



## ACT Government Investment Helps Seed Unique Barley

A combination of the ingenuity of the CSIRO, ACT Government support and private capital has resulted in the development of a significant breakthrough in the health benefits of a cereal grain.

The new grain known as **BARLEYmax™** is a non-GM patented barley developed by CSIRO. It is a nutritious wholegrain that provides an excellent source of both soluble and insoluble fibre, including resistant starch.

Already in use in a breakfast cereal the grain will be used in other products. Its attractiveness to the health conscious is demonstrated by the fact that for some weeks now supermarkets in the ACT and elsewhere around the country have been inundated with requests for the breakfast cereal product. For more information go to: [CSIRO](http://CSIRO). ↗



Steve Hardy, CEO of ACVL

The ACT Government's involvement with **BARLEYmax** stems from its investment in a joint venture with CSIRO through the Canberra Business Development Fund (CBDF), an equity investment vehicle for local technology based companies. CBDF is a joint venture between the ACT Government and Australian Capital Ventures Limited (ACVL), a related entity to Hindmarsh.

It is uncommon for governments to be involved in promoting businesses through mechanisms such as venture capital.

But for the ACT Government, use of such funding, in addition to its many other business development programs, is proving to be more than a winner.

Stephen Hardy, CEO of ACVL (which is also manager of CBDF), says the aim of the Fund is to provide expansion capital for Canberra region businesses with a growth potential.

'It is immensely satisfying to work on something that can combine health improvements for millions of people with potential profitability and a great taste,' he said.





'We also look at a return on investment. The signing of licence agreements for the production of Goodness cereals using **BARLEYmax**, and others to follow, is likely, when volumes grow and international markets develop, to generate high returns for all investors, including the government,' said Stephen.

### More about **BARLEYmax**



Anne Howard, Business Manager of **BARLEYmax** for the CSIRO's Food Futures Flagship said the new barley has exceptional nutritional properties including a low glycaemic load and very high fibre levels, to help promote health and potentially reduce the risk of developing chronic diseases such as type 2 diabetes and certain cancers.



Anne said that **BARLEYmax** is highly versatile with a naturally sweet, nutty taste that can be incorporated into a wide range of foods such as breads, muffins, snack bars, pasta, biscuits and of course breakfast cereals.

'The ACT Government's involvement in the development of **BARLEYmax** through the CDF has been a key factor enabling CSIRO to commercialise this new grain,' said Anne.



The **BARLEYmax** Joint Venture has already licenced Austgrains to manage contract growing and supply for food manufacturers and Popina Food Services is the first licensee to release products incorporating **BARLEYmax** under the **Goodness Superfoods** brand.

Products expected on the market by the end of this year using **BARLEYmax** include extruded and rolled breads, muffins and health bars. Meanwhile the rush to those cereal shelves is continuing.

CSIRO Human Nutrition's animal and human trials found:

- **BARLEYmax** breakfast cereals had a GI Glycaemic index (GI) of 50, compared to a conventional barley cereal GI of 77.
- The GL (glycaemic load) was only 40% of most barley cereals and led to a substantially lower insulin response.
- **BARLEYmax** has high levels of a soluble fibre with cholesterol lowering properties.
- Its natural sweetness means it has an appealing taste without added sugar.



All enquiries about **BARLEYmax** and the new high fibre breakfast cereals should be directed to:

- CSIRO Enquiries  
Phone: 1300 363 400  
Email: [Enquiries@csiro.au](mailto:Enquiries@csiro.au)



**Goodness Superfoods** has produced a range of breakfast cereals which contain the world's highest fibre wholegrain. Products are: Digestive 1st and Protein 1st.



For more information go to: [www.goodnesssuperfoods.com.au](http://www.goodnesssuperfoods.com.au).

### More about CBDF

The CBDF has invested approximately \$5.6 million in 10 local companies over an 8-year period. The fund's size has recently been increased by \$1 million, with an additional \$1 million expected to be contributed in the current financial year, bringing total funds committed to \$8 million.

'The partnership between the Government and an experienced fund manager implements a model allowing the Government to support local businesses, while ensuring that the support is aimed at businesses with an exceptional growth potential,' said Stephen Hardy.

'Typically, CBDF provides working capital for market expansion, increase in production capacity and further product development. CBDF only provides equity or semi-equity (convertible notes) and does not provide loans or grants.

'Investment proposals located or providing benefits to the Canberra Region qualify for an initial assessment where the proposal is for a business that has already generated revenue, or alternatively, has developed a prototype that is being trialled for commercialisation and there is a sound business plan for expansion and growth.'

**BARLEYmax** is a great example of the CBDF criteria at work: intellectual property has been secured and use of the **BARLEYmax** grain is now licenced for food production; product differentiation comes from its unique health benefits and disease prevention potential; and global as well as growing domestic markets are in prospect.

Stephen Hardy says just two other examples of ACT companies supported by the CBDF include: the ASX-listed Biotron Limited (developing innovative compounds for the inhibition of virus replication and cancer diagnostics); and Simmersion Pty Limited (developing a suite of 3D simulation software products to create, view and interact with accurate and realistic models of any built environment).

