

## AOA Endorses Definition Of Oat Bran, Elects Officers

MINNEAPOLIS, Minn. — The Board of Directors of the American Oat Association has endorsed a definition of oat bran as proposed by the Bran Committee of the American Association of Cereal Chemists. The action came at the annual meeting of the American Oat Association held on Friday, November 17, at the Marriott Minnetonka.

The oat bran definition, which was written following extensive discussion by the Bran Committee of the American Association of Cereal Chemists, is as follows: "Oat bran is a food which is produced by grinding clean oat groats or rolled oats and separating the resulting oat flour by sieving, bolting and/or by other suitable means into fractions such that the oat

bran fraction is not more than 50 percent of the starting material and has a total beta glucan content of at least 5.5 percent (dry weight basis) and a total dietary fiber content of at least 16.0 percent (dry weight basis), and such that at least one third of the total dietary fiber is soluble fiber." Testing is to be conducted by American Association of Cereal Chemists' (AACC) methods.

(AACC) methods.

The endorsement of the oat bran definition comes at a time when many new oat bran products are appearing on supermarket shelves. The American Oat Association endorsed the definition of oat bran to provide industry guidelines regarding oat bran products.

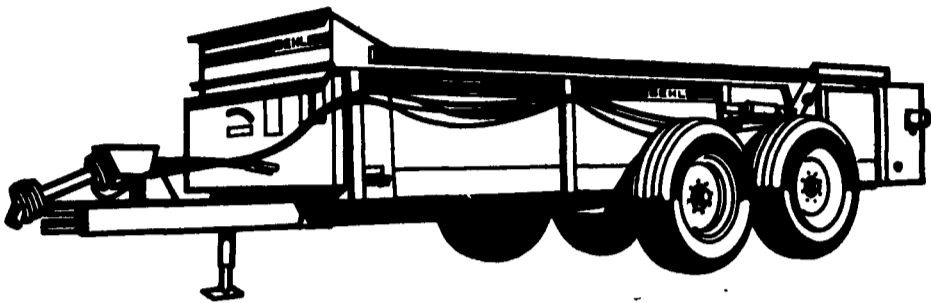
In other association business, directors elected by the membership were: three-year term, Dr. Deon Stuthman, University of Minnesota; John Bollingberg, Bremen, N.D.; and Michael Walter, ConAgra, Inc., Omaha, Neb.; one-year term, James Mills, Nor-Oats, Inc., St. Ansgar, Iowa.

Elected officers of the 1990 Board of Directors of the American Oat Association are: chairman-Silas (Si) Matthies, General Mills, Inc., Minneapolis,

Minn.; vice chairman, Michael Walter, ConAgra, Inc., Omaha, Neb.; and treasurer, Dr. Deon Stuthman, University of Minnesota, St. Paul, Minn. The new chairman replaces James Mills of Nor-Oats, Inc. St. Ansgar, Iowa, who will remain on the Board for a one year term. Pat Henderson is the executive director of the association with offices located in Minneapolis, Minn.

The membership of the American Oat Association is comprised of 420 representatives from all sectors of the oat industry. The objectives of the organization are to promote increased production and consumption of oats, to support research of new varieties of oats, and to promote membership in the organization.

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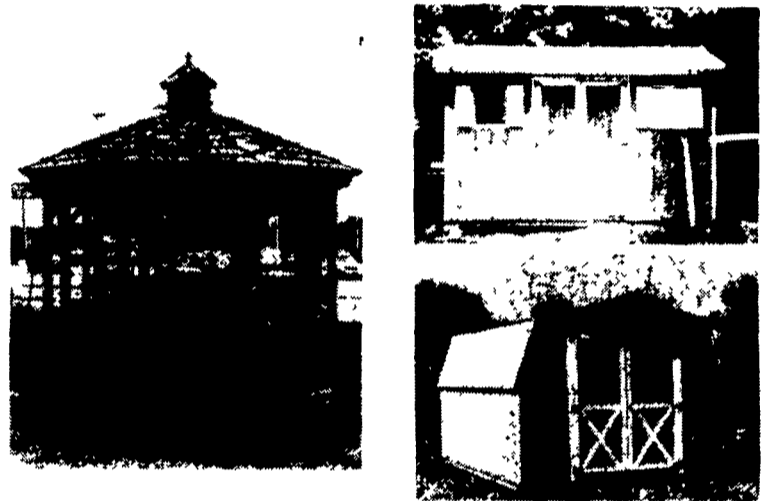
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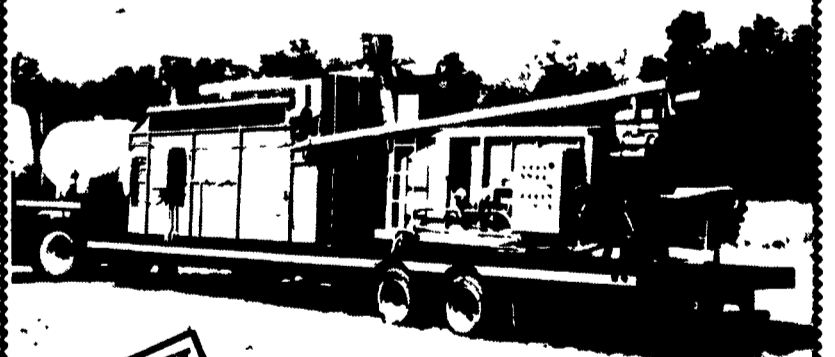
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