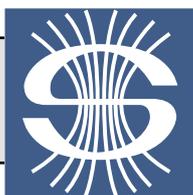


ADVERTISEMENTS



SLADOVNY SOUFFLET ČR

Tailor-made malt

Long tradition of malting

SLADOVNY SOUFFLET ČR is the subsidiary of MALTERIES SOUFFLET FRANCE who is the biggest maltster in the world with 1,350 Mio tons of production capacity.

In spite that activity of SLADOVNY SOUFFLET ČR on the Czech market is rather short, company successfully continues in the tradition of the malt production in the Czech Republic which dates back to 1867 when first malt was produced in Prostejov, today's seat of the company.

Since the foundation of the company in 2001, production and turnover of the company are constantly growing. More than 60% of the total malt production of the Czech Republic (i.e. 300,000 tons of malt annually) is made in SLADOVNY SOUFFLET ČR. Out of this quantity 2/3 are exported and 1/3 is delivered to the domestic market.

Tailor-made production

Permanently growing requirements of our customers focused not only on the quality of the malt but also on the homogeneity of deliveries and the purity of the barley varieties can be fulfilled thanks to the team of highly qualified professionals in our 4 big malting houses: Nymburk, Kromeriz, Hodonice and Prostejov. Wide assortment of the special malts for the production of dark and special beers is prepared in the malthouse of Litovel according to the concrete requirements of our clients.

Our long-term domestic partners are Staropramen (Interbrew), Budweisser Budvar, Pilsner Urquell Group (SAB), Starobrnno and Znojmo (Heineken/Brau Union), Primator Nachod and others. Abroad, company is malt **supplier to the biggest world brewing groups** mainly in European countries like Poland, Germany, Russia, Slovenia, Austria, etc... but also to Cuba in South America and have different clients in Asia as well.

Purchase of the malting barley is organised by the parent company SOUFFLET AGRO. Malting barley is under the control already before its sowing. Farmers are provided with complete necessary service (including deliveries of pesticides, seeding material, fertilisers, latest industry information, etc.). Co-operation with farmers passes through all the year round. SOUFFLET AGRO organises for its partners specialised seminars or field trials which are regularly evaluated through the mediation of "Diamond Club" (complete follow up of the growers of malting barley with back up of results after each season).

Company has established close **co-operation with various research institutes**, for example Research Institute of Brewing and Malting, Agricultural Research Institute Kromeriz, Central Institute for Supervising and Testing in Agriculture, etc.

Quality of purchased barley, production and deliveries of malt are controlled and secured on the basis of internationally recognised **ISO 9000** quality system. Certificate approving conformity of implemented and used system with international standard **ISO 9001:2001** was already granted to the malting plants of **Nymburk, Prostejov, Hodonice, Kromeriz**.

SELEKTA



Selekta, a.s.

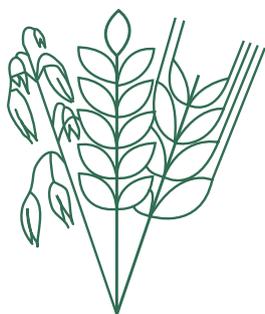
Selekta, a.s., has been established in 1992 as a share company, with new organization of seed production in the Czech Republic. By name and by subjects Selekta continued in the tradition of important company Selecta established already in 1909 as one of the first seed company in former Czech countries and concerned oneself with multiplication and breeding of agricultural crops.

Since 1. 1. 2004 French company Soufflet is majority share holder of Selekta, a.s. In present time Selekta, a.s. is member of GROUPE SOUFFLET, this group is presented in the Czech Republic since 2001 as Sladovny Soufflet ČR, s.r.o. (malting factories) and 2003 also Soufflet Agro, a.s.

Due to this fusion Selekta, a.s. is modern, stable and efficient company which according to the tradition offer good quality variety and complex seed service for wide portfolio of agricultural customers.

