



August 18, 2021

Amy Greenberg
Director
Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau
1310 G Street NW, Box 12
Washington, DC 20005

The National Barley Growers Association (NBGA) writes to submit comments in response to the Request for Information from the Department of the Treasury's Alcohol and Tobacco Tax and Trade Bureau (TTB) on Promoting Competition in the Beer, Wine, and Spirits Markets.

NBGA is a non-profit commodity organization and is the principal representative of domestic barley growers on national policy issues. Over 162 million bushels of barley are produced annually in a typical year in the United States with an estimated value of \$685 million, two-thirds of which is used as the basic ingredient for beer and some whiskey production. Barley producers stimulate the rural economy by purchasing fertilizer, seed, chemicals, fuel, labor, other supplies, and farm equipment with an average economic impact of \$499 million annually.

As you may know, barley is an essential ingredient in beer, and we are proud of the economic impact that the U.S. barley and beer industries have on the economy. According to the Beer Institute, the beer industry supports more than two million American jobs and contributes more than \$331 billion to the nation's economy.

From retail stores to restaurants, consumers have access to a wide selection of beer options. The past decade has seen a significant increase in the number of craft breweries, providing a benefit to barley growers and consumers alike. The NBGA views the diversity in the beer market as a healthy and beneficial dynamic, which we hope will continue in future years and provide opportunities for barley demand to increase so that we can reverse the decline in U.S. barley production that has occurred over the past two decades.

The beer and spirits industries operate in a heavily regulated environment and it is important that an effective balance is maintained that avoids arbitrary, unnecessary and burdensome regulations. We hope the Administration considers the need for balance and the impact that any new regulations might have on all facets of the beer supply chain, including barley farmers.

The NBGA appreciates the opportunity to offer comments in response to the Request for Information and make you aware of our vital interest the beer and spirits sector.

Sincerely,
Greg Kessel
President

