



WESTERN BARLEY GROWERS ASSOCIATION

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For immediate release

Western Barley Growers Association sees an open market starting to create investment opportunities such as the investment by Alliance Grain Trader's Inc. in a pasta plant.

AIRDRIE, AB –October 7, 2011: “The Western Barley Growers Association (WBGA) was pleased by the announcement that Alliance Grain Trader's Inc. are building a multi-purpose durum wheat and pulse milling facility near Regina. “There have been other pasta projects proposed in past years which were not developed, so it is encouraging to see a new plant finally being built” says Brian Otto, President of the WBGA.

“The move by Minister Ritz to give farmers marketing freedom and allow an open and commercial marketplace to develop has created a positive investment climate that will continue to attract additional investment in the grain industry in the future” states Otto.

The WBGA sees investment such as the Alliance Grain Trader's pasta plant not only benefitting farmers but also contributing to the Canadian economy through job creation and expansion of a much needed processing industry in Western Canada. In addition, projects such as Alliance Grain Trader's will allow farmers and companies to develop price transparent contracts that will enable producers to make better business decisions for their farms and enable farmers to match their delivery opportunities to meet their cash flow requirements. It will also give pasta plants the ability to contract directly with producers and gain access to the quality of durum they need to meet their customer's requirements. This type of access has been difficult under the system that exists today.

“Western Canada is recognized for producing the best durum quality in the world and supplies 50% of the world durum trade. It is gratifying to see investment in pasta processing rather than concentrating only on exporting durum to be processed outside of Canada” continues Otto.

This is an exciting day for durum producers in Western Canada. The WBGA looks forward to further announcements by companies who are willing to invest here after an open and commercial market is established on August 1, 2012.

Western Barley Growers Association is a strong voice for a vibrant, market responsive barley industry in western Canada.

For further comment, please contact:

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