



Prestige

Presentations

- 1400 Welcome and introduction Keith Day
- 1410 Breeding and agronomy Peter Hanson
- 1430 Malting characteristics Frank Rath
- 1450 Malting and Brewing at Carlsberg Jorgen Larsen
- 1510 Tea/Coffee
- 1530 Malting barley EU15 - world Jean-Claude Girard
- 1550 Eurobarley.com Keith Day
- 1605 Prestige summary Keith Day
- 1615 End of session



Breeding and Agronomy

Peter Hanson

Global Barley Breeding Lead - Monsanto

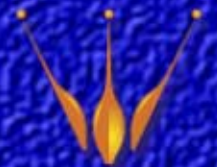
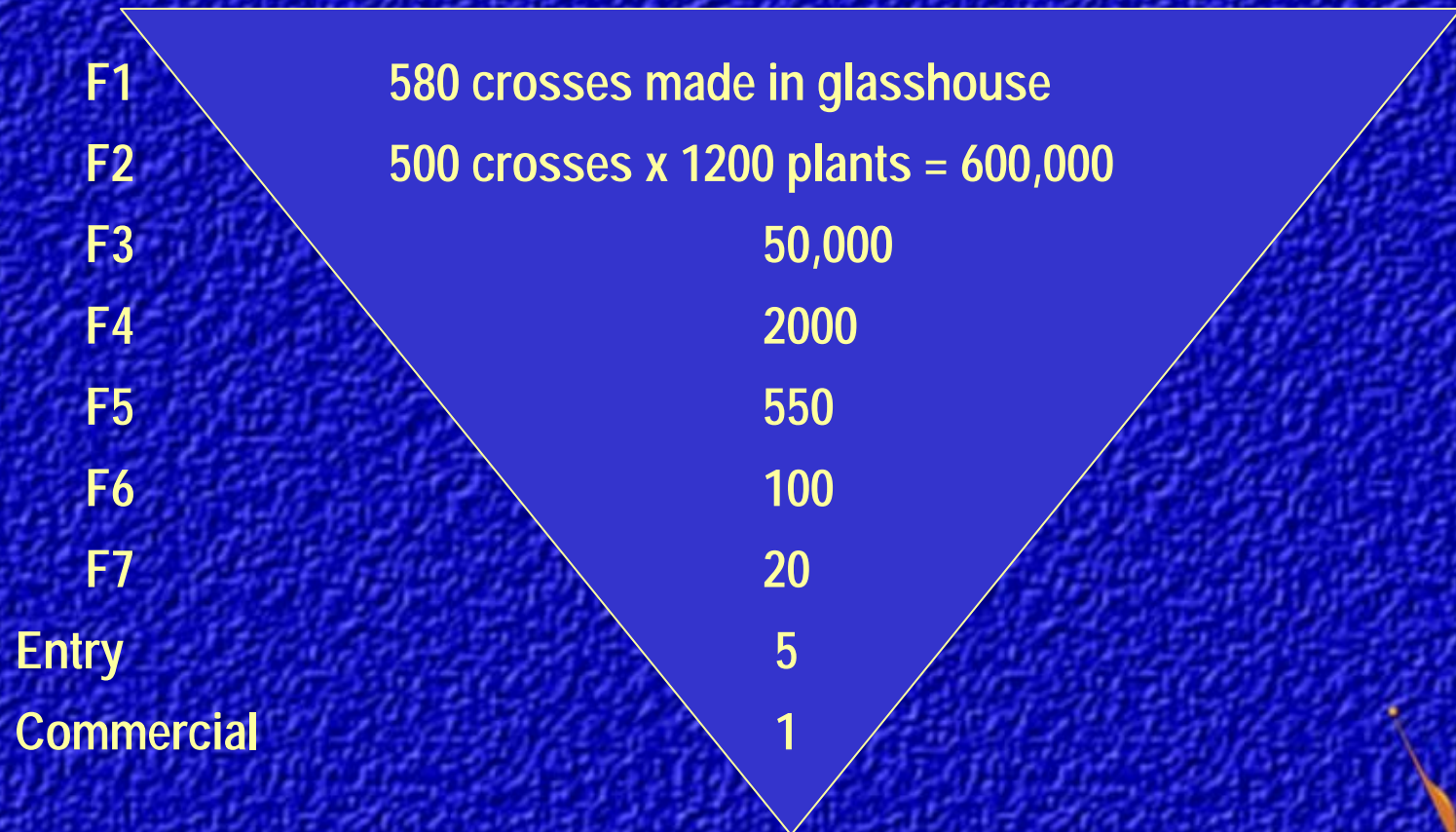


