



## WESTERN BARLEY GROWERS ASSOCIATION

**A strong voice for a vibrant, market responsive barley industry in western Canada**

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### BARLEY SET TO GROW ONCE BILL C- 46 IS PASSED IN PARLIAMENT

**March 5, 2008, Airdrie, AB:** Western Barley Growers Association (WBGA) believes that once the Canadian Wheat Board's (CWB) monopoly on barley has been removed, we will see greater growth in the production of malt barley in western Canada. WBGA estimates the malt barley market (export and domestic) could grow to four million metric tonnes from the current two million metric tonnes.

Recently at WBGA's annual convention in Calgary, delegates and guests heard from two accredited malt barley experts, and they have echoed the growth potential for Canada that is well known within the barley marketing world.

"John De Pape is an owner of Integrated Malt Barley Management Ltd., a firm specializing in international malt barley markets. De Pape says that the Canadian market could grow substantially to meet an increasing world-wide malt barley demand" states Jeff Nielsen, President WBGA.

"We have practically everything that's needed right here in Western Canada - the agronomics, consistently high quality barley, water, labour and land. Many global maltsters have indicated they would gladly build new malting capacity in Western Canada if we had an open market. So all we need now is the right policy environment to complete the circle."

"De Pape also told the WBGA that China is experiencing around 14 per cent annual growth in its imported malt barley demand and there is no reason why Canada shouldn't be able to increase its share of this growing market. **However**, we need a marketing system that efficiently provides the right market signals so that we can take advantage of these market opportunities as they arise" continues Nielsen.

De Pape is quoted saying "Unfortunately, the CWB is often unable to take advantage of emerging export business due to its inability to increase farmer deliveries."

De Pape's comments come after Tim Stonehouse, Malt Sales Director for the UK's Munton's Malt, stated in his presentation to WBGA's convention, his estimates about global barley growth. Stonehouse said that the world needs 500,000 MT of new malting capacity each year for the foreseeable future. He said that Canada is the only country in the world that can meet this demand because of our land base and climate.

However, he warned that government interference of any kind, including trade distorting policies and marketing agencies such as the CWB, will thwart the development of the industry. He stressed that farmers need clear price signals from the entire barley chain to properly grow this industry.

Nielsen urges all of Canada's Members of Parliament to support the barley legislation that was introduced this week in the House of Commons and has sent letters to the leaders of the opposition parties asking for their support.

"This legislation is good for farmers, it's good for the malt and brewing industry in central Canada, and it is good for Canada's economy."

WBGA thanks Minister Ritz and our government for their commitment to choice. As stated in last fall's Throne speech, **"Our government will recognize the views of farmers, as expressed in the recent plebiscite on barley, by enacting marketing choice"**.

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