



Label it  Canadian

Label it **CWB**



Combining the talents of **Prairie farmers** with the marketing savvy of the CWB has allowed Western Canada to achieve a global reputation for supplying premium quality wheat and barley to customers around the world.

Customers value wheat and barley products labelled “Canadian” and “CWB”, knowing they are second to none.

Because of this enviable reputation, the CWB logo is used extensively on a variety of different consumer products to signify a level of quality that enhances the manufacturer’s own name.

Other manufacturers have also capitalized on the premium reputation of Prairie wheat and barley by identifying the Canadian origin on their product packaging.



source of pride

premium wheat

and



These labeling efforts are a source of pride
at the **CWB** and a strong indication of our vital role
as a supplier of premium wheat and barley in world markets.

Here are just a few examples:

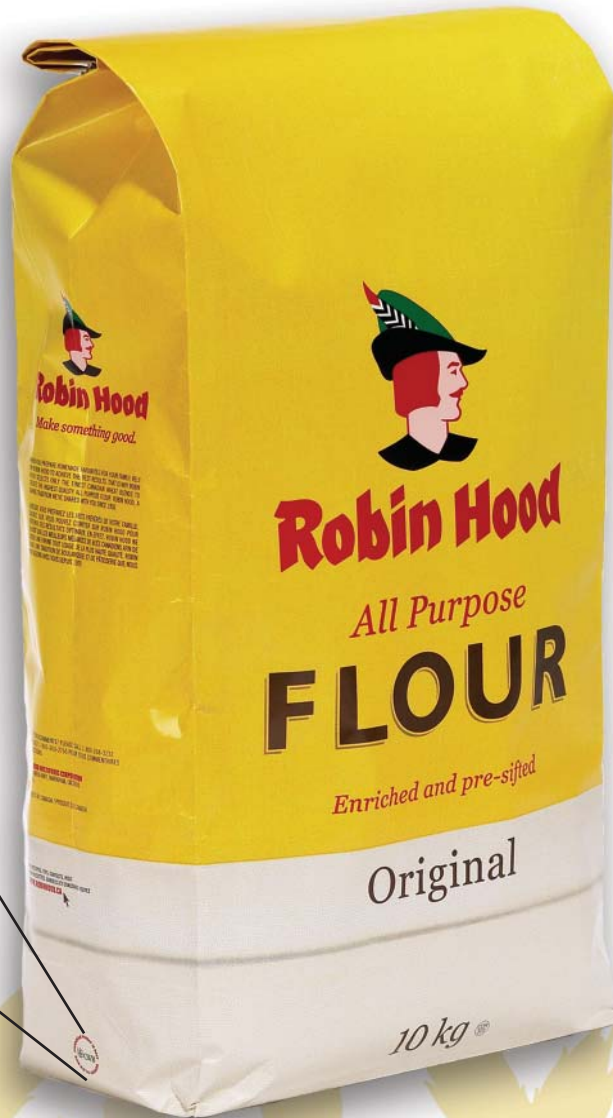


Canadian Wheat is Best

Robin Hood flour, Canada's largest producer of retail flour, has added a CWB logo and the phrase "Canadian Wheat is Best" on flour bags sold to domestic and international markets.

Well known and easily spotted on grocery stores shelves, these bright yellow flour bags are chosen by discerning customers spanning Canada from coast to coast. Made with 100 per cent western Canadian wheat, Robin Hood is the most popular brand of flour in Western Canada.





international

ADM Milling (Canada), the Canadian arm of an international food-processing giant, has added a new CWB visual identity on flour bags destined for Asia. China's unprecedented economic boom and expected population growth offer tremendous opportunities for increased sales of flour made with western Canadian wheat.

visual identity





high-end wheat

Ontario-based **Dover Industries** has added the CWB visual identity to its commercial flour bags. This product is branded as a high-quality flour and is sold to Canadian, American and internationally-based commercial bakeries.

These bakeries depend on flour that consistently produces the same quality of bread, day after day. The CWB's ability to provide Dover Industries with consistent quality, high-end wheat means higher satisfaction levels among commercial flour buyers.

high-quality flour





Canada Western Red Spring

Grupo Altex, one of the largest flour producers in Mexico, labels one of its brands of flour “Manitoba”. This is a direct reference to the retired name for Canada Western Red Spring wheat, which was known as Manitoba Northern prior to 1972.

Manitoba Northern





MANITOBA[®]



Harina de trigo
Enriquecida con ácido fólico

CONTENIDO NETO 44 kg



Super Manitoba

While more than 30 years have passed since western Canadian wheat was called “Manitoba Northern”, flour millers in both **Italy** and **Greece** label their commercial flour bags “Canadian Hard” and “Super Manitoba”, also capitalizing on the recognition of this historical name for Canada Western Red Spring wheat.

capitalizing on recognition





Canadian flag

British-based flour miller **George Marriage** recently released a new flour bag labelled with a Canadian maple leaf to indicate quality.

