

# Canadian Grain

A Newsletter from the Canadian Wheat Board

Volume 2, 2006

## CWB joins with COFCO to announce new technical centre in Beijing

The CWB and China Cereals, Oilseeds & Foodstuffs Corporation (COFCO) recently announced plans to fund a training and technical centre that will support China's milling and food-processing industry.

The new centre will be located in Beijing and is scheduled to be complete by 2007.

"Due to strong economic growth and increased demands for premium-quality, wheat-based foods, China is poised to become an even more important market for western Canadian wheat," said Adrian Measner, CWB president and CEO, who announced the new centre while visiting Beijing in December 2005.

"This technical centre will provide Chinese wheat processors with the information they need to make the most of our high-quality product."

COFCO is China's wheat-purchasing agency. COFCO president Liu Fuchun said the CWB China Technical Centre is a natural extension of a long relationship between COFCO and the CWB.

"We have enjoyed doing business with the CWB for many years," he said. "The CWB China Technical Centre grows naturally out of a long and positive relationship."

The CWB has enjoyed a long-term relationship with COFCO that has spanned more than four decades. For the past two crop years, China has been the largest importer of western Canadian wheat.

The CWB will provide \$1 million to establish the centre; operating costs will be shared by the CWB and COFCO.

The facility will provide training, educational seminars, technical exchanges and technical support for CWB customers.

The Canadian International Grains Institute (CIGI), is a well known non-profit market development organization located in Winnipeg, Canada. It provides technical programs and training sessions for CWB customers. CIGI will assist in the development of the new China Technical Centre by helping to create programs and activities designed specifically for Chinese customers. ■

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## A BRIGHT IDEA



### Move over sake – make room for barley shochu

Shochu is a premium Japanese alcoholic spirit made from barley, rice, buckwheat or sweet potato. Barley shochu is quickly becoming one of the hottest trends in Japan and is even outselling the more traditional sake.

While sake is a brewed beverage, shochu is distilled like vodka. The drink is served “on the rocks” (over ice), or diluted with cold or hot water. In Japan, most shochu contains 25 per cent alcohol, but some varieties contain 35 or even 40 per cent alcohol.

There are more than 3,000 varieties of shochu produced in Japan and stylish restaurants in major cities are using their “shochu menus” as a marketing tool.

# CWB 70th anniversary celebrated in China

**T**he CWB celebrated its 70th anniversary on July 5, 2005. Since its birth seven decades ago, the CWB has sold over one billion tonnes of grain on behalf of western Canadian farmers.

The CWB's Beijing office hosted a special gala celebration in December 2005 to mark the milestone. CWB staff, including president and CEO Adrian Measner, made the trip to China to join in the celebrations. Guests enjoyed a wonderful dinner and got a chance to view a gallery of historical CWB photographs.

### The following is the speech Mr. Measner gave to the audience:

Ladies and gentlemen: Tonight we celebrate two very special anniversaries. The CWB's 70th birthday, and the 35th anniversary of the diplomatic relationship between China and Canada.

This event gives us an opportunity to honour you, our valued customers; it is our way of saying how much we appreciate our relationship with you and how committed we are to meeting your needs.

The diplomatic relationship between our countries was officially established 35 years ago, in 1970. But the Canadian Wheat Board's relationship with China goes back even further, to 1960. That year, Canada had grain in abundance and China was suffering through a three-year famine. But China was also under a U.S.-imposed embargo. In spite of the embargo, the Canadian government sent an envoy here, to Beijing, to pass on the message that Canada had grain for sale. Soon after, Chinese representatives met with the CWB to begin negotiations. In 1961, two sales agreements were signed between our countries and about one million tonnes of Prairie grain was sold to China. Soon afterward, the first long-term wheat trade agreement was signed.



Thus began a long lasting relationship between the CWB and China.

Over the years, the CWB has sold more than 120 million tonnes of Canadian grain to your country. And we at the CWB have valued the opportunity to provide you with each and every kernel.

Earlier this year, the CWB celebrated its own anniversary. July 5, 2005 marked 70 years of our organization marketing fine Canadian-grown grain on behalf of farmers to customers like you. The CWB has marketed more than one billion tonnes of grain since it was first established in 1935 to customers in more than 70 countries around the globe. I believe our longevity can be attributed to three key groups: Canadian farmers, CWB staff, and you, our customers.

For seven decades, the farmers of Western Canada have consistently demonstrated their commitment to growing the finest grain available in the world. The CWB's dedicated and talented staff members also play an important role in the CWB's achievements, ensuring that customers' needs are met with satisfaction.

But we also owe our success and history to you, the customers. We at the CWB place tremendous value on our relationships with you. Over the years, we have enjoyed long-term relationships with COFCO and

malting barley customers. I see many familiar faces here tonight and I'm so glad you could attend.

