

Elite Barley

Canadian Malting Barley
Grower Recognition Program

Elite Barley grower program offers malt lessons from 2010

Winnipeg, Man., March 3, 2011. The Elite Barley program, which honors top producers of malt barley in Canada, offers an interesting window into the best management techniques of these elite growers. It also provides an inside view on how they managed to produce malt in a tough weather year on Canada's prairies in 2010.

The "Elite Barley, Canadian Malting Barley Grower Recognition Program," recently named the 10 farmers selected by industry as top producers for the year. The goal of the program is to promote grower best management practices for malting barley, and showcase the value that malt and malt barley bring to Western Canadian agriculture and the Canadian economy.

Michael Edney, of the Canadian Grain Commission, co-chair of the Elite Barley program, says several management techniques emerged from the information collected from these producers during the nomination process.

On the production side, the majority of producers used Certified seed which they indicated helps reduce disease pressures, says Edney. Planning is important and usually includes soils tests. Field selection for malt barley planting is high priority with these growers. Canola stubble is the preferred choice and cereal stubble is never considered an option.

These top growers seed their malting barley as early as possible, and most show a willingness to consider new varieties, which demonstrate producer commitment to producing a quality product.

Straight cutting is preferred at harvest but the decision typically depends on weather and uneven maturity problems. When swathing is required, growers tend to leave barley standing as long as possible and only swath when the window available to allow combining is within a few days. The goal is fewer than four days.

Most growers use production contracts as a method to know more precisely the specifications required, and to guarantee a market when specifications are met.

What was learned from last year's tough weather? "Sampling was one of the most important aspects of producing malt barley in the tough year of 2010," says Edney. "The sample must represent the barley in the bin. Storage with aeration is essential for malting barley. Using small bins allow segregation of varying quality."

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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.

A short article on each grower along with other information on the program is available in an Elite Barley Special Report available at www.elitebarley.com.

The Elite Barley, Canadian Malting Barley Grower Recognition Program, 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.