

# "TRADE IS MY FUTURE"

*Matt Sawyer*

Third-generation Alberta farmer

Matt Sawyer's Alberta farm grows a variety of hard red spring wheat, malt barley and canola. He also raises black angus cattle. Export market demand is a crucial part of his farm's success.

Strong export markets don't happen by chance — they are the result of diligent relationship building with Canada's customers. Matt understands that and has been an active participant in several trade missions, representing his farm and its products in Europe, Japan and Mexico. His success hinges on promoting and differentiating Canada's quality food products on a global stage.

"To meet in person and talk about our farming practices and what we do on a grassroots level builds a trust with the customer that is so important in our business," Matt says.

**Read Matt's full profile at [www.cafta.org/trade-is-my-future](http://www.cafta.org/trade-is-my-future)**



# IMPORTANCE OF TRADE: BARLEY

## JAPAN

- Canada is Japan's largest malt barley supplier, providing 40% of malt imports.
- In 2014, Japan imported nearly \$399 million in barley.
- Canada is also the second largest supplier of barley imports for Japan, with a 26.8% share.

## MEXICO

- In 2014, Canada exported approximately \$800,000 of barley to Mexico.
- Also in 2014, Canada exported \$29.4 million in malt to Mexico.
- Mexico is highly dependent on imported feed ingredients (60% of feed products are imported). This is a huge opportunity for Canada.
- Canada's share of the \$168 million beer market in Mexico is only 0.26%.



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