



CMBTCTM

CANADIAN MALTING BARLEY
TECHNICAL CENTRE

MEMBERSHIP

2024-25



Quality

is in our **nature**

CANADA'S NATIONAL BARLEY INDUSTRY ASSOCIATION



The CMBTC is a leading force in expanding markets for Canadian barley and malt providing technical services, marketing support and advocacy to strengthen Canada's barley value chain.

CMBTC'S ACTIVITIES AND FOCUS

MARKETING SUPPORT/ NEW MARKET DEVELOPMENT

Canada produces some of the world's best barley and we work with customers to demonstrate the value. Whether growing current markets or breaking new ground, we support the commercialization of Canadian barley into the malting, brewing and distilling industries, the livestock sector, as well as food and industrial markets.

END-USER CUSTOMER RELATIONS AND SERVICES

We recognize customer needs are paramount, and our focus reflects that. The CMBTC is actively driving confidence in the Canadian quality brand. This includes communicating the latest on barley and malt quality and performance, providing technical support, and issuing regular updates on crop development, harvest and supply of Canadian barley and products.

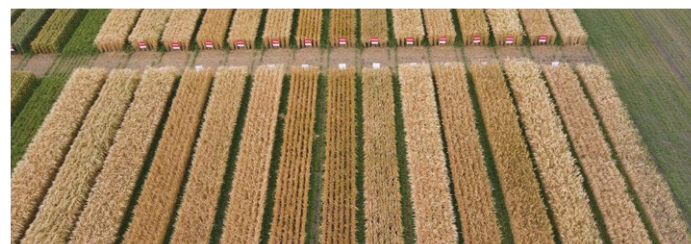
SUPPORT FOR CANADA'S BARLEY VALUE CHAIN

A knowledgeable and efficient value chain is the key to a successful Canadian barley sector. We offer a wealth of communications and technical services to empower producers, processors, exporters and all our members.

MARKET ACCESS & TRADE, POLICY & ADVOCACY

The CMBTC advocates and takes action on behalf of Canada's barley sector on topics that matter including trade, market access, government policy and emerging issues.

DRIVING SUSTAINABILITY AND PROFITABILITY IN CANADA'S BARLEY INDUSTRY



CMBTC's unmatched experience, and our extensive reach at home and abroad, brings value to ALL members.

GROWTH AND DEVELOPMENT



In the ever-changing barley and malt sectors, the CMBTC offers leading edge knowledge and services. Staffed with experts and specialized processing capacity, including micro and pilot scale malting and brewing facilities, we offer advanced technical support to members and end-users. Along with applied research to evaluate quality and performance, our actions are geared to supporting the value proposition of Canadian barley.

MEMBER DIRECT SERVICES

CORE TECHNICAL SERVICES/TECHNICAL SUPPORT

Our members benefit from access to valuable resources:

- Micro and pilot scale malting and brewing equipment
- Laboratory services including barley, malt, and beer analysis
- CMBTC facilities and specialists for R&D
- Remote technical support or on-site facility visits.

MARKETING SUPPORT/QUALITY ASSURANCE

We support key marketing efforts in a variety of areas:

- Quality and performance data on new crop malting barley
- Information on new Canadian malting barley varieties
- Market intelligence, statistics and reports on barley and malt production/trade/demand, tariff and non-tariff barriers, and accepted chemistries by market.

CMBTC COMMUNICATIONS

We ensure members have the latest information and data to drive success:

- Annual malting barley recommended list
- Seeding, crop progress and harvest updates
- Market reports and technical bulletins

TRAINING AND EDUCATION

Knowledge is powerful - The CMBTC training courses offer participants technical and marketing expertise including:

- Access to CMBTC Malt Academy courses (1 week and 3 day)
- Producer programs
- Remote learning
- Technical programs (multi-language services - Chinese, Spanish).



The CMBTC is world renowned for its high level technical expertise and market intelligence which is supplied to its members and end-use customers around the world.

**DRIVING SUSTAINABILITY AND
PROFITABILITY IN CANADA'S
BARLEY INDUSTRY**

BE PART OF CANADA'S BARLEY FUTURE



The CMBTC is an independent, national industry association supporting Canada's full barley value chain. Our goal is to strengthen Canada's role as a world leader in supplying high-quality barley and malt to the domestic and global market, and to ensure a thriving, competitive and sustainable Canadian barley industry.

CMBTC MEMBER BENEFITS AND ENGAGEMENT

BE A PART OF...

Canada's National, Independent Barley Value Chain Association

SUPPORT...

The Competitiveness of Canadian Barley and Malt

BENEFIT FROM...

Marketing Support and Market Development

ADVANCE...

New Variety Acceptance and Barley as a Competitive Crop Option

ACCESS...

CMBTC Technical Services, R&D Capacity

PARTICIPATE IN...

Advocacy for the Canadian Barley Sector

DRIVE...

Value-chain Profitability

INFLUENCE...

CMBTC Direction and Focus



CMBTC MEMBERS, DOMESTIC AND INTERNATIONAL, INCLUDE:

- BREEDERS
- PRODUCERS
- SEED DISTRIBUTORS
- LIFE SCIENCES
- GRAIN COMPANIES
- MALTSTERS AND BREWERS



With all of CMBTC's services, membership will benefit you and your organization by directly connecting you with others in the barley industry.

THE STRENGTH OF COMMUNITY

2024 MEMBERS AND LEVELS



VOTING



PRAIRIE PUBLIC BREEDERS (VOTING)



TIER 1



TIER 2



TIER 3



CONTACT US FOR MORE INFORMATION
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**“THE CMBTC SERVES AS A VITAL
CONDUIT FOR COLLABORATION
AMONG MEMBERS OF THE CANADIAN
BARLEY VALUE CHAIN TO ADDRESS
THE UNIQUE NEEDS OF THE
INDUSTRY.”**

