



Canadian Wheat Board: Marketing in the New Millennium

Andrew Schmitz, Hartley Furtan

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The Canadian Wheat Board (CWB) is one of the largest and longest standing public export-marketing agencies in the world. Due in part to the CWB's monopoly nature, controversy has always surrounded its operation and mandate, but in the 1980s and 1990s this controversy intensified. In this comprehensive study, the authors carefully examine Canada's position in the world wheat and barley markets, and the CWB's role relative to multinational grain companies.

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