



## WESTERN BARLEY GROWERS ASSOCIATION

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

Agriculture Centre – 97 East Lake Ramp NE

Airdrie, AB T4A 0C3

Phone: (403) 912-3998

[www.wbga.org](http://www.wbga.org) Email: [wbga@wbga.org](mailto:wbga@wbga.org)

**For immediate Release**

### **Note to World - Western Canada is open and ready for business**

**April 26, 2007, Airdrie, AB:** - “As western Canadian farmers ramp up barley production maltsters should take advantage of the increased supply” says Jeff Nielsen, President of the Western Barley Growers Association (WBGA), on the eve of the first barley market forum. “Domestic maltsters and grain companies looking for export supplies will have access to the largest malt supply in the world and farmers will have price discovery and price arbitrage with higher US and world prices for the first time. It’s a great time to be a barley grower,” comments Nielsen, “that is something that has not been said for a long, long time.”

Malt barley is a premium niche market. Reliable supply of a consistent high quality product is critical to a malt company. Western Canada is the place to be for malt companies. “While the rest of the world is struggling with supply or quality problems, western Canadian maltsters typically rejected three quarters of the Canadian malt samples” states Nielsen. “That’s a luxury most malt companies in the rest of the world envy.”

WBGA is hosting several barley forums across western Canada. Information on the first two meetings is listed below. Producers are encouraged to attend to see the many options ahead for them in a new era of barley marketing starting August 1, 2007.

#### YORKTON

April 27, 2007

Wellington West Room, Gallagher Centre

1:00 pm – 3:00 pm

#### Agenda

Chair: Tom Hewson, Langbank, SK

Presenter: Al Morris, Barley Merchant/Consultant, Winnipeg, MB  
Barley - The Big Picture

Presenter: John De Pape, a grain-industry consultant based in Winnipeg, MB

Commonly Asked Questions about Barley Marketing in a De-Regulated Market

Questions & Answers

#### RED DEER

April 30, 2007

Chalet, Westerner Park

7:00 pm – 9:00 pm

#### Agenda

Chair: Jeff Nielsen, Olds, AB

Presenter: John DePape, a grain-industry consultant based in Winnipeg, MB

Commonly Asked Questions about Barley Marketing In A De-Regulated Market

Presenter: Errol Anderson, Pro-Market Communications, Calgary, AB

Barley Market Update and Strategy Session

Presenter: Alberta Government presentation on exporting to the U.S.

Question & Answers

For more information about the meetings, contact: Western Barley Growers 403-912-3998 or Charlton Communications 306-584-1000

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Jeff Nielsen  
President ~ WBGA  
Olds, AB  
Phone: (403) 556-3035  
[jeffniel@platinum.ca](mailto:jeffniel@platinum.ca)

Tom Hewson  
Vice President  
Langbank, SK  
Phone: (306) 538-4572  
[hewws@xplornet.com](mailto:hewws@xplornet.com)