



Grain to Glass Regional case studies

Caledonian Brewery Heineken, Edinburgh

Caledonian plans to use over 2,600 tonnes of malted barley next year with a proportion of that coming from Scottish barley, Golden Promise. This barley comes at a much higher price, but the brewery feels it is important to support local farmers whenever it is possible. It is also part of the DNA of some of Caledonian Brewery beers.

In addition to supporting the barley growers, the brewery also supports cattle farming by produce a high quality by-product in the form of spent grains, around 40 tonnes per week. It also supports pig farming by supplying yeast by-produce which is currently around 15 tonnes per week. This helps drive sustainability credentials and it just feels good to be working in this way.

Cameron's Brewery Hartlepool, North East

Cameron's brewery has been buying its grains for many years from local maltsters, Simpsons Malt. All their malt is presently supplied by Simpsons from either their north-east malting in Berwick or from the company's other maltings within the UK.

Simpsons provide the crucial link between the brewery and the farmers, carrying out growing trials with new, up and coming varieties of barley, as well as the tried and tested varieties.

The brewery's spent grains are sold into the local farming community by local company Argrain, based in Easingwold. Through Argrain Cameron's therefore has another link to the local rural community.

Fuller's Brewery Chiswick, London

Pride and passion in all we do.

Fuller's is an independent family brewer and as such, we pride ourselves on the way we conduct business, particularly with our suppliers. We understand that any long-term business relationship should be mutually beneficial and based on transparent and fair procurement practices.

We aim to encourage our suppliers to empathise with and adopt similar values to Fuller's. We do this by communicating with them regularly and operating a purchasing department resourced by procurement professionals who work to a purchasing code of ethics based on that adopted by the Chartered Institute of Purchasing and Supply.

A number of our suppliers have been with us for many years. Recent inspection of our Brewing books from over a 100 years ago show that we were brewing with malt from Jupp's, now French and Jupps, in Hertfordshire. We are still taking specialist malt from them today!

Long term agreements with our suppliers allow both parties to plan for the future with some degree of stability and we actively seek to operate such agreements wherever possible. For example, by entering into forward contracts with one of our hop growers, not only are we securing a supply for our brews for years to come, but the guarantee of orders from Fuller's has allowed the grower in question to invest in planting out extra vines of Northdown hops.

In addition, over the last three years, we have developed strong partnerships with local food suppliers in the South of England through our support of umbrella organisations such Hampshire Fare and the New Forest Marque.

Our local sourcing policy gives our suppliers security of trade and payment terms, whilst detailing our criteria for quality and provenance.

With long-term agreements in place, the local suppliers we use are afforded a level of stability and security enabling them to develop their business further. This is particularly relevant for the supply of our Organic raw materials used in the brewing of Organic Honey Dew. We now have in place forward contracts with John Walker for the supply of Organic First Gold hops grown by him on his farm in Hereford. We are pleased to confirm that we are using Organic Barley from Neston Park, the country estate of the Fullers family, for producing a proportion of the Organic malt used in this year's brews.

Molson Coors Brewing Company
Burton, Staffordshire, West Midlands
Tadcaster, Yorkshire
Alton, Hampshire, South East
Rock, Cornwall, South West

Red Tractor Certification of Worthington's beers

In June 2011, Molson Coors (UK & Ireland) was pleased to announce that Worthington's joined Carling in achieving Red Tractor certification. All Worthington's ales now use 100% British barley sourced from Red Tractor certified suppliers – demonstrating our continued commitment to quality assurance.

The Red Tractor logo is a mark of assurance that shows that food or drink products meet high standards of food safety, environmental protection and animal welfare. The Union Flag in the Red Tractor logo provides an independently verified guarantee to consumers of the product's provenance and origin and shows the food is fully traceable back to British farms.

Jerry Dyson, Molson Coors Sourcing Manager said: "This is a really important step for Worthington's and we're proud to be able to tell our customers that our barley has met the high quality standards set by Red Tractor throughout its production, from grain to glass.