To me, positive relationships with customers hinge on service – and over the years, the CWB has prided itself

on offering our customers the best service available.

This service means providing customers with the quantity and quality of grains they want, along with the technical information needed, so that each customer can make the most of the grain they purchase.



Our strength lies in the CWB's ability to supply customers like you with consistent quality throughout the year.

Our market development efforts focus on hearing your needs for the future and working with Canadian seed breeders to develop new, high-performing varieties of wheat and barley – varieties designed to meet your specific demands.

The CWB's Beijing-based marketing office speaks to how much we value our sales relationship with China. Last fall we celebrated the 10th anniversary of the creation of this office.

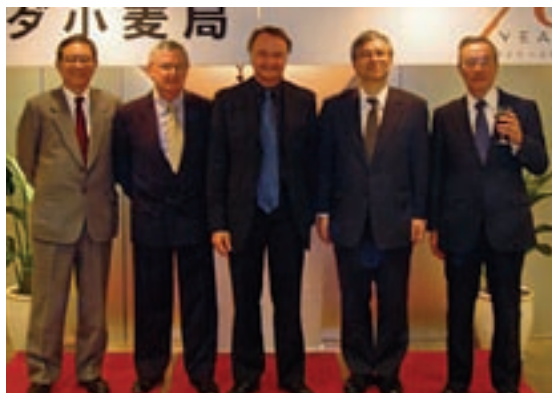
Anniversaries in part, focus on past history. And when we consider the success of the long-term relationship between our countries,

it is clear that we have much to celebrate. But I believe anniversaries do more than mark what has already been. They provide an excellent opportunity to take stock of where we are and where we need to go.

You can be assured that the CWB is looking to the future, and will continue to meet your changing needs with the satisfaction you deserve and have come to expect from our organization. Quality, consistency and customer service will continue to be the cornerstones of our business.

Thank you so much for attending our reception tonight and helping the CWB celebrate its 70th birthday, where we are...*proud of our past and focused on the future.* ■

## Japan annual grain industry reception



The CWB's Tokyo office held its annual Grain Industry Reception in December 2005. The event has been an annual tradition for more than 30 years and offers the CWB a chance to show its gratitude to loyal and valued customers in Japan. The theme of this year's event was celebrating the CWB's 70th anniversary. More than 100 guests attended the reception, including Kunio Naito, deputy director general of the General Food Policy Bureau, who offered a message of congratulations to the CWB on behalf of the Japanese government. The chairman of the Japanese Flour Millers Association, Masataka Horikawa, was also in attendance and offered the anniversary toast. Earlier in the day, the Japanese Flour Millers Association also hosted a special 70th Anniversary luncheon for CWB staff.

This year the reception was held at the Toranomom Pastoral in Tokyo. ■

## Marketing head to retire

Bill Spafford, CWB vice-president of marketing has recently decided to retire from the CWB.

His decision follows 35 years of dedicated service to the CWB and its customers. His career at the CWB began in 1970, when he was hired as a commodity specialist. He received his first promotion after only two years of service with the organization. In 1989 he was named director of sales and became vice-president only 10 years later.

Since joining the CWB, Bill has traveled to many customer countries, sharing his well-respected knowledge of the grain industry with buyers.

The staff of the CWB wish Bill tremendous success with the next phase of his life and hope he enjoys a richly deserved retirement. ■





# Faces and places



CWB president and CEO Adrian Measner shakes the hand of Masataka Horikawa of Nippon Flour. Mr. Horikawa, currently chairman of the Japanese Flour Millers Association, hosted a lunch to celebrate the CWB's 70th anniversary and presented the CWB with a beautiful Japanese vase.



Haiguang Shi, general manager of the CWB's Beijing Office, met with Andrew Marsland, assistant deputy minister, Agriculture and Agri-Food Canada, on Nov. 10, 2005.



Members of the Japanese Flour Millers Association and David Iwaasa, general manager of the CWB's Tokyo office, visited Les Mything's farm in Climax, Saskatchewan during their mission to Western Canada in October 2005.



Members of the Japanese Flour Millers Association met with western Canadian farmers at the Climax, Saskatchewan Community Hall, where they exchanged views about quality requirements. The millers said they appreciate the consistent quality of the high-protein Canadian Western Red Spring (CWRS) wheat grown by Prairie farmers and the stable delivery provided by the CWB, which makes it easier to consistently mill high-quality flour in Japan's automated plants.

Canadian Grain is a publication of the Canadian Wheat Board (CWB). Canadian Grain is designed to keep our Asia-Pacific grain industry partners informed about the Canadian system of grain marketing, CWB initiatives and factors that influence the marketing of western Canadian wheat and barley.

**Readers are invited to submit questions and comments to:**

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