



WESTERN BARLEY GROWERS ASSOCIATION

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For Immediate Release

WORKING GROUP FOR MARKETING FREEDOM RECOMMENDATIONS A POSITIVE STEP TO AN OPEN MARKETS AUGUST 1, 2012

AIRDRIE, AB – September 30, 2011: “The Western Barley Growers Association (WBGA) supports the recommendations contained in the working group for marketing freedom report released on Wednesday” says president, Brian Otto. The recommendations reflect the views of the industry which will enable a smooth transition to a commercial and competitive open market in August of 2012.

“This report is certainly positive for the industry and will help Minister Ritz address the concerns of industry as we move forward to marketing freedom” comments Otto. The working group’s eight recommendations addressing the issues around grain handling access, administration of cash advances, enabling price transparency for the industry, rail logistics, short-line railways and producer cars, a path moving forward to secure funding for WGRF, CIGI and CMBTC and encouraging the Canadian Wheat Board (CWB) to develop a business model to operate in an open market, gives the industry direction to move forward. “This should help to alleviate some of the concerns of uncertainty expressed by the industry,” states Otto.

The WBGA supports the idea of a barley council model which would include all sectors of the barley value chain. “The recommendation for a short term five year check off funding mechanism will allow the industry time to develop a long term plan for the future and is strategic for a healthy barley industry” explains Otto.

The working group’s recommendations are positive for the industry and the WBGA looks forward to how Minister Ritz includes them in his plan to give farmers marketing freedom.

Western Barley Growers Association is a strong voice for a vibrant, market responsive barley industry in western Canada.

For further comment, please contact:

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