



WESTERN BARLEY GROWERS ASSOCIATION

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

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For Immediate Release

WBGA PLEASED TRANS PACIFIC PARTNERSHIP FINALLY A REALITY FOR CANADA

Airdrie, Alberta, October 11, 2012 - The Western Barley Growers Association (WBGA) is pleased that Canada has been invited to formally join the Trans Pacific Partnership (TPP). "This trade area is critical for Canada, and the Asia-Pacific countries are growing fast," said Doug Robertson, President of the WBGA. "That growth makes it essential that Canada have access to those markets, especially when our competitors like the U.S. and Australia were already members of the partnership. As their economies develop and their middle class grows, the high quality Canadian goods, including our agriculture production becomes even more in demand, so it is a growing market not just because their populations are expanding, but shifting to a more industrialized society."

Canada had originally been excluded from the TPP talks, but a concerted effort by the Harper government finally paid off when the group decided to consider Canadian membership in the Partnership earlier this year, and now allow Canada to be full members.

The TPP concerns a key export area for Canada, and Japan is also thinking of joining the Partnership at some point. Even without them the annual GDP of the region has been estimated to be \$22 trillion. Other TPP members compete for exports with Canada especially in agriculture goods. These competitors are the U.S., Australia, New Zealand, Mexico, Malaysia, Peru, Singapore, Chile, Vietnam, and Brunei.

"We could not afford to be sitting on the sidelines outside this partnership," said WBGA Vice-President Martin Hall. "There is a lot at stake. Canada is an exporting country, especially for our agriculture products, and increased demand for both grains and oilseeds as well as our beef and pork, which uses our feedgrains here in Canada, makes it a no-brainer. More trade and better cooperation between trading countries is a positive thing for farmers as a whole in Canada."

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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