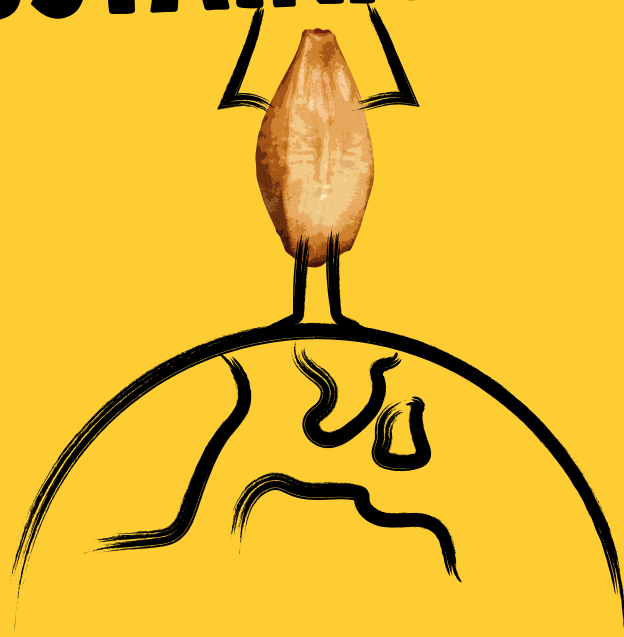


# SUSTAINABILITY



## OUR BARLEY

Our barley is sourced from different farms in the UK and milled by Shipton Mill.

Set in a beautiful Cotswold valley, the mill in Shipton Moyne Wood has been producing flour for almost a thousand years.

Yep – that's a very long time, and they're still going today!

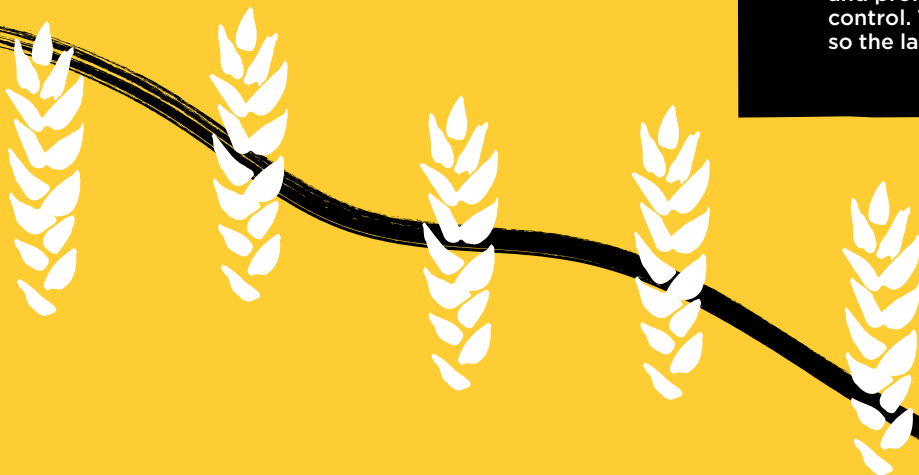


## PLANT-BASED POWER!

A plant-based diet can play an important part in making our food system more sustainable. Plant-based products use less natural resources such as land, water and energy compared to animal-based products. They're more efficient, effectively taking out the middleman... or cow.

We care about our barley from the ground up, and have built relationships with suppliers who share our values. The barley we use is 100% organic with exceptional quality. From where it begins in organic UK farms, to how it's carefully milled – the quality of the production process is important to us, from beginning to end.

Our barley is produced by organic farming methods, which imposes very tight controls on using artificial chemical fertilizers or pesticides, and GM crops are a no no. Crop rotation is also encouraged, which keeps the soil nice and healthy and promotes natural methods of pest control. This in turn boosts biodiversity, so the land is full of life!





# LET'S BRING BARLEY BACK

## THE ANCIENT GRAIN

Barley has been used in food and drinks for over 10,000 years, so when we say "ancient grain", we really mean it! It was grown by the Ancient Greeks, guzzled by The Gladiators and enjoyed by the Egyptians. But this ancient grain has slipped of the nutritional radar, so we're here to bring barley back.

## TOP OF THE CROPS

One of the reasons barley has been celebrated across cultures for thousands of years is because it's a widely adaptable crop. It can survive in diverse climates, altitudes and latitudes – it grows high up in the mountains, in the dry deserts and even in the arctic! It's also one of the very few agricultural crops that can tolerate both salinity and drought. On the Altiplano of the Andean nations of Peru and Bolivia, barley is grown at higher elevations (over 4500m!) than oat, wheat, and maize. In the Nordic countries of Norway, Sweden, and Finland, barley is grown further north than wheat and oat. In the North African country of Algeria, barley is grown further south toward the Sahara than the most drought-tolerant durum wheats. Barley is also included in the list of priority crops of Kuwait because of its tolerance to alkaline soils, drought, and extremes of temperature. Where most crops can't survive, barley can. This little grain is made of strong stuff. It really is top of the crops!

## TRADITION AND NUTRITION

Barley is still widely eaten in North Africa, Tibet, and India. In the highland parts of North Eastern Ethiopia, barley is the number one food crop. It's known as 'gebs ye ehil nigus', which means barley is the 'king of crops'! It's an essential ingredient in many of their traditional dishes and they believe it has many health benefits. Beso (a dish made out of lightly roasted whole grain barley) is served as a remedy for gastritis. Genfo (a thick porridge eaten for breakfast) is served as a good substitute for breast milk.

In Tibet, Tibetan highland barley, the primary ingredient in Tibet's staple food 'tsampa', has repeatedly been linked with healthy insulin sensitivity and a reduced risk of metabolic syndrome.

## OLD GRAIN, NEW TRICKS

In the developed world, barley was once seen as a nourishing food, but in the nineteenth and twentieth centuries, it evolved into animal feed and a malting and brewing grain. Now barley is back on people's radar – seen as a healthy alternative to refined grains. This is evident in the food health claims from the USFDA (2006), EU EFSA (2011), and Health Canada (2012), linking the consumption of barley with reduced risk of developing coronary heart disease and an ability to reduce the rise in blood glucose after a meal. The recent awareness of the benefits of healthy diets that are lower in calories, high in dietary fibre, low in fat (especially saturated fatty acids and trans-fatty acids), rich in antioxidants and other protective compounds, has triggered the re-emergence of barley. It's a natural, inexpensive, available food source that meets these criteria.

## LET'S BRING BARLEY BACK

It's time to bring barley back – with its rich, nutty, distinctly earthy and slightly sweet flavour. We want to encourage farmers to select barley crops for taste and nutrition, which could be a step in the right direction to ensure that our future generations have something to eat – something delicious and nutritious. An ancient grain for the sustainable future.

Long live barley.

