



MEDIA RELEASE – Friday 1st July, 2016

WA malt barley push into Asian brewing sector

With beer consumption on the rise in South East Asia, the South East Premium Wheat Growers' Association (SEPWA) can help generate a brand identity for Western Australian malting barley.

The Esperance based grain grower group has been successful in receiving \$413,410 to fund a three year project through the Department of Agriculture and Food's Grower Group Research and Development Program, made possible by Royalties for Regions.

The "barley brand development for Asian consumers' project will see the development of a working relationship between the Asian based malting company "Intermalt" and farmers of the Esperance Port Zone.

The relationship with Intermalt, an arm of Interflour which is partly owned by CBH, will integrate market end user intelligence and on farm agronomic advantages to establish WA barley as the preferred supply source for Asian brewers.

Projects Officer Nigel Metz said this will be done via leveraging on SEPWA's existing field trials program to conduct further technical assessment to optimise WA barley in the supply chain.

"The testing of the varieties for malting suitability will assist in the introduction of new varieties to the market place as well as optimise already proven barley varieties.

"It will result in the faster adoption of new barley genetics for WA farmers as well as the establishment of WA barley as a premium supply source for Asian brewers and food processors," Nigel said.

The project will see SEPWA supply barley samples from the variety trials for three seasons which will be tested for pilot and micro malting testing with Intermalt and AEGIC.

It will also upskill barley growers, in the region, on the malting and brewing processes through study tours to Intermalt and end users in the brewing and food processing sectors of Asia.

Nigel said this will help growers understand the agronomic effects on end user performance and market demand and also help develop supply chain relationships.

He said the grower and end user relationship is critical to the overall brand development of WA barley as well as further developing grain export opportunities for WA in Asia.

"SEPWA will extend the outcomes to assist WA barley growers in new season crop variety choices, bulk handling segregation planning and assist in market development of new release barley varieties.

Overall the project will develop a product brand identity for Western Australian barley and offers an opportunity to capitalize on the unique proximity of WA to the South East Asian markets," said Nigel.

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For further information, contact SEPWA Projects Officer Nigel Metz on 0447 631 115.

Photo caption- SEPWA looks forward to raising the profile of WA malting barley in south east Asia – (pictured from left to right) SEPWA Projects Coordinator, Nigel Metz with SEPWA Executive members and farmers Greg Curnow, Murray Ayers, Bill Sharp – SEPWA Trials Coordinator, John Sanderson, Mark Seymour – DAFWA and Leon Bowman.

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