Sold in the U.K. through on-line catalogues and store-front specialty bakery suppliers, this flour achieves premium prices of up to \$3.36 Cdn per kilogram over generic varieties.

to indicate quality



MARRIAGE'S
THE MASTER MILLERS

SINCE 1824



100% Canadian
**very strong
white flour**



*Ideal for bread
making and pasta*

1.5 kg e



positive experiences in

Kennosuke Mori, owner of the **Kimuraya** Food Company in Osaka, Japan named his bakery the “Vogel Kimuraya” in honour of G.N. Vogel, who was chief commissioner of the CWB from 1971 to 1977. During that era, the CWB arranged for Mr. Mori to spend six months studying baking in Winnipeg. Mr. Mori wanted his Japanese bakery to pay tribute to his positive experiences in Canada and his memorable relationship with the CWB.

Mr. Mori is now working with the CWB to create a scholarship program for young bakers from the Osaka area, so they have access to similar learning experiences in Canada.





“Canada Best”

“Flourbin”, a British Internet flour supplier that specializes in home-baking premium flours, also uses the quality reputation of western Canadian wheat to sell products. “Canada Best” and “Canadian Brown” are two of the company’s best-selling flours, both milled for use in home breadmakers. These two varieties are sold at premiums of up to \$1.72 Cdn per kilogram over generic flours.

“Canadian Brown”

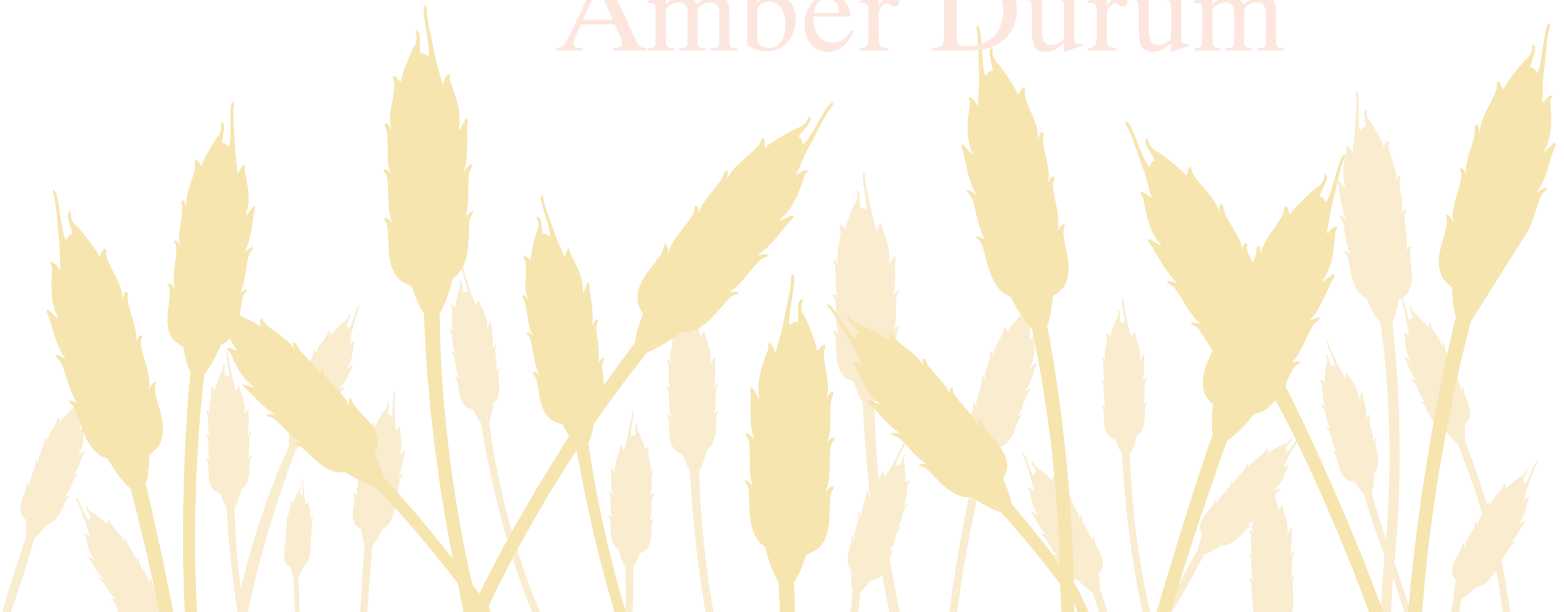




made with 100 per cent

In Poland, pasta maker **Danuta** advertises that its Malma line of pasta products is made with 100 per cent Canada Western Amber Durum wheat. Danuta enhanced its campaign by hiring film star Sophia Loren as spokesperson for television commercials promoting Malma Pasta.

