



Press Release; December 1, 2006

Contact: Karen Hertsgaard
701-793-1146
karen.hertsgaard@ndsu.edu

Barley Survey Sent

Five thousand current and past barley producers in Idaho, Montana and North Dakota will be able to share their views on barley production by completing a survey assembled by major stakeholder groups. The survey is a cooperative effort of the Institute of Barley and Malt Sciences (IBMS), the Barley CAP, the Idaho Barley Commission, the North Dakota Barley Council and the Montana Wheat and Barley Committee. Members of the IBMS Board of Directors represent barley producer and malting and brewing industry groups. The independent nature of the survey should lend validity to the results.

Questions on the survey address the effectiveness of current producer support and available information, the factors influencing the decision to produce barley, and finally overall satisfaction levels with barley.

One anticipated outcome of the survey is that it will identify areas where producers need additional information or support. This could include aspects of barley production, varieties, malt quality specifications, as well as components of the farm program. In addition, the survey responses will help identify the most effective means for communicating newly developed information. Finally the information gathered will help inform processors of barley and policy makers on the concerns of barley producers. This is a very important component in addressing declining national production of barley.

Karen Hertsgaard, Barley Information Specialist for the IBMS is coordinating the survey effort. The USDA North Dakota Agricultural Statistics Service mailed forms in November, and will follow-up with telephone interviews in December. The survey should take about 15 to 30 minutes to complete and those who return it by December 15 will be entered into a drawing for gasoline gift certificates and other prizes. Prizes were donated by the American Malting Barley Association, Anheuser-Busch, Cargill Malt, International Malting Co, Molson-Coors Brewing, and Rahr Malting Co.

The IBMS Barley Information Specialist position is partially funded through the Barley CAP. The survey represents the first step in the development of outreach efforts by this program. Please contact Karen if you have any questions or ideas on the survey or future projects.