The main activities of **Selekta, a.s.**, are focused on:

- **Seed production** for Czech farmers, specialized in cereals, pulses, oilseed rape, white mustard, fodder radish, phacelia, grasses and clovers. Strict quality control and the use of our own seed cleaning facilities and seed production specialists enable us to offer good quality production. We maintain long-term and mutually beneficial cooperation with many domestic and foreign seed companies.
- **Export and import** of seed and other commodities according to demand.
- **Representation of varieties** in the Czech Republic for foreign companies.



Agricultural Research Institute Kromeriz, Ltd.

Agricultural Research Institute Kromeriz, Ltd. is one of private agricultural research institutes in the Czech Republic. Its allocation in the region of East Moravia is associated with a long-term tradition of agriculture, plant breeding and processing industry. The Kromeriz region belongs to the most intensive agricultural regions in the Czech Republic with favorable conditions for growing cereals, sugar beet, and other special crops.

The major part of the activity is **research** (more than 50% of the total turnover). The main activities are concentrated on genetic resources, genetics, technology of cultivation, plant protection and grain quality.

Breeding of cereal crops forms approximately 15% of the Institute activity. Its major part is the development of new genetic resources and lines with incorporated various positive agronomic and quality traits. Breeding materials are provided to breeders as initial resources for their breeding programs. At present, breeding programs of winter and spring barley are being conducted. The Institute has participated in breeding a number of cereal varieties. **The Institute represents several breeding European companies on the Czech market.**

Advisory services assist in introduction of new findings into agricultural and processing enterprises. They have a long-term tradition. Basic direction of advisory services is to support decision making of farmers and enterprises processing agricultural production, the Institute **develops an expert and information system for arable crop production.**

Further details you can find at the web site www.vukrom.cz.



The Chemical Company

BASF Agro division

BASF Agro division, a representative one of the largest worldwide producers of crop protection chemicals, is the long-term reliable partner of Czech farmers. The company offers a global solution for protection of all important crops – cereals, OSR, potato, sugar beet, fruit, vine and others.

BASF Agro, by dint of its intensive and successful research in a field of crop protection, is able to launch to the market new products with guarantee of better effect on the one hand and environmentally more friendly protection against harmful factors in cultivated plants – weeds, diseases and insects, on the other hand.

The stress has been always on a quality consultancy service of experienced specialists – field workers of BASF Agro who are permanently available for our customers in all regions of the Czech Republic. Up-to-date recommendations for crop protection, technical information from research and practice and advance notice of all other activities of BASF Agro carries monthly for farmers Agrotip.



Agrovita, spol. s r. o.

Agrovita Ltd., is a selling company representing marketing, registration and distribution rights of a number of products from Makhteshim-Agan Industries Ltd., Miller Chemical & Fertilizer Corporation, Avenarius Agro GmbH, Chimac-Agriphar, s.a., Prophyta Biologisher Pflanzenschutz GmbH and Ecolab. The Company offers and sells a full range of crop protection products, including herbicides, fungicides, insecticides as well as additional substances and special fertilizers. Agrovita consistently improves its portfolio as well as brings new ways and methods in the field and forest plant protection. The main goal of this Company is the full satisfaction of farmers' requirements. You can find additional information and details on our web sites www.agrovita.cz.



Makhteshim-Agan Industries Ltd.

Makhteshim-Agan Industries Ltd., is the world's leading generic manufacturer of crop protection products. The group ranks among the world's largest manufacturers of crop protection chemicals, with a wide range of advanced, environmentally friendly products, 90% of which are exported to more than 100 countries. Makhteshim Agan Group consistently improves its standing among multinational companies in the global market.