Barley Breeding

- Timescales are long
- Breeding is a numbers game
- At the beginning, seed is limited



Barley breeding funnel



Micro malting in the breeding programme

| Stage | No of sites | Weight | Test | Samples |
|-------|-------------|--------|------|---------|
| F4 | 1 | 10g | HWE | 2300 |
| F5 | 1 | 20g | Full | 650 |
| F6 | 2 | 20g | Full | 650 |
| F7 | 2 | 20g | Full | 100 |





Prestige

was selected from a cross between
Cork and Chariot made in 1992

Breeding of Prestige

Parentage – Cork x Chariot

- **Cork**

- Very high yield
- Large grain
- High DP
- Resistant to splitting
- Moderate extract
- Excellent straw
- Mildew susceptible
- Brown rust resistant
- Medium maturity

- **Chariot**

- Consistent high quality
- Medium grain size
- High DP
- Susceptible to splitting
- High extract
- Medium straw
- Mildew resistant
- Brown rust susceptible
- Early maturity



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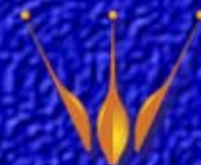
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Agronomy

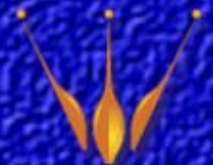
Prestige is a reliable consistent performer on farm

- Stiff straw reduced lodging
- Excellent disease secure yield
- Wide adaptation Sweden to Spain
Ireland to Poland
many soil types
many years



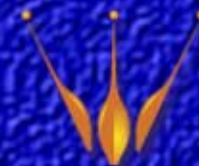
Yield results around Europe

| | <i>Prestige</i> | <i>Scarlett</i> | <i>Optic</i> | <i>Barke</i> |
|---------|-----------------|-----------------|--------------|--------------|
| UK | 105 | - | 103 | 99 |
| France | 109 | 103 | - | - |
| Holland | 104 | - | - | 100 |
| Denmark | 102 | 98 | 99 | 98 |
| Ireland | 101 | - | 102 | - |
| Germany | 100 | 95 | - | 95 |
| Belgium | 104 | 99 | - | 101 |
| Czech | 102 | 102 | - | - |
| Poland | 101 | 100 | - | - |
| Spain | 104 | 100 | - | - |



Prestige – quality

| | | Prestige | Scarlett | Barke | Optic |
|---------|----------|----------|----------|-------|-------|
| Germany | <2.8mm % | 83.6 | 74.5 | - | - |
| Holland | <2.8mm % | 90.7 | - | 84.2 | - |



Prestige – screening losses

| | | Prestige | Scarlett | Barke | Optic |
|---------|----------|----------|----------|-------|-------|
| Germany | <2.8mm % | 83.6 | 74.5 | - | - |
| Holland | <2.8mm % | 90.7 | - | 84.2 | - |
| UK | TGW g | 47.6 | - | 43.9 | 43.9 |



Prestige

- Consistent very high yield
- Outstanding field characteristics
 - Stiff straw
 - Early maturity
 - Good disease package
- Stable high quality
 - Low screenings
 - High extract
 - High Diastase



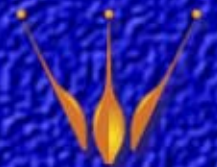
**Malting Characteristics
of the new
European Spring Barley Variety
Prestige**

Dr Frank Rath

Research Institute for Raw Materials

Research and Teaching Institute for Brewing in Berlin (VLB)

Germany



Prestige Malting and Brewing at Carlsberg

Jorgen Larsen

Carlsberg Research Laboratory

Copenhagen

Denmark





Prestige

Malting Barley EU15 - World

Jean-Claude Girard

CERECOM Cereal Commerce GmbH

Hamburg

Germany



Eurobarley.com

Keith Day

Europe/Africa Cereal Product Manager

Monsanto



Eurobarley.com

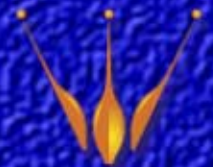
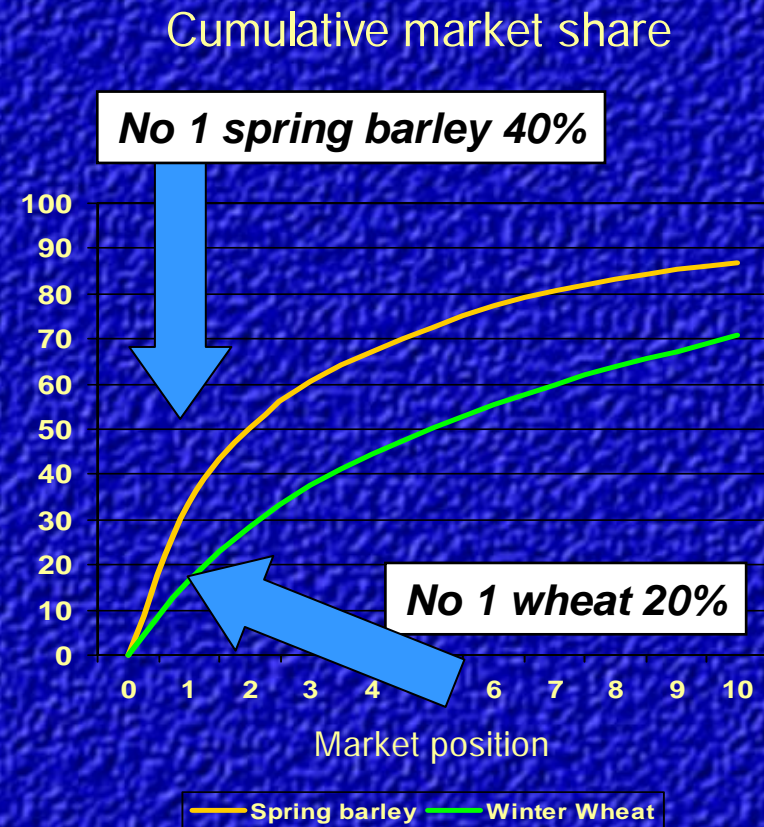
- A new website to provide
 - Information and news on Prestige
 - General information on barley in Europe
 - Links to other associated websites

Website to go live this afternoon



Prestige – The malting barley for Europe

- No 1 SB takes 40% of area
- Spring barleys tend to dominate multiple markets
- Prestige will be Europe No 1 within 3 years



Prestige Launch timetable

Pre-launch 2001

- Ireland
- UK
- Denmark

Launch 2002

- Belgium
- France
- Germany
- Netherlands
- Spain
- Sweden

Launch 2003

- Czech
- Finland
- Poland



Agenda 2002

- The malting and brewing sectors are evaluating Prestige under commercial conditions with positive initial results
- We aim to work with all parties to share information to promote industry acceptance



Summary

- Wide adaptability
 - North to south, east to west
- Outstanding reliable field performance over many countries
 - Outperforms current market leaders
- Consistent high performance in malting and brewing
 - Barke or better
- and thus.....





Prestige

The Malting Barley for Europe