

Quality
is in our **nature**



Canadian Malt

The Essence of Excellence



Brewers call malt "the soul of the beer". Different malts give each beer a particular character and personality, whether it's a dark, rich stout to warm a winter's evening, or a light, friendly lager to cool the heat of a summer's day.

But a beer is only as good as its malt, and every brewer knows that to make the finest brew, you must use the finest malt, which in turn must be made from the very top grades of malting barley. And since Canada's malting barley is second to none, it is easy to understand why so many of the world's top brewers look to Canada for their malt supplies. **It's also why Canada is the world's second-largest exporter of malt, with export sales averaging 500,000 tonnes annually.**

There are as many different beer styles as there are countries, but because of the unique qualities of Canada's malting barley, Canadian malts can be used to make any type of beer. Our barley's assured varietal purity means that our malts have a more consistent kernel size than barleys from other countries, which means they can be more consistently milled. Brewing with Canadian malt, consequently, offers the brewer great flexibility in designing the brewing process. This makes it much easier to optimize yield and maintain performance, all while ensuring that the beer is of the highest quality.

Commitment to Quality

No Canadian barley is used in malt production unless it has passed rigorous evaluation by our malt producers—in fact, of all the barley grown by Canadian farmers, less than 25 percent is accepted for malting. But our quality control does not stop there. Once the barley is in the malt production process, it is constantly monitored by expert personnel to make sure it has the chemical and physical characteristics desired by the customer. The result is malt that never fails to meet the customer's expectations.

But there's always room for improvement, especially with a product that is so important to Canadian farmers and to the world's brewers. Our breeders are working continuously to develop new malting barleys that are superior in agronomics, disease resistance, and processing qualities to existing varieties.





Experience the Canadian difference

From planting to harvest, and from malt house to brewery, the Canadian malting industry has set its sights on quality, consistency and customer satisfaction. For further information on our malting industry, please visit:

Government website

- Agri-Food Trade Service - Grains and Oilseeds
www.agr.gc.ca/eng/?id=1410083148844

Industry website

- The Canadian Malting Barley Technical Centre (CMBTC)
www.cmbtc.com



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Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries

HS	Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
11071000	Malt, not roasted	277,263,792	422,615,320	443,667,300	312,335,362	12.6%
11072000	Malt, roasted	5,364	118,897	415,441	71,249	1,228.3%
HS	Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
11071000	Malt, not roasted	710,861,785	690,912,951	630,621,812	578,000,978	-18.7%
11072000	Malt, roasted	4,447	115,694	497,207	26,052	485.8%

Canada's Monthly Exports to All Countries (HS Code 11071000, 11072000, Value \$CAD)

Month	2007	2008	2009	2010
Jan	21,350,312	22,255,468	35,197,742	24,432,596
Feb	19,319,423	28,641,445	44,599,296	23,373,724
Mar	22,020,994	37,776,470	40,175,928	28,253,115
Apr	27,413,065	46,776,638	53,602,569	26,136,027
May	29,700,564	38,551,878	38,241,540	32,103,046
Jun	22,282,121	34,323,971	40,585,213	33,469,592
Jul	22,472,429	34,776,939	33,562,368	32,853,657
Aug	24,452,662	31,668,490	36,357,299	26,308,818
Sep	16,341,690	34,285,747	40,851,123	25,831,036
Oct	25,180,428	34,077,588	35,691,446	22,374,169
Nov	26,807,919	47,019,177	23,254,628	20,462,308
Dec	23,645,960	35,233,040	24,522,634	18,688,909
TOTAL	280,987,567	425,386,851	446,641,786	314,286,997

Canada's Exports to All Countries by Province (HS Code 11071000, 11072000, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	136,708,635	244,020,604	223,504,080	142,744,693
British Columbia	4,075,067	6,266,335	10,697,914	9,136,716
Manitoba	26,485,105	849,210	10,454,361	12,747,665
Ontario	36,614,774	65,868,211	74,293,170	60,533,311
Prince Edward Island	0	9,475	0	0
Québec	10,611,024	20,630,102	21,910,892	19,359,211
Saskatchewan	62,774,551	85,090,280	103,222,324	67,885,015

Canada's Top 10 Malt Markets (HS Code 11071000, 11072000, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	280,987,567	425,386,851	446,641,786	314,286,997	11.9%
United States	119,630,606	213,712,027	227,331,976	177,473,187	48.4%
Japan	79,008,032	96,159,873	114,254,300	75,445,051	-4.5%
South Africa	1,183,735	23,904,179	23,133,902	14,905,445	1,159.2%
South Korea	10,517,404	7,015,701	15,503,534	10,054,793	-4.4%
Dominican Republic	3,581,416	2,151,258	7,375,727	8,309,672	132.0%
Ecuador	4,438,625	6,099,651	4,896,851	6,250,067	40.8%
Venezuela	10,805,494	19,537,922	9,544,921	5,017,181	-53.6%
Mexico	1,684,911	15,436,296	5,776,687	3,824,264	127.0%
Costa Rica	5,940,847	3,529,874	6,569,110	3,088,699	-48.0%
Guatemala	4,024,538	2,056,738	3,363,881	2,327,016	-42.2%