

# Quenching a thirst for new varieties

As well as **NFC Tipple**, new spring malting barley varieties **Quench** and **Publican** are making excellent progress across Europe – with recent breakthroughs in France, Germany and the UK.

Following closely behind the successes of **NFC Tipple**, new spring barley varieties **Quench** and **Publican** are beginning to generate real interest in European malting barley markets.

According to Syngenta Seeds European malting barley development manager, Simon Phillips, not only do they offer great malting quality, but bring higher yields for growers. These characteristics are being recognised in official tests.

“At the end of January 2007 we heard from the CBMO (Comité Bière



Latest varieties offer a refreshing new choice



**Publican and Quench** – progressing quickly behind **NFC Tipple**, says Simon Phillips

Malt Orge) that both **Publican** and **Quench** had been approved by the brewing industry in France.

“This followed tests on pilot batches and happened just one year after the varieties had been national listed in France. It now means both **Publican** and **Quench** can go into commercial testing.

“Also in January, we heard that both varieties will go into their second year of European Brewing Convention (EBC)

testing – in the North, Central and West regions,” he adds.

## Germany

In December 2006, Mr Phillips says **Publican** and **Quench** had also been national listed in Germany.

“The significance of this is that varieties that are national listed in Germany go forward for multiplication for commercial malt testing.

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## Terrific Tipple

Having now passed many European tests, the amount of **NFC Tipple** grown in 2007 could be set to dramatically increase. Compared with 2006, estimates suggest there could be up to a tenfold rise in **NFC Tipple** grain production across Europe in 2007. That should mean even better availability for malting or making batches for export.

## ► Quenching a thirst for new varieties

Germany's malting and brewing reputation is well respected in surrounding countries – particularly further north," he adds.

In the UK at the end of last year, Mr Phillips says both varieties were placed on the official HGCA Recommended List for spring barley 2007. **Publican** and **Quench** are also undergoing Institute of Brewing quality testing in the UK.

"All these recent developments are important breakthroughs on the road to the varieties becoming significant pan European options.

"The results are important not only in the countries where tests have been completed, but elsewhere in Europe – because malting barley is such a widely traded commodity.

"Both varieties have potential for

## Advantages from European barley

Pan European varieties which can be grown, malted and are accepted by end users across several countries offer real advantages for everyone involved with malting barley, believes Robert Hiles, European Malting Barley Business Manager for Syngenta Seeds.

That is especially the case during seasons of malting barley shortage, as in 2006, he suggests.

"For farmers, pan European varieties can add confidence to grow malting barley because they expand the number of potential market outlets," explains Mr Hiles. "For buyers, they can help with raw material availability – by providing flexibility to import the same variety if domestic quantities are in short supply."

brewing and export, while **Publican** also has potential for distilling, subject to satisfactory tests."

### Important progress

Turning to other important European progress, Mr Phillips says both varieties are also going forward in Denmark and Sweden with industrial testing from harvest 2007.

Additionally, **Publican** and **Quench** are in second year national list trials in Holland, Latvia, Lithuania and Finland, and look promising in trials in Spain.

**Publican** is also in its second year of national list trials in the Czech Republic, while **Quench** is in recommended list trials in Ireland, Mr Phillips adds.

## Importance of yield

As well as providing good quality for end users, pan European varieties must also provide top yields and good agronomic characteristics to farmers – in order to make them want to grow them, says Simon Phillips of Syngenta Seeds. This is where **Quench** and **Publican** excel.

"Looking at the UK as an example, **Publican** and

**Quench** have the top figures for yield, both in treated and untreated situations, on the HGCA Recommended List for spring malting barley 2007.

"Also, both varieties have excellent resistance to lodging, Rhynchosporium and mildew. So they offer high output and robust options," he adds.

Data from the HGCA Recommended Lists, full database at [www.hgca.com](http://www.hgca.com)



High yields and good agronomic characteristics are two key features of **Quench** and **Publican**



With a doubling of market share each year for the last three seasons, spring malting barley **Pewter** could become a number one variety in Spain.

"Extraordinary". That is how Dr Luis Carlos Alonso, Syngenta Cereal License Manager in Spain, describes the growth of **Pewter** in the Spanish market.

In only its third season he says it achieved over a 21% market share in 2006. For 2007, he estimates it could climb to nearly 40%.

There appear to be two key reasons for its success:

- (1) Variety characteristics ideally suited to Spain
- (2) Close collaboration in the variety's marketing

"Barley is the most cultivated cereal in Spain," explains Dr Alonso, "with quite a stable planting area of over 3.4 million hectares per year.

"Over 77% of the area is planted with 2-row varieties, with over 60% of 2-row barley planted during autumn and early winter – either with winter varieties or spring types with some cold tolerance. This feature makes the Spanish malting barley market quite special within the EU," he says.

### Special traits

After just one year of trials, in 2003, Dr Alonso says it was evident that **Pewter** had traits that made it special for Spain.

As well as private trials, testing had been carried out in Spanish Malters Association (SMA) trials, and by the Spanish cereal seed

# Focus on **Pewter** in Spain

company Agrusa (an abbreviation of Agricultores Reunidos or United Farmers).

