

Quality
is in our **nature**



Canada

Canadian Beer

Brewing Great Taste



Canada's brewery industry aims to please. The country's **clean, natural environment, high-quality raw ingredients** and **abundant fresh water** combine to create some of the best beers on world markets. Canada has a long brewing history and Canadian beer has an excellent reputation around the globe. Our beer industry produces a wide range of beer, lager, ale, stout, draught, porter and seasonal beers.

Brewed to perfection

Canadian beer is prized for its **impressive quality** and **appealing taste**. Both attributes rely on the ingredients used to make beer, namely our famous Canadian malting barley, in demand by brewers worldwide. Canada supplies about 30 percent of the world's malting barley. Barley must pass rigorous testing and evaluation before it is accepted as being suitable for malt production. Our full barley and brewery value chain is committed to working together to continually improve quality and meet the demands of beer drinkers everywhere.

The care and commitment that goes into each and every 'made in Canada' brewery product is also evident at the quality assurance level. Through the *Food and Drugs Act*, Health Canada regulates the content of all brewery products. The Canadian Food Inspection Agency monitors our beer for compliance with net quantity, labeling and container regulations.

The science of beer

Beyond great quality, **innovation** has been key to the Canadian brewery industry's success. A keen understanding of international tastes and trends has served the industry well. Canada's innovative brewery products, including **low-alcohol beer, malt-based coolers** and **ales** are all gaining in popularity at home and abroad.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada 



Committed to keeping ahead of international demand, our brewing and malting industries established the Brewing and Malting Barley Research Institute. Its research and development efforts focus on creating and evaluating new malting barley varieties to meet the ever-changing needs of the brewing industry.

Taste the Canadian difference

Canada's enviable position as one of the world's leading brewing nations comes down to its purely Canadian assets: a clean natural growing environment, quality home-grown ingredients, committed industry experts, and a steady supply of pure fresh water. For more information on Canada's brewery industry capabilities, suppliers, products and investment opportunities, visit:

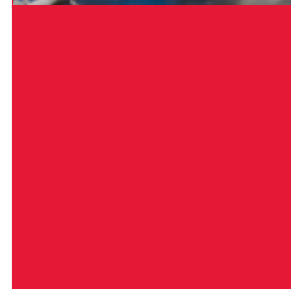
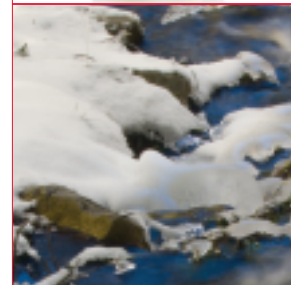
Government website

- Agri-Food Trade Service – Agriculture and Agri-Food Canada
www.ats-sea.agr.gc.ca

Industry websites

- Brewers of Canada
www.brewers.ca
- Brewing and Malting Barley Research Institute
www.bmbri.ca

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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 Code 2203)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Beer made from malt	314,508,145	324,931,054	225,717,442	230,017,611	-26.9%
Product (Quantity, LTR)	2007	2008	2009	2010	Growth 2007-2010
Beer made from malt	402,987,969	367,682,454	284,456,295	316,771,724	-21.4%

Canada's Monthly Exports to All Countries (HS Code 2203, Value \$CAD)

Month	2007	2008	2009	2010
Jan	23,604,563	24,122,723	15,598,300	17,278,503
Feb	23,728,759	22,891,262	17,112,990	19,475,907
Mar	26,800,924	24,758,530	17,727,532	19,073,953
Apr	27,363,970	27,610,333	20,199,928	19,549,067
May	33,330,259	30,946,056	21,691,284	23,013,883
Jun	29,293,827	26,824,736	22,853,959	21,711,357
Jul	31,171,024	30,649,008	23,330,169	21,140,757
Aug	26,724,210	27,687,426	16,998,925	20,890,876
Sep	22,952,338	26,721,328	19,106,661	17,703,733
Oct	27,399,115	30,269,890	18,075,367	16,377,826
Nov	21,131,027	29,555,648	16,138,248	16,632,709
Dec	21,008,129	22,894,114	16,884,079	17,169,040
TOTAL	314,508,145	324,931,054	225,717,442	230,017,611

**Canada's Exports to All Countries by Province
(HS Code 2203, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	1,050,293	1,536,325	1,296,986	2,952,152
British Columbia	19,302,277	14,618,599	15,030,333	14,202,075
Manitoba	0	0	24,327	0
New Brunswick	44,161,442	47,874,189	45,207,707	51,457,368
Newfoundland and Labrador	0	0	8,849	18,416
Nova Scotia	851,898	0	40,589	14,889
Ontario	125,372,758	109,410,904	108,127,458	112,586,830
Prince Edward Island	15,279	0	0	0
Québec	123,743,678	151,452,986	55,981,193	48,774,611
Saskatchewan	10,520	38,051	0	11,270

**Canada's Beer Markets
(HS Code 2203, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
United States	314,508,145	324,931,054	225,717,442	230,017,611	-26.9%