

# The Winnipeg Sun

## Feds act to boost barley markets

By WINNIPEG SUN

Last Updated: 18th December 2009, 7:43am

Ottawa is hoping to brew up some new business for Canadian barley.

Selkirk-Interlake MP James Bezan announced yesterday the feds are investing \$400,000 under the AgriMarketing program for the Canadian Malting Barley Technical Centre to evaluate and promote new varieties of malting barley that Canadian growers can plant and export to niche markets around the world.

"This investment will help our farmers and food processors boost their bottom line by selling more of their safe, high-quality, world-class barley around the world," said Bezan, who made the announcement on behalf of Agriculture Minister Gerry Ritz.

The CMBTC is a research, training and marketing support organization for the Canadian malting barley industry. The investment will fund a project to target key markets for malt barley in Taiwan and India and provide technical support for Canadian producers.

Rob McCaig, CMBTC's managing director and director of brewing, said the funding will help his organization promote the qualities of Canadian malt barley to maltsters and brewers around the world.

In 2008, international exports of Canadian malt were valued at \$423 million and 2.3 million tonnes of barley worth \$730 million were exported.