

# PATRIJSKE

## BEER



**Alex Wieland Save meeting 26-9-2019**

# Content presentation

- ◆ Project objective
- ◆ Product information
- ◆ Marketing experience

# Old (grain) species & Farmland nature a good combination



- ◆ Start 10 years ago
- ◆ Some species we got from others
- ◆ Some species we got from Genebank Wageningen

We get grounds for free,  
nature/waterwinning area

project area for field experince (nature  
inclusive farming):

10 hectare clay soil

7 hectare sand soil

# Objective old (grain) species

- conservation of genetic biodiversity
- Making old (grain) varieties accessible to visitors, they are very beautiful

# Species

- ◆ Wheat 4: Wilhelminatarwe, Zeeuwse tarwe, Zeeuwse witte, Riswiet
- ◆ Barley 2: Maartsche gerst, Zeeuwse 6-rijige wintergerst.
- ◆ Rye 1: Sint Jansrogge
- ◆ Oats 1: Zeeuwse haver
- ◆ Spelt 2: Rotkoorn, spelt van Oosterhof
- ◆ Emmer wheat: 2 witte emmertarwe, Zeeuwse bruinkafemmertarwe
- ◆ Einkorn wheat: 1
- ◆ Camelina sativa: 2
- ◆ Buckwheat: 1

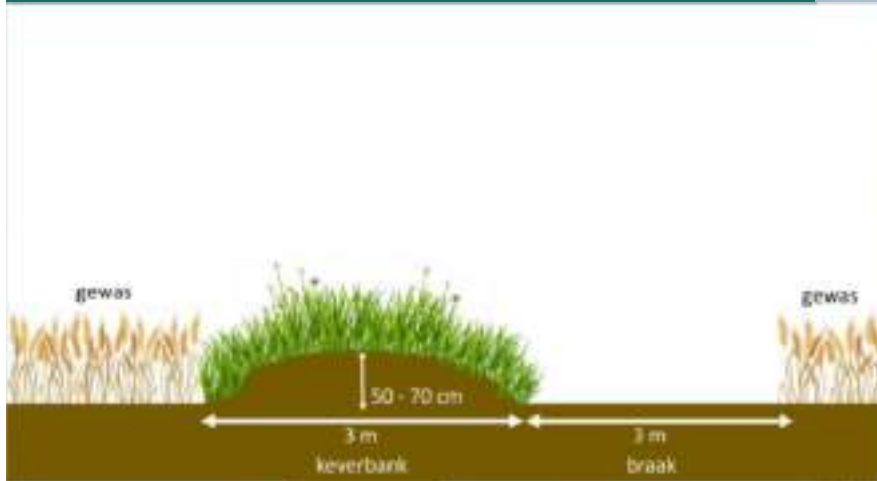
# Excursions for farmers and bakkers











# Nature friendly farming

- ◆ Field margins for wildlife
- ◆ Flower fields for wildlife (bees)
- ◆ Beetle bank (helps us to control harmful insects)
- ◆ Smaller fields (more different crops is better for wildlife)



Akkertjes St Jansteen



# Birds in our fields



# What can you do with the products?

- ◆ First we make bread and cookies, then BEER
- ◆ 2 objectives:
  - Give information why to save old species and farmland nature.
  - Get some money for special projects

# Malting weakest link in the process



# Brewing

## Local brewery





# Patrijske wheat tripel

Every year 2000 liter (5000 bottles)

