



---

# *News Release*

---

**FOR IMMEDIATE RELEASE**  
**April 11, 2013**

## **Harper Government Enhances Competitive Advantage for Western Canada's Malting Barley Producers**

**WINNIPEG, MANITOBA** —Today, the Honourable Lynne Yelich, Minister of State for Western Economic Diversification, announced federal support for the Canadian Malting Barley Technical Centre (CMBTC) to test and analyze malt and malting barley to meet increased international barley quality standards.

“Our government is committed to creating jobs, economic growth and prosperity,” said Minister Yelich. “Canadian malting barley is recognized worldwide for its high quality. This investment will allow the Canadian Malting Barley Technical Centre to strengthen the international competitiveness of Western Canada’s malt and malting barley industries.”

The Harper Government’s investment of \$82,000, through the Western Diversification Program, will enable the CMBTC to undertake more complex testing and analysis of malting barley, thereby enhancing its capacity. The project also supports the CMBTC in growing its service offerings to a larger international market, with a view to expand Canada’s share of the global malt and malting barley market.

“The Canadian Malting Barley Technical Centre and its member companies wish to thank Western Economic Diversification Canada (WD) for their support,” said Robert McCaig, Managing Director and Director of Brewing. “This investment by WD and the malt barley industry will aid the CMBTC in supporting the entire value chain, as well as helping to increase the demand for Canadian malting barley worldwide. The timing of this funding could not have been better with the tremendous changes taking place in our industry since last year.”

Since 2006, the Harper Government, through WD, has invested in job-creating, small- and medium-sized businesses, aerospace, marine and defence industries, and supported innovative entrepreneurs in pursuing emerging markets. By continuing to promote new economic opportunities, WD is helping to create jobs, economic growth, and long-term prosperity.

**For additional information, contact:**

Jerra Kosick  
Office of the Minister  
Western Economic Diversification  
Telephone: 613-617-8467

Robert McCaig  
Managing Director and Director of Brewing  
Canadian Malting Barley Technical Centre  
Telephone: 204-983-1981

**WD Toll-Free Number:** 1 888 338-WEST (9378)

**Teletypewriter (TTY):** 1 877 303-3388

**Website:** WD is online at [www.wd-deo.gc.ca](http://www.wd-deo.gc.ca).

[Subscribe](#) to news releases and keep up-to-date on the latest from WD

[Follow us](#) on Twitter

***A stronger West. A stronger Canada***

<p><b>IF THERE IS A DISCREPANCY BETWEEN ANY PRINTED VERSION AND THE ELECTRONIC VERSION OF THIS NEWS RELEASE, THE ELECTRONIC VERSION WILL PREVAIL.</b></p>
---