

U.S. Makes First Sale Of Malting Barley To China

WASHINGTON, D.C.—“This is the sale we have been working hard to get, and now we are going to make sure that China is able to use the remainder of its 1995 Export Enhancement Program allocation for malting barley,”

said Michael Callahan, director of international operations/Asia, U.S. Feed Grains Council, upon confirming that China purchased 35,000 metric tons (1.6 million bushels) of U.S. malting barley. It is the first time China has pur-

chased U.S. malting barley.

At the time of the sale, Callahan said, “Over the past five years, the Council has sponsored numerous market development activities which led to today’s sale. The Council sponsored brewing and malting comparison demonstrations in China, and with the cooperation of its members, sent malting barley samples and hosted numerous teams to the United States, demonstrating the quality

and availability of the U.S. crop, and the reliability of the United States as a feed grains supplier.

“In the United States, per capita beer consumption is 80 liters (just over 21 gallons) per year, compared to only 8 liters (just over 2 gallons) per year in China. Beer output reached 12.25 mmt in 1993, making China the second largest beer producing country in the world, just behind the United States. When you multiply that

consumption by a population with one of the most explosive growth rates in the world, you begin to have a sense of excitement that all of the market development programs have finally worked, and we have a sale.” Callahan said. “The Council predicts that China will increasingly depend on imported malting barley and malt to meet its future demands, because the brewing industry in China has taken off in the last 10 years.”

Cost Comparison Available

LAFAYETTE, Ind.— Now you can compare the costs of ownership between a tower silo and a bunker with a worksheet available from the Crop Storage Institute.

Entitled “A Cost Analysis Between Two Storage Methods,” the worksheet compares silos and bunkers by analyzing costs in five areas: initial investment, interest

cost/year, filling costs, storage loss, and feeding cost for each system.

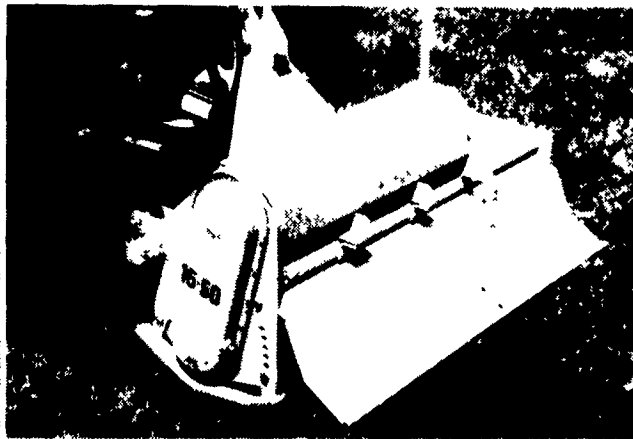
For your free copy of “A Cost Analysis Between Two Storage Methods” and an instruction sheet on how to complete the worksheet, write to the Crop Storage Institute, P.O. Box 560, Lafayette, IN. 47902-0560.

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