Members of the group have certified management system of ISO 9001 (quality), 14001 (environment), and IS 18001 (safety), act in accordance with TA LUFT standards, they have GLP accredited laboratories (Good Laboratory Practices) as well as GMP facilities (Good Manufacturing Practices). The group continues to strengthen its portfolio with the intensive development and launching of new generic products. Its high technological-chemical capability, extensive product registration in target countries and compliance with environmental regulations, continue to facilitate rapid introduction of new generic products upon patent expiration.

For additional information you may visit us at www.main.co.il.



ELITA semenarska, a.s.

ELITA semenarska, a.s., is a seeding organization which operates in the decisive agricultural areas in the Czech Republic. We specialize in the production and in selling seeds and seedlings of field products of Czech and foreign origin.

Elita originated in 1992 as business-improved-seed association. After 10 years our successful activity in the region of selling seeds and seedlings, the association had been transformed in the stock company. At the same time our company moved into their own building in Brno-Reckovice.

In our assortment you can find varieties of cereals, leguminous, oil-plants, root-crops (fodder plants) and forage (crops). The production of multiplying materials and seeds which are determined for common growing ensures our agricultural service at the contracting multipliers. We put strong emphasis on the selection, because only first-quality multipliers can ensure the production of high-quality seeds. The control of production begins with sowing and continues in the whole production process which is ended as far as the final adjustment at the modern technological line. The Central Institute for Supervising and Testing in Agriculture checks and also confirms the resulting quality of material in high biological and seed worth (value) at this process "Central Institute for Supervising and Testing in Agriculture," provides the quality certificate as well.

The significant component of our activities is selling corn hybrids too. Since we have wide assortment, we will be always able to offer you a hybrid which will be the best for your conditions.

Multiplying grasses for our foreign partners also belongs in our foreign activities. Except grass seeds we ensure for the export also seeds of mustard, california bluebell (phacelia), vetch and clovers.



SAATEN-UNION GmbH

SAATEN-UNION GmbH is an alliance of seven well-known plant-breeding companies. SAATEN-UNION produces and markets agricultural seeds for these companies in Germany and abroad. Since its creation in 1965, SAATEN-UNION has been supplying farmers in Europe with high performing varieties that meet current market requirements.

SAATEN-UNION has a network of subsidiary companies and representative offices throughout Europe. The exchange of breeding material with international partners and testing under very widely varying conditions result in appropriate varieties which are suitable for their market. SAATEN-UNION has already set milestones, and will continue to play a major role in plant breeding in years to come.

SAATEN-UNION Ltd. has established 100% daughter company in the Czech Republic with title SAATEN-UNION CZ s.r.o.

The basic activity is testing and registration of new highly productive varieties with optimal parameters for Czech agriculture.

Establishment of SAATEN-UNION CZ s.r.o. was further important step in the development of the company in the Czech Republic particularly the collaboration of breeding, seed companies and stabilizing of the position on the Czech market.

As for small grain cereals the varieties were registered as follows:

Winter wheat	Batis (A), Bill (A), Globus (A), Levendis (E), Biscay (C)
Winter barley 6-row	Carola, Nelly, Merlot, Traminer
Winter barley 2-row	Reni
Spring barley	Nordus, Annabell, Diplom, Faustina
Winter rye	Apart (hybrid) , Matador (population)

If you wish to know more details will contact us on www.saaten-union.cz.



Selgen's primary focus is the breeding of new varieties of field crops and continues a tradition of breeding activities by its predecessor breeding companies, inaugurated at the beginning of this century (1903–1905) under the guidance of prominent Czech and foreign agricultural specialists.

At present **Selgen** has six breeding stations whose locations enable thorough testing and evaluation of potential material and subsequent selection according to conditions in this country. During their long history Selgen's breeding sites have created 213 varieties. At present 81 varieties are registered in the Czech Republic and 117 varieties from Selgen's breeding stations have been registered abroad. Tens of other potential varieties have been approved in official registration trials, both home and abroad, and hundreds of genotypes are tested by our foreign partners. Use of modern breeding techniques and close cooperation with research institutions has significantly strengthened the competitiveness of our varieties.

