



WESTERN BARLEY GROWERS ASSOCIATION

A strong voice for a vibrant, market responsive barley industry in western Canada

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For immediate Release

Western Canadian Barley Farmers and Industry support Barley Choice

April 11, 2007, Airdrie, AB: - In Calgary today, the board members of the Western Barley Growers Association met with Big Rock Brewery's President Ed McNally; Bob Sutton, Vice President - Grains and Logistics, RAHR Malting Canada Ltd.; and Rod Green, an independent grain broker. Discussions surrounded the announcement from the federal government to end the CWB's monopoly on barley August 1 of this year.

Ed McNally, a long time supporter of marketing choice welcomes the new era of marketing choice. "As Alberta's leading independent brewer, I have supported our barley farmers and see nothing but advantages ahead for our barley farmers."

Bob Sutton, RAHR Malting, whose facility is located at Alix, Alberta, has advocated greater interaction between his facility and farmers for a long time. "Now we look forward to building stronger relations with farmers. By doing this with out going through the CWB, we can obtain high quality barley and assure producers an equitable return for their work producing it".

Rod Green, Central Ag Marketing Ltd., a grain broker out of Airdrie, Alberta sees the opening of the CWB barley market to choice as a win-win for all those involved. "The CWB has a strong reputation as a marketer and will remain a strong choice for farmers after August 1. Yet more choice for producers, whether it be contracting directly with end users such as the Maltsters or perhaps exporting to the US or elsewhere, opens many new doors for producers to receive better returns to the farm gate".

"We (the Western Barley Growers) have come a long way" states Jeff Nielsen, President WBGA. "WBGA has, for 30 years now, advocated choice marketing allowing barley producers the right to access whatever markets they deem best. Now with marketing choice arriving August 1, many new opportunities are just around the corner. With that we see more work being done in barley research, end use development and all along continuation of supplying our livestock sector with top quality barley".

"WBGA welcome the support of our industry partners here today. We would like to thank Big Rock Brewery, RAHR Malting and Rod Green for their support of western Canadian barley farmers and look forward to all industry partners and farmers to build an even bigger and more prosperous barley future" concludes Nielsen.

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