

BARLEY SUCCESS

China is home to the world's largest beer industry, including a growing craft beer sector that is looking for supplies of malted barley. The Council has been working diligently to develop a larger market for U.S. barley there. The Council's staff escorted a group of brewing industry members from China to the U.S. to meet with U.S. barley farmers, breweries and USGC members to foster business relationships and showcase the high quality of U.S. barley available for export to China.



KEY ACCOMPLISHMENTS



The delegation toured five breweries and a malt manufacturer in North Dakota to observe the quality and versatility of U.S. barley, and visited a malt manufacturer in Minnesota to see its production cycle.



Attendees signed a memorandum of understanding (MOU) signifying the intent between the parties to foster a mutual understanding and strengthen their existing trade relations.



In Montana, participants toured three breweries, followed by visits to five barley farms and a malt facility. They then toured eight breweries in Idaho and Washington, along with two malt facilities.



By supporting the China craft brewing industry in its early stages, **the Council is laying groundwork for strong business relationships between U.S. growers and brewers in China** and promoting a preference for U.S. barley and malt.