

## FCC Express

### **8. Barley niche markets explored** *by Allison Finnamore*

Canada's barley producers are targeting Japan's shochu barley market to grow their markets.

The Alberta Barley Commission has received federal funding of \$1 million to help identify and develop new niche markets which will benefit western Canadian barley growers for the shochu barley market.

Shochu is a popular Japanese drink derived from barley. While shochu is expected to be the primary market for the selected varieties, they will also perform well as malt or livestock feed, providing western Canadian barley farmers with multiple marketing options for their products.

"The Alberta Barley Commission is confident that barley grown in Canada meets the needs of the Japanese processors for food quality and safety," said Matt Sawyer, chairman of the Alberta Barley Commission. "It is our goal in Canada to continue to make important gains in this search for higher quality and safety to continue to meet the needs of our customers."