



# Sustainable apples and barley

We're big supporters of British farming. Around 30% of all the apples grown in the UK go into our delicious ciders. And we only use British barley in all our UK brewed beers including Foster's, John Smith's, Amstel and Kronenbourg 1664.



Our business relies on a consistent and quality supply of apples and barley and we don't take it for granted. To ensure a sustainable supply, we're working with our apple and barley farmers now to safe-guard production and rural livelihoods in the future.

## Protecting British orchards

We source our cider apples from thousands of acres of orchards in Herefordshire where we have decades of history. Some of our apple farmers' families have been supplying our business for over 100 years.

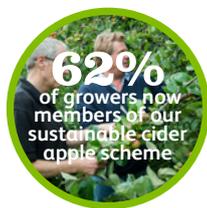
Over the past three years, we've been working with our growers to make orcharding more sustainable by encouraging them to become members of the HEINEKEN Sustainable Cider Apple Scheme. Around 62% of our grower are now members. To join the Scheme, farmers must meet our high standards on a range of topics including sustainable harvesting, waste and health and safety. We then check they're meeting our standards each year and work with them to improve if needed.

Last year, 79% of our cider apples came from sustainable farms. This means we're on track to source 100% of our apples from sustainable farms by 2020.



David Forde, HEINEKEN MD, meets award winner

**HEINEKEN UK's Golden Apple Awards** is the Oscars of the cider apple growing world! Taking place every two years, the awards celebrate our farmers' commitment to quality and sustainability, including outstanding land management, environmental leadership and orchard practices. In 2017, The Skittery brothers won the top prize, following in the footsteps of their father who was a Golden Apple winner exactly 20 years before.



## Future-proofing our barley supply

Every year, we use around 115,000 tonnes of UK barley to brew our beers.

At the beginning of 2016 we began to explore how to make UK agriculture more sustainable and profitable at scale, as part of the **Sustainable Futures (SF) initiative**. The end goal is to change the way Britain's main commodity crops (barley, potatoes, wheat and sugarbeet) are produced so yields go up, while CO<sub>2</sub>, water and pesticides go down.

Innovation is at the centre of the Sustainable Futures initiative. New ways of farming to get more crops with less pesticides, CO<sub>2</sub> and water. Often these changes can be simple and natural, like planting clover in between rows of barley. Clover has natural properties that deter bugs and it's great for soil quality – so less pesticide and fertiliser is needed.

Year one was all about getting the farming community on board and proving the concept. To do this, trial sites were set up across the UK to test various farming innovations to see how they affected yields, biodiversity, water, pesticide use etc.

As part of the 'barley group' we worked with our malster, Muntons, to set up a five acre demonstration plot near our Tadcaster brewery to trial new barley growing techniques. Farmers were then invited to see first-hand how these worked and working groups were set up to discuss the practical application on their own farms.

Now with over 140 farmers on board - covering about 11% of arable land in Yorkshire - year two of Sustainable Futures will see them putting these new techniques into practice. We'll then be monitoring the impact and looking for opportunities to scale.

