



News Release

FOR IMMEDIATE RELEASE
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Government of Canada Investment Brings State-of-the-Art Technology to the Canadian Malting Barley Technical Centre

Winnipeg, Manitoba –The Canadian Malting Barley Technical Centre (CMBTC) has acquired state-of-the-art research and processing equipment for its new *Centre of Excellence*, an advanced pilot malting and brewing testing, training and demonstration facility, thanks to funding under the Western Diversification Program.

“This funding will assist Manitoba’s innovative and competitive malting barley industry increase its global market share and take advantage of new export business opportunities,” said the Honourable Lynne Yelich, Minister of State for Western Economic Diversification.

This new technology will enable the CMBTC to address increased competition on world markets and meet or exceed more stringent international standards for barley quality and processing capabilities.

“On behalf of the members of the Canadian Malting Barley Technical Centre we are very pleased to have received this funding from WED. As an organization that supports all facets of the Canadian malting barley industry, both domestically and internationally, the requirement for the CMBTC to remain at the forefront of malting and brewing technology is essential. This funding will enable us to upgrade our analytical capabilities to recognized world class status,” said Robert McCaig, Managing Director of the CMBTC.

WD’s investment of \$278,901 has been used to purchase equipment to assist the CMBTC in undertaking more collaborative work with major international brewing companies and support the efforts of domestic malting companies to develop new value-added processes and new products for domestic and export markets. The combined effect will be to strengthen Western Canada’s malting barley industry competitiveness on global markets.

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Western Economic Diversification Canada works with provinces, industry associations, and communities to promote the development and diversification of the western economy, coordinate federal economic activities in the West and represent the interests of western Canadians in national decision-making.



FOR BROADCAST USE

The Government of Canada is investing \$278,901 in the Canadian Malting Barley Technical Centre (CMBTC). The Honourable Lynne Yelich, Minister of State for Western Economic Diversification, announced the funding under the Western Diversification Program. The CMBTC has used this funding to acquire state-of-the-art research and processing equipment for its new *Centre of Excellence*, an advanced pilot malting and brewing testing, training and demonstration facility

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