



# INVEST IN *Better Barley*

**THE AMERICAN MALTING BARLEY ASSOCIATION IS THE LEADER IN BARLEY RESEARCH, DEVELOPMENT, AND IMPROVEMENT**



## *Better Barley*

AMBA exists to ensure their members have access to the barley they need, which is accomplished through robust investments in research and development. AMBA is the singular voice on varietal recommendations.



## *Industry Leadership*

AMBA stays informed on the most pressing industry issues and delivers timely and relevant content to our members so that they can make informed business decisions on their barley supply.



## *Federal Advocacy*

The National Barley Improvement Committee represents the entire U.S. barley community and seeks to secure both funding and favorable agricultural policies at the federal level.



**LEARN MORE**

[www.ambainc.org](http://www.ambainc.org)



**MEMBERSHIP  
INQUIRIES**

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# MEMBER ONLY

## Benefits

### Better Barley

Our work is focused on bringing you better barley

- The **AMBA Recommended Variety List** is the industry standard in varietal guidance. Members **directly influence** this list each year.
- Around **30 new barley lines** are extensively tested in our **Quality Evaluation Program** annually to provide locally adapted varieties that meet member needs. Members provide feedback on these lines and gain early access.
- Half of all member dues are directed towards our **research program**, resulting in **\$12 million invested in the past 20 years**. Members gain exclusive access to data and results.

### Industry Leadership

We provide a unified voice for our industry

- AMBA delivers timely **crop reports** providing members the **insight to make informed cropping decisions**.
- Our collective voice tackles big challenges and opportunities, like **environmental sustainability, ag policy, and biotechnology**. Our **coalition building elevates the barley crop** and member industries.
- We connect the barley community of researchers, growers, maltsters, brewers, and distillers through **targeted communication** and seek to **elevate our members' presence in their associated industry**.

### Federal Advocacy

The NBIC, led by AMBA, represents ALL barley

- The **National Barley Improvement Committee** serves all U.S. barley interests for all uses, **providing a national voice** for industry needs and priorities.
- **Lobbying efforts in the past 25 years** have realized a **\$34 million increase in annual federal barley research funding**, in addition to \$20 million for associated research facilities, and \$34 million in grants.
- The NBIC lobbies for **barley initiatives**, including the Barley Pest Initiative **addressing 20+ insects and diseases cooperatively across 15 states**.

