

**FINDINGS  
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# Cheers to Chinese beer

## Opportunity



China is Australia's largest market for malting barley. Demand for Australian barley is growing in China for both premium and economy style beers.

Understanding the grain quality requirements of customers is critical to maintaining and growing Australia's share of this important and competitive market.

## Response



AEGIC surveyed Chinese brewers and maltsters about their barley quality preferences for beer and communicated a range of findings to the Australian barley industry.

AEGIC will also continue conducting seminars and workshops in China to enhance customer understanding of the functionality and quality of Australian barley.

## Industry impact



The Australian barley industry is empowered to breed, produce, classify and supply new barley varieties that align with Chinese requirements for beer.

As a result, Australia will strengthen and enhance its status as a preferred supplier of malting barley for the Chinese malting barley market, which is currently worth **\$348 million\***

\*Estimation — assuming \$290/tonne