

CEREAL Project – Background



- **CEREAL project partners**
- **Project aims:**
 - Expand cereal production, especially barley, in the region
 - Increase utilization of local cereals for: food & beverage, seed and feed
 - Added-value products were especially attractive
- **Project activities** - focussed on KE in 3 main areas:
 - Growing the crop - farmers
 - Using barley for food products – millers, bakers
 - Using barley for beverages – distilleries, breweries, maltsters
- **Project drivers**



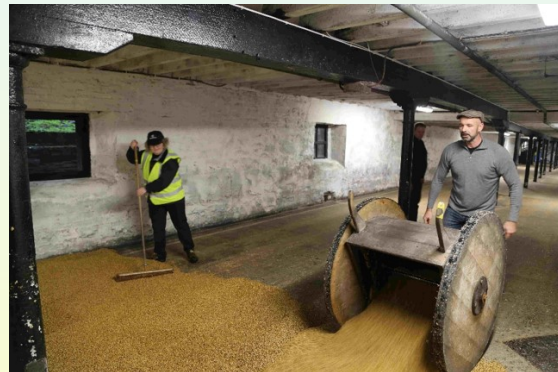
Northern Cereals

Beverage Value Chain - Innovations



Barley For Malting

- Modern malting varieties not available for Northern regions.
- Use locally adapted varieties instead:
 - Old landraces as well as modern varieties



Malting

- A necessary step to use barley for making beer or whisky
- In most parts of region, no malting facilities
- Traditional floor malting introduced to stakeholders as a possible option
- KE placements at an Orkney Distillery

PROGRESSIVE HIGHLAND DISTILLERS
BRUICHLADDICH
SINCE 1887

ABOUT US | LOGIN | HELP | LOCATIONS | TOURS

BRUICHLADDICH | PORT CHARLOTTE | OCTOMORE | PHILOSOPHY | NEWS & EVENTS | SHOP | Q

"WE WANT TO SUPPORT PEOPLE WHO GROW FOR FLAVOUR, THOSE CHAMPIONS OF HERITAGE AND NATURAL CROPS. BY PARTNERING WITH THEM WE CAN FIND NEW AND LONG FORGOTTEN FLAVOURS, RECONNECTING OUR WHISKY WITH ITS VITAL RAW INGREDIENTS."
— Adam Hannett, Head Distiller

BRUICHLADDICH
BERE BARLEY 2010

TASTING NOTES

Nose — At first the nose is dominated by cereal, porridge oats, malty notes but quickly followed by intense fruit, ripe pear and peaches in syrup, lemon meringue

Marketing

- Include growers of local cereals in the marketing story

Beverage Value Chain – Increasing Business Opportunities / Sustainability



Increased local employment & development

Vision

- Barley grown for beverages in N areas
- Local malting facilities developed
- Used to produce high provenance whisky and beer
- Strong products help SMEs expand – tours, visitor centres, accommodation
- Enables increased local employment; growth of other enterprises

Sustainability

- Weather for growing/harvesting still challenging in some years; also affects grain quality
- Lack of local malting facilities
- Impact of Covid19 and other global issues, especially:
 - Need to reduce C emissions: travel (tourism), agriculture, industry