



# IDAHO BARLEY COMMISSION

**T**HE Idaho Barley Commission (IBC) was created in 1988. Its mission is to enhance the profitability of Idaho barley growers through research, market development and information and education. The IBC's Strategic Vision focuses barley check-off revenues on these priorities:

**Improving Farmer Productivity and Profitability** — develop new barley varieties with improved yield and end-use quality; release North America's only winter malting barley varieties with 30% yield gain on spring types; identify best management practices to optimize inputs; assist growers with marketing and risk management strategies.

**Diversifying markets for Idaho barley** — strengthen demand in the domestic beer market



and open export market channels for Idaho malting barley; create domestic and international demand for heart-healthy food barleys.

## Idaho Barley Production History

- During the past 20 years, Idaho barley acreage has declined 22% from its peak in 1995, but production has fallen at a slower rate (down 12%) due to rising yields. In 2013, we saw a nearly 9% increase in production.
- Idaho will be the largest barley producer in the country in 2013 repeating its top performance

from 2011, with projected output of more than 58 million bushels.

## RESEARCH:

- On Feb. 20, 2013, IBC approved a \$1 million Barley Research Endowment with the University of Idaho to create a dedicated Barley Agronomist Research position at Aberdeen. This Barley Agronomist Endowment Agreement was finalized on July 1, 2013 between the University of Idaho Foundation and IBC. Recruitment for the new barley scientist is now underway.
- IBC helps fund barley variety development at USDA ARS Aberdeen (collaboration with Anheuser Busch, American Malting Barley Association and Brewers Association) and Oregon State University. **We are focusing on winter malting barley varieties with 25-30% yield gains and food barley varieties (spring**

## North & Southwest

- Represented by Commissioner Tim Dillin, Bonners Ferry
- 8% of Idaho's barley crop
- 2012 planted area - 47,000 acres  
77% feed / 23% malting
- Market focus is on domestic malting barley and food and feed barley exports to Asia.
- IBC hosted two Technical Food Barley Product Development training seminars at the Wheat Marketing Center in Portland in March 2012 for Asia team and August 2012 for Latin American team.
- Idaho Barley Trade Mission to Asia in October 2012 resulted in 2013 contract production for food barley in north Idaho.



IBC hosts Japan food and feed barley trade team in Lewiston area in June 2013. Team visited food barley fields under contract with PNW Farmers Cooperative outside of Genesee.



IBC Commissioner Tim Dillin (center) and PNW Farmers Cooperative COO Sam White (second from right) visit leading Taiwan cereal food manufacturer during Idaho Food Barley Trade Mission to Asia in October 2012.



UI Extension hosts cereal field day in Bonners Ferry in late June 2013. Featured in the front left are Doug Finkelberg, North Idaho grain extension faculty based in Lewiston and IBC Commissioner Tim Dillin who sponsors the extension grain and canola research plots on his Bonners Ferry farm.

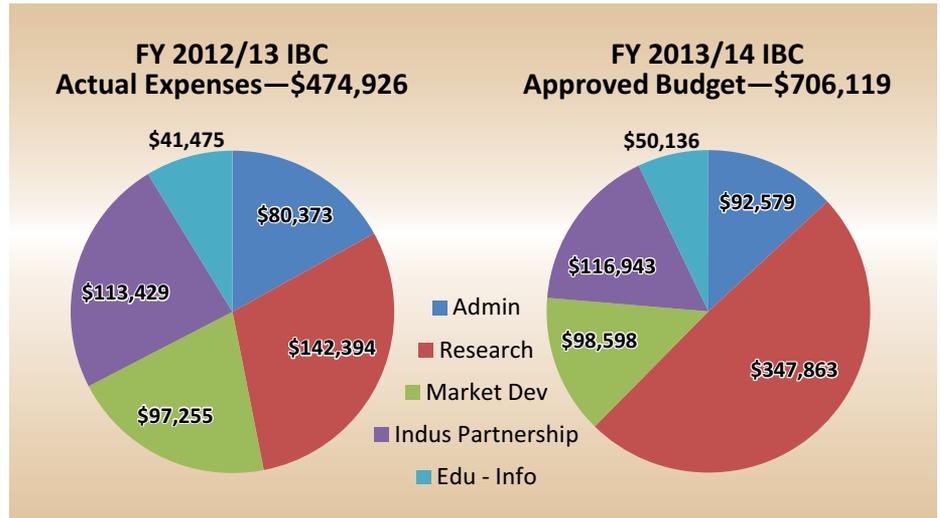
and winter) with high levels of heart-healthy fiber.

**MARKET DIVERSIFICATION:**

- Priority is on expanding the malting barley market, with recent focus on craft brewers who represent about 7% of beer output but utilize about 20% of the malt.
- We have launched multi-pronged **FOOD BARLEY INITIATIVE**, involving new varieties with high fiber content, new product development and use of barley foods in school meals.
- Growth markets in Asia and Latin America are being targeted for food and malting barley.

**GROWER SERVICES:**

■ For past decade, IBC has led national effort to improve federal Barley Crop Insurance. We have made several important gains, including new Specialty Type Barley Insurance and improved revenue coverage.



■ IBC has won more than \$155,000 in competitive federal grants during the past 11 years to conduct grower education in marketing and risk management. In the past year, IBC sponsored workshops and webinars in all regions of the

state, reaching more than 1,200 participants. IBC received another \$18,000 grant in FY 2014 to continue partnering with local county extension faculty on business succession planning, crop insurance and marketing education.

# South-Central & East

- Represented by Chairman Dwight Little, Teton, Commissioner Pat Purdy, Picabo and Industry Representative Clay Kaasa, US Barley Director for Great Western Malting Co., Blackfoot.
- 92% of Idaho barley crop
- 2012 planted area - 563,000 acres  
82% malting / 18% feed
- Market focus is on domestic malting barley with three malt plants located in 50 mile radius in eastern ID and emerging food barley market.
- Expanding craft brewing throughout the Western U.S. has opened the door for new new research and market collaborations.



UI cereal field day at Ashton in late July 2013. Featured from left are IBC Chairman Dwight Little; IBC Industry Representative Clay Kaasa; Dr. Juliet Marshall, UI cereal agronomist/pathologist, Aberdeen; Dr. Gongshe Hu, ARS barley breeder, Aberdeen; John Zietz, InteGrow Malt, Idaho Falls; Doug Peck and Tim Pella, Anheuser Busch, Idaho Falls.



IBC Chairman Dwight Little addresses participants of first-ever Tetonia Barley & Potato Field Day held in late July 2013 at the UI Tetonia Research Farm. IBC and UI officially announced their new Barley Agronomist Endowment at the Tetonia event.



UI Interim President Don Burnett featured here (far left) at Tetonia Barley & Potato Field Day with IBC Chairman Dwight Little, UI CALS Dean John Foltz and IBC Commissioner Pat Purdy, discussing the IBC's recent \$1 million investment in a dedicated UI barley agronomist research position that will be based in Aberdeen, ID.