



# UK Growers Providing Unequaled Traceability

The unrivalled level of brand protection offered by AUKM begins with the growers who supply the members of the scheme. All suppliers are part of an assurance scheme like the Assured Combinable Crops Scheme (ACCS), or Scottish Quality Cereals. As a member of such a scheme, and a grower supplying AUKM, one farmer in Hampshire is fully aware of the high standards his barley must meet.



Julian Gibbons

Julian Gibbons, of M. Gibbons and Sons in Bradley, Hampshire, said: "We keep detailed computerised records at every stage of the process, as well as retaining samples of all the batches that leave the farm. When malting barley goes from here it takes a 'passport' with it that shows all the details, and includes a stamp to show which farm it comes from and that it is ACCS certified."

ACCS requires the highest standards from Julian during the growing process, from the planting of the seed to the moment the barley leaves the farm. The standards laid down by the scheme cover:

- *Seed*
- *Applications of pesticides and fertiliser*
- *Grain harvesting*
- *Storage*
- *Transportation*

All of the above is subject to annual audit, with the grower having to prove that all of the necessary licences and training are in place, as well as a visual inspection by an auditor.

ACCS Chairman Tony Pexton said: "The AUKM scheme is an excellent example of integration between on-farm schemes and processing. It adds value for the grower and gives buyers, retailers and consumers total confidence in the ingredients they are using and consuming."

To view the full case study, please visit [www.assureduk malt.com/gibbons.htm](http://www.assureduk malt.com/gibbons.htm)

## AUKM IMAGE LIBRARY NOW LIVE

A gallery of pictures which have been taken for Assured UK Malt is now live and ready to use on [www.assureduk malt.com](http://www.assureduk malt.com). Presented as a series of thumbnails, each picture can be clicked on to see a larger web version, or a high resolution version can be downloaded.



These pictures are for use in materials produced in connection with AUKM, and should be acknowledged as 'Picture(s) courtesy of Assured UK Malt'.



## AUKM shows the world its benefits at Brau

The Assured UK Malt team was pleased to meet up with many brewers and distillers from across the world at last

November's Brau exhibition in Nuremburg, and discuss the unrivalled benefits of the scheme with them.

# The AUKM Proposition

You may have already seen a copy of The AUKM Proposition, a checklist of all the key benefits that AUKM offers to brewers and distillers.

The five key points covered on the checklist are:

**Traceability and Independent Audit**

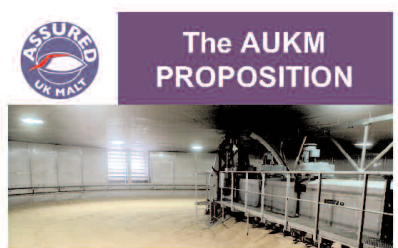
**Brand Protection and Risk Management**

**Responsive Supply Chain**

**Legality**

**Technical Support**

*A copy of The AUKM Proposition can be downloaded from [www.assureduk malt.com/technical.htm](http://www.assureduk malt.com/technical.htm)*



**The AUKM PROPOSITION**

**Five things that AUKM offers:**

**One - Traceability and Independent Audit**  
Malt produced by companies in the AUKM scheme offers an unrivalled degree of traceability. The checks extend throughout the supply and production of malt enable AUKM auditors to trace batches of malt back through the process to identify the barley used for production. This barley can, in turn, be traced back to farms that supplied barley into the milling plant. Checks are made at every stage of the supply chain to ensure that the raw material and the finished product comply with AUKM standards. These checks are independently audited on an annual basis to ensure that the companies can prove that procedures are in place and are being followed.

**Two - Brand Protection and Risk Management**  
Brewers, distillers and food manufacturers make a huge investment in their brands and the protection of these brands through elimination of risk is an important issue for marketers, brand managers, finance directors and chief executives alike. The use of Assured UK Malt offers the highest possible level of supplier assurance and product safety.

**Three - Responsive Supply Chain**  
Companies that purchase Assured UK Malt are not just buying a product produced by one maltster. AUKM brings the knowledge and experience of a whole industry working together to raise standards throughout the supply chain. Initiated from the combined development by Maltsters of a comprehensive set of HACCP standards, the AUKM scheme has expanded to bring together all aspects of production, and also integrates with other assurance schemes relevant to the malt supply chain.  
The scheme is regularly reviewed and, through its links with all elements of the chain, is able to respond readily, in anticipation of and in response to the changing needs of and suppliers.

**Four - Legality**  
Buying AUKM malt offers a guarantee that the malt has fulfilled all the legal requirements in its production including minimum pesticide residues.

**Five - Technical Support**  
As a standard which has been adopted by all major malt suppliers in the UK and is audited, AUKM has the comprehensive technical support provided by a panel of international experts.



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Assured UK Malt (AUKM) is the internationally recognised accreditation scheme for malt run by the Maltsters Association of Great Britain. Members of the scheme are Bairds Malt Limited, Coors Brewers Ltd, Crisp Malting Group Ltd, Greencore Malt, Muntons plc, and Simpsons Malt Limited.

For more information on Assured UK Malt visit [www.assureduk malt.com](http://www.assureduk malt.com) or contact MAGB on +44 (0)1636 700781