"It is a variety with resistance to Rhynchosporium and good cold tolerance," explains Dr Alonso. "This combination of traits – plus its malting quality – makes it ideal for the Spanish barley market, as **Pewter** can be planted during late autumn / early winter or during the spring."

Recently, Dr Alonso says **Pewter** was also reported as helping solve the frequent dilemma faced by Spanish farmers of choosing between quality or yield – due to a yield performance better than feed varieties and good malting quality, he adds.

### Collaboration

However, it is not only the variety's traits that make it a success. **Pewter** has been marketed as a collaborative effort, Dr Alonso points out.

For its cereal varieties, Syngenta grants a license through Geslive – an association created to undertake the protection and defence of breeders' rights. For seed production and promotion of **Pewter**, Syngenta chose to work with Agrusa.

Originally founded in 1954, today Agrusa collaborates with seed producers

throughout Spain who produce certified seed at a local level.

"This is our main difference with many other seed companies," says Mr Jaume Rivera, Agrusa's managing director. The decision to grant a **Pewter** license to Agrusa was agreed in summer 2004.

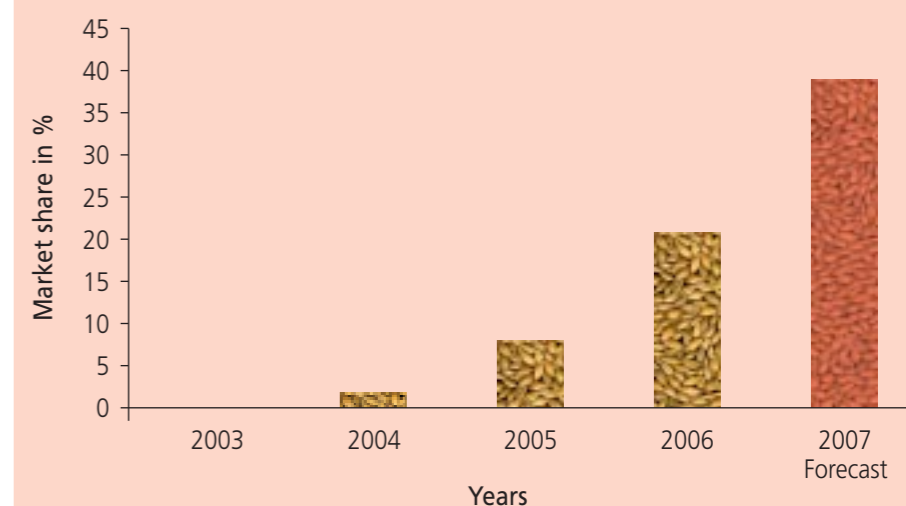
"Close cooperation with the malting industry has also been essential for the success of **Pewter**," continues Dr Alonso, "and has been carried out both by Agrusa and Syngenta.

"Agrusa has made excellent work anticipating the supply of seed to certain areas where malters are contracting," he adds.



Dr Luis Carlos Alonso: Market growth of **Pewter** in Spain has been extraordinary

### Pewter – market share in Spain





# Focus on Braemar in Germany

**Another good harvest in 2006 has seen Braemar maintain its strong German position.**

According to Heinrich Maubach, Syngenta Seeds German technical manager, 2006 was a difficult year for spring barley in parts of Germany – in particular for extracts and grading.

But the robust nature of **Braemar** meant once again, it had a good season.

In fact, its strong performance in these areas can provide farmers with a degree of protection in difficult seasons, he believes.

“If you have a difficult year, **Braemar** makes it more comfortable for the grower,” explains Herr Maubach. “Yield results were better than in previous years, and **Braemar** is outstanding in grading.

## Satisfying

“**Braemar** is a variety which is satisfying every user. Maltsters like it for extract,



**Braemar – good yields and grading**

friability and low soluble protein – because this helps fulfil different specifications.”

Typical German varieties are varieties with high soluble protein, he adds.

“Also **Braemar** appeals to growers. It is especially liked in regions where it is quite dry – such as the Rhine Valley or South West of Germany – where barley suffers from drought, so they have problems with grading. **Braemar** is more robust in grading.” Therefore the percentage achieving malting specifications is much higher, he adds.



**Heinrich Maubach: Braemar suits everyone's needs**

## German maltster view...

**Frieder Heitzelmann**

*Director/owner, Malzfabrik Eckenstein & Co. GmbH*

### Please describe your business

We are one of the small malteries typical for the South of Germany although the last one here in the upper Rhine-Valley near Strasbourg. Our customer structure varies from traditional local breweries to regional breweries of about 1 million hectolitres.

### How long have you been using Braemar?

For three years, beginning harvest 2004.

### What characteristics do you like about Braemar?

Continuity in the malting-process. Excellent cytolysis and even in winter time fast germination. No problems for our contract farmers even in the dry (at least until July) years.

### What are your thoughts for the future on the use of Braemar?

For the next years we expect for Braemar a similar success as Scarlett had in the past.



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