Certified seed of Selgen's varieties of cereals, pulses and oil crops are sold to agricultural businesses in the Czech Republic and Slovakia on the basis of a licensed agreement with all seed commercial companies. In other countries Selgen has representation for individual varieties through authorized local firms within an agreed territory. All information concerning varieties and methods of cultivation can be obtained through Selgen's five representatives in the Czech Republic and from Selgen Slovakia in the Slovak Republic. Detailed characteristics of varieties and method of cultivation can also be found at our web site www.selgen.cz.



CEBECO SEEDS s.r.o.



The CEBECO SEEDS GROUP, with headquarters in Holland, has world wide plant breeding, extensive trials on many sites, and world network business. The CEBECO SEEDS GROUP has two members in Czech Republic. First CEBECO SEEDS s.r.o. with headquarters in Prague, acquired in 1994. The second company, PLANT SELECT, s.r.o., with headquarters in Hrubcice, became a member of the group in 1999 as a daughter company of CEBECO SEEDS s.r.o.

Plant breeding in Hrubcice has a long tradition in the breeding of spring malting barley, and winter milling wheat. The start of the 'diamond range' brought successful varieties Ametyst, Favorit, Korál, Rubín and Bonus in the first seventy years, and then Famin, Tolar, forage Heran and Heris. Malz is the latest variety with excellent malting quality also listed in the Slovak Republic and Hungary. Hard work by plant breeders brought popular wheat varieties Hela, Vala and Hana over eighty years. Followed by Vega and Nela. The successes of the breeders from Hrubcice include varieties listed abroad, such as the spring barley varieties Ebson, Pedant, and with top malting quality, and Bety, Ines wheat with baking quality.



Družina Dačice Ltd.

Družina Dačice Ltd. is a private company, which was founded in 1993 on the basis of the previous state company OSEVA Tabor. The main subject of our activity is multiplication, production and seed distribution of cereal, leguminous, oil, technical and clover crops, and grasses. Seed distribution is realized by own lorry transport.

The seat of the company is in Dačice (South Bohemia). The seed processing buildings are situated as well as in Jindřichuv Hradec and Sobeslav. Business contacts with agricultural enterprises are realized by means of representatives in the districts Jindřichuv Hradec, Jihlava, Třebíč, Pelhřimov, Tabor and Havlíčkův Brod. The territory is situated particularly in South Bohemian and Vysocina regions neighbouring with Austria.

As for main agricultural crops, such as cereal, leguminous and oil crops, we are concentrated not only on the varieties of Czech breeding (company Selgen), but as well as on foreign varieties (Cebeco, Saaten Union, RAGT). As for clover and grasses, the company is oriented on a number of foreign varieties, which we use for own demands or realize contract multiplication for foreign companies (Cebeco, Trifolium and others). Besides the production of pure crops, we produce grass mixtures. These mixtures are determined for foundation of grass and pasture stands, recreation areas and play grounds. Total production is supervised by the Central Institute for Supervising and Testing in Agriculture.

To complete our activity, we organize demonstration trials of cereals, legumes and maize in collaboration with the Research Institute of Plant Production Prague-Ruzyne and the testing station in Humpolec. Demonstration trials of maize are organized in the collaboration with agricultural cooperative Kamen near Pacov. All trials are evaluated every year and the results serve to our company and broad agricultural public to better decision making in the selection of varieties and hybrids.

The objective of our company is not only to develop our activity in the territory of the Czech Republic, but also to provide services to farmers in Austria.

CEZEA – slechtitelska stanice, a.s.

The Plant Breeding Station in Cejč was established in 1950 at fertile land in South Moravia of approximate altitude of 180 m. With its excellent climatic conditions the region could be classified like maize-sugarbeet zone.

