



Acres to Ales: Grown, Malted and Brewed Locally

The Acres to Ales program was created by Limagrain Cereal Seeds (LCS) to support local supply chains that use premium LCS malting barley varieties. It all starts at LCS with superior barley genetics and quality-assured certified seed. Then we brew local partnerships with farmers, maltsters and brewers to take the seeds from grain to glass, plant to pint, Acres to Ales. Brewers craft beers with LCS barley that has traveled as little as five miles from local farms to their mash tuns.

For more information about the Acres to Ales program:

Visit AcresToAles.com

Watch [One of These Days](#)

Email zach.gaines@limagrain.com



The Acres to Ales supply chain supports state and local economies. When you drink an Acres to Ales beer, you can be sure it was crafted with the highest quality barley available in the marketplace.



Acres to Ales Logo Usage

Maintain safe zone around the logo:

A sufficient safe zone should be maintained around the Acres to Ales logo. Keep all other content out of the safe zone or it will crowd the logo and make your logo sad.

Minimum size:

The logo should never get smaller than a width of one inch. