

BARLEY THE REAL WINNER AS WORLD CUP FINAL LOOMS

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While most of the action at this year's soccer World Cup has been focused on the pitch, soccer fans have also been doing their sporting best to put a dent in the world's barley supply.

By the time final whistle is blown in Monday's championship match between Argentina and Spain, Jefferies Analysts have estimated 568 million litres of beer will have been consumed globally during this year's World Cup.

Based on GrainGrowers' calculations, brewing that amount of beer would require about 83,558 tonnes of barley, which weighs the same as 38,774 utes or could fill 54 Olympic swimming pools.

CEO Shona Gawel said GrainGrowers' soon to be released 2026 State of The Industry Report showed Australia's barley production had increased significantly over the past 30 years on the back of growing global demand.

"Australia is now producing two-and-a-half times more barley than we were thirty years ago, accounting for about 20 percent of global barley exports," Ms Gawel said.

"In fact, the additional barley needed to brew beers for the World Cup is equivalent to Australia's barley trade to South Africa, Taiwan, Philippines, New Zealand, and Malaysia - a trade worth over \$35 million dollars.

"It is the second most produced crop in Australia with large volumes exported into global markets including Vietnam, Taiwan and South Africa, where it is used in everything from beer to cereals and confectionary.

"This growth in local barley production reflects the Australian grains industry's efforts to diversify the markets it trades into, not just for barley but for all grain and pulse varieties.

"Premium Australian barley is also used to make many products Australians enjoy domestically."

"While only one nation will claim World Cup glory, Australian growers can chalk up a win, producing the grain behind the beer enjoyed by millions of fans across the tournament."