

Letter from the Editor



My appointment to the position of editor-in-chief of CEREAL CHEMISTRY has been a most gratifying professional experience. I have been giving much thought to what should and could be done to maintain the image, quality, and technical production of the journal and have discussed my ideas with members of the board of directors and of the editorial board and with Dr. P. E. Ramstad, my predecessor. All have provided much valuable input.

As a result of those discussions and of concern about the quality of illustrations in the journal, all manuscripts submitted to CEREAL CHEMISTRY are now being screened by a technical editor for quality of the figures, and the attention of the associate editors is drawn to potential problems, if there are any, on receipt of the manuscript. I am pleased to inform you also that the Association has agreed, at no cost to authors, to print some illustrations, such as electrophoregrams and micrographs, on high-quality enamel paper to assure the best possible reproduction of detail, if this is warranted. It goes without saying that the reproduction can be only as good as the original.

Manuscripts submitted to the journal must meet three criteria for acceptance. These are: 1) enough detail in description of materials, methods, and results (in the paper or in other readily available cited publications) to assure that the work can be reproduced in good faith by a competent researcher, 2) demonstration of reproducibility of results, including statistical treatment of data, and last but not least 3) novelty and uniqueness.

We are asking the experienced researcher to submit well-written and internally reviewed papers; please do not rush material to print. The better the article submitted for publication, the better the chance for acceptance and faster publication. At the same time, we will do our best to help young and ambitious scientists (including those from non-English speaking countries) to publish the best (and only the best) papers in cereal science and technology. We want to assure both the experienced researcher and the newcomer to the field that CEREAL CHEMISTRY is *the* scientific-technical journal for reports on new findings in pioneering new frontiers relating to cereals. We want to make CEREAL CHEMISTRY *the* place to document novel concepts. We want to bring in the new and to document improvements of the old and established. We welcome constructive criticism and your comments and suggestions to make CEREAL CHEMISTRY better and to serve the scientific and technical community better.

I am greatly honored to serve as editor-in-chief. I can still remember the excitement of submitting my first paper to CEREAL CHEMISTRY in 1955 while I was on an FAO fellowship in England. Much water has flowed since then in the Thames, Jordan, and Kansas rivers. Still, I am as excited about research today as 30 years ago. I believe that each of us should treat every paper submitted to CEREAL CHEMISTRY as the first fruit of creative research *and* as the crowning accomplishment of a long line of investigations: with reverence, humility, concern, and questioning and with utmost fairness to the authors and the scientific community. I will do my best to help meet those objectives.—*Dr. Yeshajahu Pomeranz,*

Editor-in-Chief