

# 2013 Triennial Meeting

## Industry Needs

Mary-Jane Maurice

# A Shift in Our Thinking

**20 years ago, Industry needs would have meant what maltsters and brewers want.**

**Agronomics were “nice to have”, not the first threshold that needs to be crossed.**

**Performance in the bin is now also a key criteria.**

**But breeders are used to us always asking more!**

# Agronomics

**Quality is moot if varieties do not work for our growers. Barley varieties compete against each other but mostly against other crops.**

**Desired traits:**

**Disease resistance**

**Pre-harvest sprout resistance**

**Consistency in different weather years**

**Bushels, bushels, bushels!**

# After-harvest Performance

**Desired traits:**

**Long-term germination**

**Hull adherence**

**Keeping good grain great!**

# Malting Performance

**Our needs are to supply the right brewing material in an economically viable way.**

**Desired traits:**

**Balanced modification**

**Consistency between lots and areas**

# Brewing Performance

**Consistency is key. Varieties are needed to serve a number of different brewing profiles.**

**Desired traits:**

**Extract yield**

**Enzyme package**

**Consistent fermentation**

**Good flavor**

**Economics**