

# AGRICULTURE POLICY

**New Mission:** Develop and implement programs to benefit producers and increase production.



# **ENHANCED COOPERATION WITH GROWERS**

**FEDERAL AGRICULTURAL  
POLICY**

**PROMOTION &  
EDUCATION**

**SECONDARY MARKETS FOR  
MALTING BARLEY**



# **FEDERAL AGRICULTURAL POLICY**

## **CROP INSURANCE (RMTF)**

### **Maintain Strong Malting Barley Endorsement**

- Adequate Coverage
- Reasonable Cost
- Accessible (provisions for new growers)
- Viable (RMA)

### **New Products**



# **FEDERAL AGRICULTURAL POLICY**

## **FEDERAL FARM POLICY**

**Establish a FPTF?**

**Identify AMBA member companies with DC presence**

**Demonstrate importance of malting barley to the economy – State and Federal Levels**

**Work with Senate and House staff**



# **FEDERAL AGRICULTURAL POLICY**

## **FEDERAL FARM POLICY - ISSUES**

### **2007 Farm Bill**

### **Conservation Programs**

- Acreage**
- Resources**

### **World Trade**

- Impact on US barley**



# PROMOTION

## Story

- Small grain rotation
- Relatively low N requirements
- Competitive in many regions
- Strong demand – selection rates
- Models (eg. Rice, Dairy, Tobacco)?



# **EDUCATION**

## **Production**

- Extension stations and agents
- Focus on new regions

## **Quality**

- Linked to efficiencies required in today's competitive brewing market.

## **Varieties**

- Descriptions of new varieties



# **PROMOTION & EDUCATION**

## **Delivering the Message**

- **Conferences**
- **Workshops**
- **Local meetings**
- **Internet (low cost)**
- **Press releases**
- **Print (high cost)**
- **Independent sources**



# **SECONDARY MARKETS**

**Ethanol**

**Food**

**Feed**

**Other?**

