

II. MALT AND MALTING BARLEY

1. Domestic Production of barley by type, 1983/84 estimate: Nil
2. Imports, Calendar year 1983 estimated, previous year in brackets:

	<u>thousands of tonnes</u>	<u>Principal supplier(s)</u>
Malt	200,000 (200,000)	Czechoslovakia, Canada, France, Belgium, U.K. West Germany, U.S.A.

3. Additional Information

There is no domestic malting capacity.

Malt Exports: None.

Trend in beer consumption: Per capita beer consumption is more or less stable at a high level of 66 litres per year. Because of higher importation costs of malt and hops due to the devaluation of the currency, beer producers will most likely press the government to allow them an increase of price for the finished product which could translate into lowering the per capita consumption.

Market potential for Canadian malt and/or malting barley: It is unlikely that Venezuela would import more barley malt. Therefore, Canada's chance of increasing its market share (10%) depends strictly on the quality of the product, price, shipment conditions and credit facilities that would compete favourably with the other major suppliers i.e France, Belgium, U.K. and Czechoslovakia.