

## EDITORIAL

# Happy birthday

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With the publication of Volume 2, Issue 1 of QAS, we are able to celebrate the first birthday of the official journal of the ICC in cooperation with MoniQA. It is hard to imagine that it is only 12 months since I sat down to think about what to write for my first editorial as joint Editor-in-Chief.

When we started on the first issue of QAS, the ICC editorial team knew that it had much to learn about publishing a journal; that has certainly proved to be the case. Now, we are 1 year on and have assimilated those early lessons and established a working pattern and journal content that we hope is beginning to meet all of your expectations. Our special thanks go out to the various contributors and to our many readers; thanks for all your help, without you we would not have made it this far.

As QAS begins to mature we will begin to introduce small changes in response to the various inputs that some of you have made in the first year. Volume 1, Issue 4 saw our first 'special' feature following the successful conference *Dietary Fibre 09* in Vienna. We will be running more special issues in future and we would be pleased to hear from you if you have a topic that you feel is suitable for QAS.

Some things have not changed since I wrote my first editorial. The need to find sustainable solutions for reducing greenhouse gas emissions and ameliorate the impact of climate change remains. At the same time we need to find sustainable solutions to ensuring food security for all peoples on this planet. The latter was a theme picked-up at the *ICC Expert Summit* meeting in Vienna 2009. Since that public event, the activities have moved behind the scenes as the different working parties have continued to develop the ideas that were generated in the different workshops. Identifying and developing topics to address such weighty factors is not an instant process: in addition to getting the 'words' right you have to convince someone to provide the funds to carry out the work.

Obtaining the funding for basic food research remains a difficult business. When I joined the research side of the

cereals industry some 40 years ago there were few signs that the food research bubble was going to deflate. There was a strong focus on increasing food production and many research topics were circulating at conferences and meetings. Around 25 years ago the food research budgets in the United Kingdom began to be squeezed and the process has continued and regrettably spread around the world. Food research (with perhaps the exception of those matters related to safety) has become less 'fashionable' as many countries developed 'food mountains' and the perception was that funding should be transferred to industrial sources. This has resulted in the lamentable loss of many food science courses, especially those related to cereal science and cereal-based food production.

The restriction of funding for basic cereals research may have been inevitable but as I have commented on before, there are many parts of the world, which still suffer from food deficits. If the economics of moving food surpluses around the world and the ethics of 'food handouts' don't work then how about moving knowledge around the world to even out the food balance? Knowledge has little mass and is easily moved but carries great value.

In this context the ICC is well placed to be part of dispersing that knowledge for the benefit of consumers, especially in relation to its core activities, which focus on grains and grain-based products and their safety. With its mixture of publications, meetings and conferences ICC is well placed to help people share knowledge. If you have not been an active part of the ICC 'family' now is the time to start, there are a range of membership and interaction options which can be viewed on the website: <http://www.icc.or.at>

Have a look at what is on offer and become part of the ICC family today.

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