

Press Release

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UNITED BREWERIES LIMITED (UBL) RELEASES VJM 201 TO PUNJAB

United Breweries Limited has released its high quality Malting Barley – VJM 201 to the Government of Punjab. The Malting Barley having been found better on all its specifications than any other quality being presently released to the farmers in the State, the Government has for the first time acknowledged a private sector research initiatives in this field.

This is a first of its kind arrangement between a corporate house and the Govt of Punjab. The research was conducted by the United Breweries in association with the Punjab Agricultural University.

UB is in the research activities for the development of Malting Barley varieties in India which presently is of feed type. It started its efforts in the South in 1991 and subsequently decided to develop and cultivate good malting quality barley varieties in North India especially in Punjab where the company has its malting facilities too. For the last 3 years UB was working on different malting barley varieties of 2Row and 6Row in active association with Punjab Agricultural University, (PAU) a premier institute of Agricultural Research in Punjab.

One of the UB's in-house developed 2-rowed variety VJM 201 was found very promising by PAU after testing it in their State trials for 3 years and in 2004 was tested in Adaptive trials at over 100 locations all over Punjab to evaluate its adaptability in the State over their own variety PL 426. VJM 201 is a medium tall, mid maturing lodging resistant variety. It has uniform bold plump grains and as per PAU is far better in malting quality

VJM 201 has shown better results compared to earlier PL 426 variety released by PAU on all the accounts like increase in yield by approximately 17% at their research stations and fairly resistant to all diseases.

After finding VJM 201 better on all counts than the already released varieties the Govt. of Punjab have released this variety to the farmers of Punjab, during last week.

"The release of this variety will definitely go a long way in our efforts to improve the general quality of barley in Punjab in the years to come which presently produces mostly feed type", said Mr Kalyan Ganguly, President and CEO of United Breweries Ltd. "This release throws a new challenge to further improve the quality of the barley available for which United Breweries Limited is committed and more such varieties will be identified so that the farming community and the industry will be mutually benefited", Mr Ganguly further added.

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