

II. MALTING AND MALTING BARLEY

1. Domestic Production of barley by type, 1988/89 estimate:  
 - - thousands of tonnes - -

	2-Row		6-Row		Total
	Winter	Spring	Winter	Spring	
All barley Suitable for malting	7,000				(Winter & spring)

2. Statistical Notes: 1988/89 est. thousands of tonnes  
 (previous year in brackets)

	Production	Imports	Exports
Malt	840		

3. Additional Information:

Annual per capita beer consumption: Due to the steady increase in per capita income, the increase in migration to urban centers, and the generally low beer prices, there is a significant increase in beer consumption in China.

Beer production capacity: Beer Production capacity is increasing significantly since beer is not only considered as alcoholic beverage but a nutritious drink as well. Population increase and increased urbanization has resulted in greater demand for beer. As well, the scarcity of other liquors (Maotai) has affected the demand for beer.

Domestic malting capacity: Domestic malting capacity is increasing . This increase is mostly a result of expanding production capacity of existing plants rather than construction of new malt houses.

Market potential for Canadian malt: Finished malt is not imported into China.

Canadian malting barley is increasingly recognized as a high quality product for beer production. CEROILS Foods purchases malting barley from Canada on a regular basis. Interest has been expressed by some malting houses in South East China in purchasing Canadian malting barley directly from CWB Agents.