



Media Release

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FITZROY – LION'S NEW FLAG WINNING BARLEY

A new high-yielding variety of malting barley, bred by Victoria's Department of Primary Industries (DPIV) should prove a windfall for growers in the medium to high rainfall areas, the General Manager of AWB Seeds, Denis McGrath, said today.

"The *Fitzroy* variety increases yield by around 10% and extensive testing has proved it particularly suitable for growers in northern NSW and Southern Queensland," Mr McGrath said.

"It is best suited to the domestic brewing markets and that's why the Lion Nathan Brewing Group, along with Joe White Maltings have been running commercial malting and brewing trials for the past two years."

The new barley was officially launched at Lion's Castlemaine Perkins Brewery in Brisbane on the 6th of March.

"Fitzroy was evaluated in the north eastern Australia cropping zones by the Queensland and New South Wales Department of Primary Industries through the Northern Region Barley Improvement Program. The excellent collaboration of the various organisations involved in the varieties evaluation was a major influence the naming of this variety. Fitzroy was named after the Australian Football League club "Fitzroy Lions" which successfully migrated to Queensland, " Mr McGrath said.

"Before Fitzroy, malting varieties released in the target region over the past 15 years had not shown the wide agronomic adaptation demonstrated by Grimmer, released in 1982," Mr McGrath said.

"Fitzroy offers growers at least a significant yield advantage over current malting varieties in the northern region, combined with improved foliar disease resistance and improved malting and brewing characteristics for the domestic industry."

"Fitzroy is now being widely promoted in northern NSW and southern Queensland as one of the preferred malting varieties for the domestic brewing industry, and is expected to become the dominant variety in this region, with likely annual production exceeding 300,000 tonnes."

AWB Seeds were selected as the Variety licensee during 2005 on the basis of tender for the production and distribution of seed of this variety.

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