



## Making a Difference

Toonies for Tummies is an annual fund-raising event designed to fight child hunger in Ontario, organized by charitable organization The Grocery Foundation. The campaign, which ran from Feb. 13 to March 19, involved approximately 800 Ontario grocery stores and money-saving coupons from more than 45 food and beverage brands. One major beneficiary of the program is Breakfast for Learning, a community-based breakfast and nutrition initiative. Since it began in 1979 The Grocery Foundation has raised an estimated \$75 million to help children.

## Certified seed makes more barley and more beer

A new high-yielding barley variety with the potential to make more beer is grabbing the attention of the malting and brewing industry.

Amidst growing concerns that farmers will plant less barley to make room for more lucrative crops, an innovative new barley variety called CDC Meredith could play a key role in reversing the trend.

Barley has been considered by some farmers to be a poor cousin to other

grain crops such as wheat, canola, corn and soybeans. Quite simply, producing a barley crop that meets malting quality standards can be challenging for farmers, and many opt to plant other crops that are easier to grow and higher yielding due to significant investment in plant breeding and research.

But with the emergence of CDC Meredith from the barley research pipeline, there is hope that the variety can restore some of malting barley's lost lustre for farmers, help increase supply, and provide added benefits for the malting and brewing industry.

While cautioning that more testing is required, Richard Joy, technical director for Alix, Alta.-based Rahr Malting Canada Limited, says early results show the variety has the potential to consistently deliver low protein – under 12 per cent – which is desirable for the brewing industry. “The lower protein provides additional starch which translates into higher brew house yields or a higher number of beers from the same tonnage,” explains Joy.

Through Canada's Certified seed system, a portion of the royalties collected on seed sales is reinvested in plant breeding and innovation at research centres such as the University of Saskatchewan's Crop Development Centre, the developer of CDC Meredith.

“Our Certified seed program really helps make these products possible,” says Dale Adolphe, executive director of the Ottawa-based Canadian Seed Growers' Association. “Certified seed provides a production process that helps assure identity and purity



is maintained. It also encourages and supports the research we need to help the food industry achieve the nutrition, appearance and processing attributes end users and customers are seeking.”

While brewers get more beer, CDC Meredith also gives farmers more barley. Testing shows it yields 13 per cent higher than the current standard. “It's a win-win situation,” says Todd Hyra of SeCan, the company that markets the variety. “Farmers get a variety that has stronger field performance and delivers higher yields, while end users get the protein levels they're looking for and more production.”

Hyra says seed growers will focus on multiplying the seed this summer with full commercial release of the variety to farmers scheduled for fall 2011. Further testing this year should determine whether the malting and brewing industry will have cause for cheer or a tear in their beer.

— Bernard Tobin

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