Breeding of many farm crops has been conducted at the station for **fifty years**. At first, local varieties were used, later on other genetic sources were used as well. The station has undergone number of organizational changes has been incorporated to various research and plant breeding institutes.

CEZEA – slechtitelska stanice, a.s., joint-stock company was established in 1993. It continues in plant breeding tradition. Today, **hybrids of maize, sweet pepper and barley** are registered into the List of Varieties in the Czech Republic, cultivation of some of them is licensed for foreign countries as well.

The main plant-breeding activity is breeding of maize hybrids. The hybrids from Cejč occupy significant field area in the Czech Republic. There are mainly very early and early categories of hybrids which are used for silage. The range of registered hybrids also includes semi-early and semi-late hybrids used for silage and for grain too.

Advantage of red and sweet pepper varieties is their earliness, tastefulness and yield when is cultivated in large-scale field conditions and greenhouses.

The aim of hybrids is to breed and market such maize hybrids, which will fully satisfy farmers in various parts of the Czech Republic for their quality and yield and other agricultural characteristics.

More informations: tel. + 420 518 361 257, fax + 420 518 361 230.



Saatzeit Josef Breun GdbR



The economic counsellor Johann Babtist Breun established die Saatzeitwirtschaft Breun on his 47 ha farm "Galgenhof" in 1906. In the collaboration with Bayerischen Landessaatzeitanstalt, Ulrich Breun started barley breeding on the farm. In 1953, the breeding station moved to the present location in Steinbach near Herzogenaurach.

From the beginning, the priority of Saatzeit Breun was devoted to top malting quality. Since 1939, the particular attention has been paid to disease resistance in collaboration with Bayerischen Landessaatzeitanstalt. The first highlight was the variety Breun's Wisa. When Josef Breun finished his studies, he undertook the company in 1964 and started to deal with breeding both spring and 2-row winter barley. The main breeder's objectives became yield, malting quality and disease resistance. At the same time, Josef Breun started breeding of winter wheat.

At present, Saatzeit Josef Breun GdbR belongs to nationally and internationally most famous breeding companies. The breeding company is represented in seed multiplication and distribution by BayWa AG Munchen more than 70 years. The breeder's activity is focused not only on traditional breeding, but as well as on the increased proportion of new technologies in collaboration with Bayerischen Landesanstalt by means of private breeder's projects.

The intensification of breeding contributed to the increase in the amount of varieties exhibiting high yield potential, quality and resistance.

The most famous varieties of the company that are still nationally and internationally available:

Spring barley – Alexis, Scarlett, Barke, Penelope, Havanna, Jacinta, Marnie

Winter barley – Angora, Labea, Regina, Svenja, Tiffany, Bombay, Vanessa, Mombassa, Resolut, Melanie, Madou, Kreta

Winter wheat – Contra, Transit, Contur, Record, Windsor, Borneo, Elvis

If you wish to have more detailed look on the company and presented varieties will you open the web sites www.vreun.de.



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Germany

Tel.: +49 (0)5051 477-0

E-mail: info@lochow-petkus.de

Member of KWS Group

Sowing Quality
Reaping Success

Lochow-Petkus GmbH

Lochow-Petkus GmbH with its headquarters in Bergen, Celle district, is one of the oldest and largest plant breeding companies in Germany. In 1881, Ferdinand von Lochow started the company in the Brandenburg village of Petkus with rye

breeding, which still is today, besides wheat, barley and triticale breeding, one of the core businesses of this modern plant breeding company. After the World War II Lochow-Petkus GmbH established itself in the Bergen area, since then it has been the Company's headquarters.

The Company's main focus is on breeding and marketing economically interesting grain species and legumes for its core markets in the temperate regions of Europe. All this is carried out in co-operation with both the subsidiaries and associated companies and other companies of the KWS group.

The benefit for the farmers is at the centre of the Company's activities. For its customers, the Company offers high-performance varieties in line with the market requirements. Co-operation with the trade partners is aimed on offering these varieties to the farmers as high quality seed at fair prices.