Contains 200 kg of our Zeeuwse witte wheat

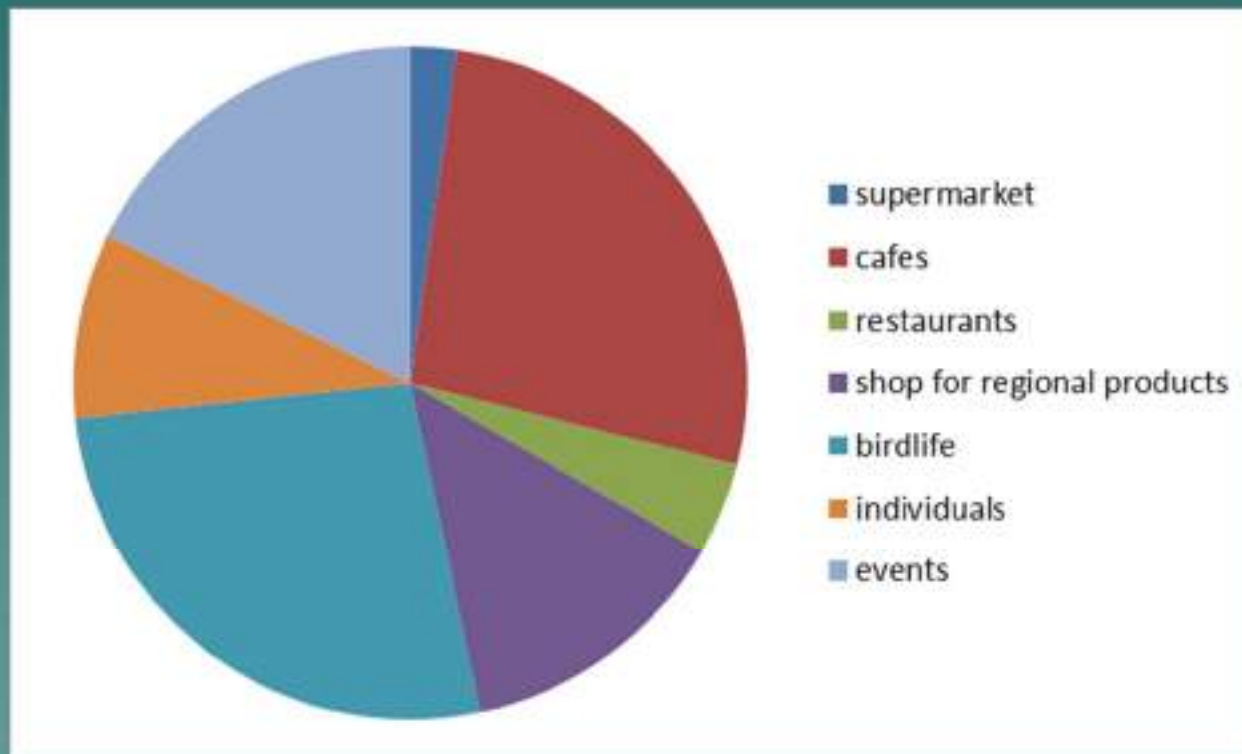
Local barley (sustainable)

Hop from Belgium (organic)

# Marketing

- ◆ We asked restaurants, cafes, shops if they are interested and offered them flyers and beers to try.
- ◆ Untappd (beer ranking app)
- ◆ facebook
- ◆ Beer festival (1 time a year)
- ◆ Most locations are related to nature, culture or history

# Percentage sales about 5000 bottles



# Selling points



# Income

- ◆ More cost if you use your own products, local products and extensive production.
- ◆ Margin €0,20 a bottle for companies
- ◆ For 5000 bottles (production 1 year)  
= € 1000
- ◆ If you count transport and extern administration, margin almost 0
- ◆ Reactions if they do not take it:  
interesting product but expensive

# Others

- ◆ What can we do: more income/production (we need more time for promotion).
- ◆ Continue production process.
- ◆ Beer is very good for information why to save old species and nature.
- ◆ This year we join a new project of Universiteit Gent: beer with authentic wheats
- ◆ Camelina oil
- ◆ We will start with some old hop species
- ◆ We are pride winner of
  - **SAVE Arca-Deli Award and we go for more**

We bought a mini combine  
Donate money for a Patridge  
project  
Buy transmitters for Patridge  
research  
Contribution for research  
projects

