

Elite Barley

Canadian Malting Barley
Grower Recognition Program

Elite Barley: Canadian malt barley grower recognition program

Winnipeg, Man., March 1, 2011. The Canadian malting barley industry has announced the 2010-11 malting barley growers selected for recognition under its malting barley grower recognition program. That program, now called "Elite Barley," honors the best malt barley producers in Canada. Ten growers have been selected by the industry as nominees for the 2010 production year.

"The goal of the Elite Barley program is to celebrate and promote the best management techniques in malt barley production," says program spokesperson, Michael Brophy. "In addition, it showcases the value of malt and malt barley production to Western agriculture and the general Canadian economy.

"Canadian malt is recognized around the world for its quality in producing beer and spirits," says Brophy, President and CEO of the Brewing and Malting Barley Research Institute (BMBRI). "It represented a value of about \$740 million in farm gate receipts in 2009, and a significantly greater value when brewing and malting activity is considered. Much of that success depends on the growers who are at the front end of the production process."

Elite Barley is a natural fit, says Mike Leslie, CEO of the Alberta Barley Commission, one of the founders and a current program sponsor. "We want to celebrate the best growers and all that this program stands for, and Elite Barley is a clear representation of that."

Malting barley is a high value crop that requires growers to follow precise agronomic practices and exacting storage standards, says Brophy. Brewers and maltsters look for different qualities and specifications in malting barley and want business relationships with farmers who can meet their particular requirements. The growers nominated by industry through this program are consistently the very best in the business.

The growers nominated for 2010 are: Roger Begrand, St. Louis, Sask.; Ryan and Lauren Maurer, Grenfell, Sask.; Hewson Farm Corp, Langbank, Sask.; Bob Copeland, Rosetown, Sask.; Jeffery Wheaton, Biggar, Sask.; Ironwheel Farms Inc., Shaunavon, Sask.; Howard Linnell, Hafford, Sask.; Bork Farm, Chipman, Alta.; Verdant Hutterite Colony, Drumheller, Alta.; and the Sunshine Hutterite Brethren, Hussar, Alta.

Nominators include: BARI Canada Inc.; Richardson Pioneer; Viterra; Rahr Malting Canada Ltd.; and Prairie Malt Limited.

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As well as providing profile for the industry, the knowledge gained from the production and management practices of these Elite Barley producers is valuable to share with all growers, says Leslie. Background information on the Elite Barley program, production tips from these producers and other resource information is available in an Elite Barley Special Report available at www.elitebarley.com.

The Elite Barley, Canadian Malting Barley Grower Recognition Program, is co-chaired by BMBRI and the Canadian Grain Commission.

The program also enjoys support from a number of key sponsors. They include: The Alberta Barley Commission, BASF, Brewers Association of Canada, Brewing and Malting Barley Research Institute, Canadian Wheat Board, Prairie Malt, SeCan, Seed-Ex Inc., Syngenta, and Rahr Malting Canada Ltd.

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The Elite Barley program also thanks these Elite Barley Supporters: Canadian Grain Commission, Richardson Pioneer and Viterra.

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ELITE BARLEY PROGRAM 2011 SPONSORS

The Elite Barley Program would like to thank the following supporters.



"The Alberta Barley Commission supports the Elite Barley program as a way to recognize Western Canada's most consistent malt barley growers. Their ability to grow malt barley successfully year after year is an indication of their commitment to the industry."

- Mike Leslie, CEO



"BASF Canada supports the Elite Barley program as a way to support and recognize the top malt barley growers in Western Canada. The Elite Barley program enables growers to produce superior quality malt barley by utilizing the highest quality crop protection products in the industry."

- Steve Manning, Accounts Manager, West



"The Elite Barley program celebrates and promotes best management techniques in malt barley production so that more growers are aware of the important steps to production of quality malting barley that is acceptable to their customers. The ultimate goal is to achieve a higher percentage of malting barley acres selectable for Canada's malting and brewer customer needs."

- Michael Brophy, President and CEO



Brewers Association of Canada

"We believe that Canada has a competitive advantage when it comes to malt barley and that this advantage gives our country the ability to be a global force in beer and malt. Our support for the Elite Barley program is one way of expressing this belief."

- Luke Harford, Director, Economic and Technical Service



"The CWB is proud to support the Elite Barley Program. The program was designed to allow elite barley growers to share their agronomic and storage techniques with other barley growers. The goal is to give all growers the management practices need to grow selectable malt barley."

- Doug Munro, CWB malting barley program manager



"Barley farmers are absolutely critical to the success of our company and our industry. We at Rahr Malting fully support the Elite Barley program and its goal to recognize and promote the efforts of the top malting barley farmers that are so essential to us."

- Kevin Sich, Manager Grain Department

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"Prairie Malt Limited supports the Elite Barley program as a tool for malt barley growers to collaborate with one another and share effective practices for producing malt quality barley. The ability for these growers to successfully achieve malt quality is a true testament to their knowledge and understanding of malt barley production."
- Chantelle Donahue, Canadian Barley Supply Chain Manager



"Strong varieties perform best when managed for yield and quality. The Elite Barley program recognizes those individuals who can take a great malting variety and help it reach its full agronomic and malt quality potential. SeCan supports the Elite Barley program and the recognition of Canadian malt barley growers."
- Todd Hyra, Business Manager, Western Canada



"Seed-Ex supports the Elite Barley program in recognition of the leadership portrayed by successful malt barley growers. As these malt barley growers have adopted a quasi IP approach to their malt crops, we need these champions to mentor other producers on their experience and success."
- Roger Barnabe, President



"Syngenta supports the Elite Barley program to recognize and encourage successful malt barley production. We offer a wide a range of products, including Axial, Quilt and Cruiser Maxx Cereals that are effective tools in producing malt barley, and we have a long term commitment to the Canadian industry and growers."
- Andrea McConnell, Brand Manager, Cereal Herbicides

ELITE BARLEY SUPPORTERS

Canadian Grain Commission

"This program emphasizes the commitment used by the best growers to produce malting quality barley."

- Jim Smolik, Assistant Chief Commissioner

Richardson International

"Richardson is pleased to support this program recognizing best production and management practices for malting barley."

- Dale Matchett, Malting Barley Merchant

Viterra

"Viterra supports Elite Barley in celebrating innovative farmers who grow the best malting barley in Western Canada."

- Leslie McKenzie, Merchandiser - Malt Barley

ELITE BARLEY SPECIAL REPORT

- Meristem Information Resources Ltd.