We are passionate about offering our customers beers of the highest quality, and certification to Red Tractor demonstrates not only that we meet nationally recognised levels of best agricultural practice but that these standards are met throughout the entire production process as well."

Red Tractor, run by not-for-profit organisation Red Tractor Assurance, is recognised as the UK's leading quality food assurance mark guaranteeing food safety, quality and traceability. Put simply, Red Tractor means Great Food, Great Farming.

Red Tractor is backed by farmers and growers, food producers, processors and packers who are independently inspected to ensure they are meeting high standards of production relating to food safety and hygiene, animal welfare and environmental protection.

High profile support comes from the government, leading supermarket chains and many of Britain's food brands and restaurants.

Shepherd Neame Brewer, Kent, South East

Shepherd Neame's relationship with the hop-growing community is a vital ingredient in its success as a brewer.

Britain's oldest brewer sources 95 per cent of its hops from Kent farmers to produce its distinctive Kentish ales and works closely with the farmers in rigorously assessing the hops' condition. It invites local growers to a Hop Blessing service every October to celebrate the relationships, which go back decades.

This well-established relationship means that Shepherd Neame's beers boast some of the lowest food miles in the UK. The brewery's extensive use of the East Kent Goldings hop helps reinforce the prized Protected Geographical Indication status awarded to many of its beers. The hops lend their name to the Goldings Lecture, held before each Hop Blessing, in which an expert discusses a different aspect of this key ingredient.

Shepherd Neame co-sponsors the UK's leading hop researcher, Dr Peter Darby, and has produced pilot beers to help trial new hops. It also collaborates in a project to house part of the National Hop Collection on land owned by the brewery. The collection preserves rare breeds, which are no longer grown for commercial use. The brewery is also a major sponsor of the annual Faversham Hop Festival.

The brewery's close relationship with hop farmers is celebrated at an annual Bat and Trap competition.

Wells and Young's Brewery Bedford, East of England

Not all beers are created equal!

'Natural brewing excellence'. Three words which sum up Young's beers – from the master brewers who craft the beer down to the farmers who grow the ingredients we use.

And these ingredients are so important to us. We are proud to have been the first brewery to have our bottle and cask versions of our beers awarded the Red Tractor stamp of approval - a sign to our drinkers that we use only 100 per cent Farm Assured barley. In fact, we can stand in a field and we know that barley will be used to brew a pint of Young's Bitter.

And consumer reaction has been positive with the flagship Young's Bitter doubling its share of cask beer within independent pubs where it is the fastest growing standard cask beer.

With 175 years of brewing heritage, accredited natural mineral water in every brew, top quality British hops and Red Tractor accredited barley, Young's beers, which include Bitter, Special and London Gold, really do have 'Natural Brewing Excellence.'

**Wold Top Brewery
Driffield, East Yorkshire**

Our family has farmed 600 acres high on the Yorkshire Wolds for generations. With revenue from traditional income streams falling, we concluded that diversification was a necessity.

We spent 12 months researching our vision to produce Yorkshire's best real ales and in 2003 Wold Top Brewery brewed its first ale in a converted barn. Eight years on, we have won several awards and are proud of our range of all year round and special edition cask and bottled beers that include Wold Top Bitter, gluten free beer Against the Grain and Golden Summer.

The character reflects the fact that the pure, chalk filtered water travels only metres from a borehole to the brewery, that the barley is exclusively Wolds grown and malted by family maltsters and that selected British grown hops impart a distinctive flavour.

We use traditional methods and recipes to brew real ales with character. We name all of our ales after local inspirational places (Wold Top, Wolds Way, Centenary Way) and events of local significance (Mars Magic, Falling Stone) and work hard to promote the area that sustains our family.

We surround our crops with two metre margins to maintain wildlife biodiversity and maintain 35 acres of species rich chalk grassland that is home to varied flora and fauna. We believe that all of these measures result in better crops and tastier ales and we hope that you agree.

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