



**AD HOC NORTH AMERICAN
BUCKWHEAT PROMOTION COMMITTEE**

Mission Statement

- To develop and promote expanded use of buckwheat and its products by creating awareness of buckwheat's natural nutritional advantages.

Objectives

- To bring together representatives from all facets of the buckwheat industry (producers, seed and grain companies, scientists, and dieticians).
- To advance the buckwheat industry in all respects.
- To be the voice of the North American buckwheat industry.
- To explore potential markets and to conduct promotional and customer servicing activities.
- To develop a network of market information.
- To educate consumers and health professionals of buckwheat's nutritional profile.

For centuries all around the globe, buckwheat has been a staple food at regional and national levels. Major international users have long known that food from buckwheat is healthy. Through its marketing initiatives and communication programs, the North American Buckwheat Promotion Committee is focusing on creating and expanding the North American market for this underutilized crop.

The Committee has a strong research and technical foundation to support and expand its buckwheat health claims and research. The promotional materials supplied by the committee is a direct result of its forward thinking companies and scientists.

How the Committee was Formed

In 2001, a Manitoba delegation attended the 8th International Symposium on Buckwheat in Chunchon, South Korea. Participating members felt that the amount of sound scientific research supporting buckwheat's nutritional characteristics warranted a meeting of government and industry representatives interested in developing a strategy for promoting buckwheat consumption in Canada and the United States. With this in

mind, the first North American Buckwheat Promotional Committee was held on December 17, 2001 with members from the Canadian Special Crops Association, Manitoba Agriculture and Food, Department of Energy, Science and Technology, Manitoba Buckwheat Growers' Association, Canadian International Grains Institute, Canadian Grains Commission, University of Manitoba, Kade Research, Food Development Centre and Agriculture and Agri-Food Canada attending. The North American Buckwheat Promotional Committee acts as a technical advisory committee to the Canadian Special Crops Association.

The committee quickly realized with consumer demand for foods with health benefits, along with the increased interest of functional foods and nutraceuticals, there was a need to educate consumers about the health benefits and nutritional attributes of buckwheat. A strategy was developed by the North American Buckwheat Promotional Committee to educate health professionals (dietitians, food and nutrition professionals) of the nutritional attributes of buckwheat, who in turn would educate the public.

Key Points of Promotional Strategy

- Develop promotional materials in brochure format for health professionals to use. Brochures will include information on buckwheat and its components, the health benefits of buckwheat, how to use buckwheat and recipes, and where to find buckwheat products.
- Attend and exhibit at the Dietitians of Canada and at the American Dietetics Association conferences.
- Advertise in the Dietitians of Canada and American Dietetics Association journals.
- Mail informational brochures to Fourth year medical students.

Members of the North American Buckwheat Promotional Committee

The North American Buckwheat Promotional Committee is a dedicated group of individuals representing all facets of the buckwheat industry. The following list contains contact information for the individuals and their companies who currently are on the committee.

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