Canada Western
Amber Durum





contains 100% western

CO-OP, a retailer of high-protein flour marketed to end-use customers in Asian grocery stores, labels its two kilogram bags as containing 100 per cent western Canadian wheat. The CWB recently joined CO-OP and Japan's Nitto Flour Milling Company in a promotional campaign that offered customers Canadian maple syrup for buying bags of CO-OP "Strong Bread Flour". Sales of CO-OP's flour nearly doubled during the promotion, when more than 8,700 bags were sold.

Here, David Iwaasa, general manager of the CWB's Tokyo office, holds a CO-OP bag, labelled as containing 100 per cent western Canadian wheat.





Chinese beer

Tsingtao beer, bottled by China's largest brewery and exported to more than 40 countries, accounts for 80 per cent of total Chinese beer exports. Tsingtao's marketing Web site highlights the fact that every bottle of beer contains at least 50 per cent Canadian malting barley. Average annual CWB barley sales to China total nearly 400 000 tonnes and are expected to increase, as the Asian country's population and economy grows in the coming years.

Canadian malting





**TSINGTAO
BEER**



+073585

5% Alc. / Vol. 355ml x 6 Bottles
Tsingtao Brewery Co., Ltd. China

**TSINGTAO
BEER**



Brewed & Bottled by
Tsingtao Brewery Co., Ltd.

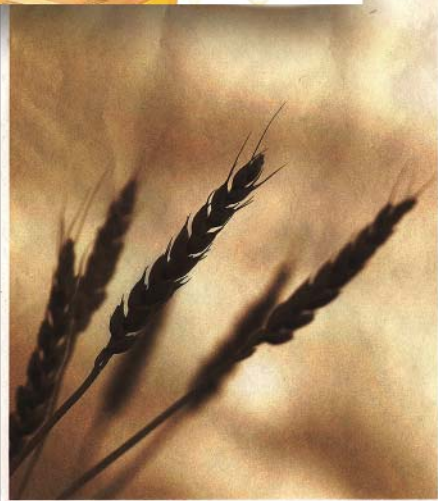
BIERE TSINGTAO BEER
TRADE MARK
青島啤酒
5% alc./vol.
355 ml
BREWED AND BOTTLED BY TSINGTAO BREWERY CO., LTD.
UNION ST. TAIWAN / TAIPEI / TAIPEI
TSINGTAO, CHINA, CHINA

No. 1 CWRS

In Japan, all of the country's 1,304 **Mister Donut** shops used tray liners advertising No. 1 Canada Western Red Spring (CWRS) as part of a three-month promotion. No. 1 CWRS is one of the highest-quality varieties of hard wheat. Each year an average of 250 million people visit Japan's Mister Donut shops.

one of the highest-quality
varieties of hard





1CW

ナンバーワン・カナダ・ウェスタン・レッド・スプリング。「1CW」と贈られるこの小麦は、硬質小麦の最高級銘柄のひとつです。ミスタードーナツが使っているのは、「1CW」をはじめ選りすぐった銘柄の、高品質な小麦だけ。こだわりの気持ちも、麦の1粒にもしっかりと生きています。

ミスタードーナツのドーナツになるのは、カナダやアメリカ合衆国などの穂でのびのびと育った小麦たち。北米地域は、ドーナツやパンに適した硬質小麦の一大生産地です。なかでもカナダ産の「1CW」は、カナダの規格等級に基づいた最高品質の硬質小麦。ミスタードーナツでは、オールドファッションやハーニータイプなどに「1CW」を使っています。そのほかのドーナツの原料となる小麦も、ハイグレードなものばかり。それぞれのドーナツに最適な銘柄を選び、その中でも優れた品質のものだけを使う。おいしいドーナツになれるのは、おいしい小麦だけ。これも、ミスタードーナツのこだわりです。

お客様も、おいしく、豊かに、笑顔に。必ず、必ず。
そのすべてが、ミスタードーナツのこだわり。

<http://www.misterdonut.co.jp>

もっと Quality.  **Mister Donut**

high-quality reputation

As these pages demonstrate, **western Canadian** grain enjoys a worldwide, high-quality reputation. When quality-conscious customers want the best, they reach for products made from western Canadian wheat and barley.

The **future possibilities** of what can be achieved through further labelling initiatives are vast and offer new marketing opportunities for the quality grain grown by western Canadian farmers and marketed by the CWB. 

The Canadian Wheat





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