At all stages of the breeding and production process, Lochow-Petkus underlines its commitment to leading quality in this field. To fully exhaust the potential of its varieties, an extensive advisory service is available to the farmer.

For more information on Lochow-Petkus visit our web site at www.lochow-petkus.de.

NICKERSON
www.nickerson.de

BREEDING SUCCESS!

-  Many years of experience in the breeding of cereals, oil seed rape and combining peas
-  Constant improvement through the release of new high performance varieties
-  Our aim is top quality
-  All year round advice and support

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Telefon + 49 5176/ 98 91-0 · Telefax 70 60
service@nickerson.de



Boreal Plant Breeding Ltd.

Boreal Plant Breeding Ltd. is fundamentally committed to breeding varieties of field crops that are well adapted to the extremes and variable growing conditions. In addition to our breeding activities, we produce pre-basic and basic seeds for the varieties represented in our crop portfolio. In variety markets we operate through seed companies. The current shareholders of our company are the Finnish government, the Finnish farmers' union and a core group of Finnish agribusiness companies.

Building on our long and established experience in plant breeding, we are now focused on the future of modern plant breeding in the twenty first century, and beyond. We have made substantial investment in state-of-the-art biotechnology-based breeding methods; we are convinced that biotechnology will find an ever increasing role in plant breeding and the seed business. In this regard, we remain committed to improvements in our breeding programmes that result in higher yields, better quality, improved disease resistance and field stability.

Our breeding programmes are focused on field crops relevant to Nordic agriculture and other similar geographical areas: barley, oat, grasses, oil crops and spring wheat. We also conduct breeding programmes in winter rye, winter wheat, potato and pea. In addition to our own breeding programmes, we represent several foreign breeders in our home market and offer them the best local testing network and direct access to Finnish seed markets.

The market share of our varieties in Finland is currently 66%. Many of our varieties are listed and are grown in Sweden, Norway, Estonia, Latvia, Russia, Ukraine, the United Kingdom and Canada.

Further details et www.boreal.fi.



SECOBRA recherches

Société spécialisée dans la sélection de l'orge de brasserie
Company specialised in malting barley breeding

- ❖ Associée aux partenaires de la filière française orge-malt-bière : industriels malteurs et brasseurs, organismes collecteurs, semenciers.
- ❖ 3 métiers complémentaires visant à améliorer la production de l'orge et du blé tendre: sélection variétale, production de semences, identification variétale
- ❖ 4 centres de recherches localisés en France, en Allemagne, en Grande-Bretagne et en Espagne.
- ❖ Spécialiste de l'orge en Europe, SECOBRA Recherches développe également un important programme de sélection du blé tendre.
- ❖ Obtenteur de nombreuses variétés d'orge anciennes ou récentes parmi lesquelles:
 - Brasserie:
 - o de Printemps: BEKA, VOLGA, NEVADA, ASTORIA, JOSEFIN ...
 - o D'hiver 2 rangs: MOGADOR, FLAMENCO, CLARINE, BOREALE, NECTARIA ...
 - o D'hiver 6 rangs: ESTEREL, REGALIA, ARTURIO, DOROTHEA ...
 - Et fourragères:
 - o PASTORAL, THERESA, SIBERIA, FRANZISKA, STEPHANIE, MAXIMILIANE ...
- ❖ Associated to partners in the French malting and brewing industries, i.e. industrial malting and brewing companies, grain merchants, seed companies.
- ❖ A comprehensive expertise aimed at improving the quality of the cereals supplies: breeding, seed production and varietal identification of grain.
- ❖ 4 breeding centres located in France, Germany, Great Britain and Spain.
- ❖ The barley specialist in Europe, SECOBRA Recherches is also implementing an important wheat breeding program.
- ❖ Breeder of a large number of barley varieties, old and new:
 - Brewing barleys:
 - o Spring types: BEKA, VOLGA, NEVADA, ASTORIA, JOSEFIN ...
 - o Winter 2-rowed: MOGADOR, FLAMENCO, CLARINE, BOREALE, NECTARIA ...
 - o Winter 6-rowed: ESTEREL, REGALIA, ARTURIO, DOROTHEA ...
 - Feed barleys:
 - o PASTORAL, THERESA, SIBERIA, FRANZISKA, STEPHANIE, MAXIMILIANE ...

