
- Active Canopy Sensors to Prescribe In-Season supplemental Nitrogen for Barley
- UI Barley Agronomy Endowment
- UI Idaho Center for Plant and Soil Health in Parma

2 USDA-ARS Programs Supported:

- Aberdeen Barley Breeding Program
- Assessing Residue Source and Management Practices for Improving Fertilizer Recommendations in Cereal-based Cropping Systems



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July 1, 2021—June 30, 2022 Fiscal Year

Market Development Highlights

Foreign Market Development:

- Partnered with U.S. Grains Council on export market development
- Three virtual trade team meetings and seminars highlighting Idaho barley
- Hosted Mexican trade team with U.S. Grains Council



Food Barley Market Development:

- Initiatives with American Heart Association:
 - Bring on the Barley Recipe Challenge
 - Barley featured in entrée salad for Idaho Go Red For Women Luncheon



Food Barley Communications and Social Media:

- Monthly Food Barley Email Newsletter
- EatBarley.com website, and barley consumer focused pages on Facebook, Pinterest, Instagram and YouTube
- Barley recipe development and educational materials



Information / Education

- Published weekly Idaho Grain Market Report, distributed via email.
- Supported UI Extension Field Days and virtual Cereal Schools
- IBC website development to provide grower and industry information and resources



Industry Partnerships / Grower Services

- Partnered with Idaho Grain Producers Association and National Barley Growers Association to ensure the concerns and priorities of Idaho barley growers are considered and represented on state and national levels



Follow the Idaho Barley Commission at:

Websites

www.idahobarleycommission.org
www.eatbarley.com

Social Media

Facebook—Idaho Barley Commission, and, Barley: Nature's Hearty Grain
Pinterest—EatBarley **Instagram**—EatBarley
YouTube—Barley: Nature's Hearty Grain
Twitter—@idahobarleycom

Financials: July 1, 2021—June 30, 2022*

REVENUE:

Barley Assessment Revenue	\$ 618,034
Interest and Other Revenue	\$ 654
Miscellaneous Income	\$ 1
Carryover/Reserve Funds Used	\$ 93,987
Total Revenue	\$ 844,973

EXPENSES:

Research	\$ 398,632
Market Development	\$ 128,597
Industry Partnerships/Grower Services	\$ 127,186
Information / Education	\$ 51,039
Office and Administrative Costs	\$ 130,975
Capital Outlay	\$ 8,544
Total Expenses	\$ 844,973

Carryover/Reserve Funds \$ 516,523

*FY2021-2022 Audit not yet complete



2021-22 IBC Commissioners, from left to right: Allen Young, Blackfoot, District III Commissioner and Vice Chairman; Wes Hubbard, Bonners Ferry, District I Commissioner and Chairman; Mike Wilkins, Rupert, District II Commissioner; and Jason Boose, Industry Representative.

IBC Staff:
 Laura Wilder, Executive Director
 Wren Hernandez, Office Manager

