



Jody Grider,
Executive Editor

What's New for 2012?

In the November-December issue AACC International President Debi Rogers outlined the comprehensive AACCI publications strategy that is underway. With the January-February issue of *Cereal Foods World*, some of these strategies are being put into place. One of the first things you'll notice is that *Cereal Foods World* has a new look. The new cover design and layout complement the new AACCI brand, which is focused on science. The simplified design emphasizes the bolder color palette and provides a more contemporary and progressive look. The new AACCI website launching in March, the new *Cereal Chemistry* cover, and the *CFW Plexus* logo will all reflect this new design.

With any change, most of us react with the question "What's in it for me?" Simply put, for some the answer is that nothing has changed—*Cereal Foods World* remains the premier AACCI member publication and is available to individual and corporate members as part of their membership dues. What has changed is the addition of *CFW Plexus*, an exciting online tool that will contain scientific content and technical resources in a variety of electronic formats.

Expanded Access to Scientific and Technical Resources

Previously, members could subscribe to the online version of *Cereal Foods World* for \$39. They could subscribe separately to the Cereal Science Knowledge Database (CSKD) for \$55, which provided access to webcasts of meeting presentations and prepared lectures. By subscribing to *CFW Plexus*, individual members can now access both *Cereal Foods World* online and webcasts previously published in CSKD, as well as new scientific content and technical resources for a single subscription fee of \$55 per year.

CFW Plexus will be a home for original peer-reviewed research articles and other original scientific content. Research articles are currently in the peer-review process, and accepted papers will be published online as they become available. Monthly spotlights will gather key content from across AACCI on topics of interest to those working with grains and cereals. New scientific content will also be published as videos and webcasts.

A Place to Publish Your Work

One of the considerations in the new AACCI publication strategy is the recognition that it is important that members have a vehicle in which to publish. *CFW Plexus* offers a publishing alternative for researchers working in grains and cereals, as well as related areas such as nutrition and food safety.

In addition, *CFW Plexus* will publish technical information and reviews in a variety of formats. For example, presentations made on the basics of starch synthesis or the health benefits of fiber can be published as webcasts, as can videos demonstrating a methodology or process. Although there are publication charges associated with materials published in *CFW Plexus*, as with all AACCI publications the publication charges will be reduced for members.

Positioning Your Company and Its Products

The new AACCI publications strategy also offers more ways for companies to reach their target audiences and feature their products. The AACCI Partner program is an expansion of the previous *CFW* Sponsorship program that provides interested companies increased visibility and opportunities. More advertising opportunities are available in the print issues of *Cereal Foods World* and *Cereal Chemistry*. The online network of *CFW Plexus* also offers a broad range of options, such as advertising on the main webpage and positioning your company as a Spotlight sponsor on a topic related to your business. Beyond traditional online and print advertising, the *CFW Plexus* Product Showcase is another vehicle by which companies can feature information about their products through webcasts, product profiles, and case studies.

AACCI is very excited about the changes that are coming your way in 2012. Watch for the rollout of these new opportunities so you can both benefit from and contribute to the exchange of information and advancement of grain and cereal science. To take advantage of all of the new online content, be sure to visit www.aaccnet.org/membership or contact the AACCI membership department (Tel: +1.651.454.7250; E-mail: aaccinfo@scisoc.org) to add a *CFW Plexus* subscription to your membership. New resources are coming together now. If you have ideas for content, please contact me at jgrider@scisoc.org. Instructions for submitting materials to *Cereal Foods World* and *CFW Plexus* are available on *AACCnet*.