WINTERSTEIGER

WINTERSTEIGER delta – The new plot combine of WINTERSTEIGER

Like all WINTERSTEIGER plot combines, the WINTERSTEIGER **delta** was specially developed to meet the requirements of agriculture field research. As a result, the **delta** meets all the requirements for a fast, mix-free harvest of yield and variety trials as well as smaller seed multiplication fields. The modular system allows for adaptation of the machine to different harvesting conditions in crops such as cereals, rape seed (canola), grasses, legumes, beans, soybeans, sunflowers, sorghum, maize (corn), rice and special crops.

Delta – the difference that makes you more successful!



Please ask for our catalogues for detailed product informations!



O.K. SERVIS BioPro, s.r.o.

- We are a private company well established on the market for laboratory instruments, food ingredients and laboratory diagnostics in the Czech and Slovak Republics.
- As a supplier, we are interested to fully understand the specific needs of each individual customer. Accordingly, we can propose a comprehensive solution that should fully satisfy the client and that we hope will lead to long-term co-operation.
- We closely and intensively communicate with those companies that we represent in order to build our mutual market position and positive image. The portfolio of companies represented includes small and medium-sized specialised companies as well as large corporations. Examples in the first group include Sweden's Perten Instruments AB, A/S Rationel Kornservice from Denmark, the Swiss Prionics AG and AES Laboratoire from France. An example of a large corporation that we represent is DSM Food Specialities Division, our supplier of food ingredients.
- The company headquarters are in Prague. Our Service and Application Centre is situated in Podebrady (50 km east of Prague). In 1996, we established O.K. Servis ETC, Bratislava, our subsidiary in Slovakia.
- We provide complex solutions in three basic spheres of activity:
 - laboratory instruments,
 - laboratory diagnostics,
 - food ingredients.
- The important parts of our activity are technical, application and calibration services as well. Our main partners for grain industry are Perten Instruments AB, Sweden and A/S Rationel Kornservice, Denmark.



American Malting Barley Association, Inc. (AMBA)

The **American Malting Barley Association, Inc. (AMBA)** is a nonprofit US trade association currently comprised of five brewers – Anheuser-Busch, Inc., The Gambrinus Co., Miller Brewing Co., Sierra Nevada Brewing Co., Summit Brewing Co. and five malting companies – Briess Malt & Ingredients Co., Cargill Malt, GModelo Agriculture, Inc., International Malting Co. – US, Rahr Malting Co. Since 1938, the primary efforts of the US malting and brewing industry in developing improved malting barley varieties have been coordinated through AMBA and its predecessors.

AMBA's mission is to encourage and support an adequate supply of high quality malting barley for the malting and brewing industry and increase our understanding of malting barley. A major objective is the development of malting barley varieties with improved agronomic and quality characteristics. These improvements help keep malting barley competitive with other crops so that growers continue to plant and produce an adequate supply of malting barley of consistent and suitable quality.

AMBA make grants to state and federal research facilities in support of malting barley research programs throughout the US. In addition to variety development and barley research, AMBA provides a collective means for its members to address issues facing our industry, runs a quality evaluation program to determine suitability of varieties for use by members, coordinates the lobbying efforts of the National Barley Improvement Committee to secure increased federal funding for barley research, provides exclusive information on barley to its members, has a public education program, and works with barley grower organizations to address farm program issues. For more information on AMBA visit our web site at www.ambaine.org.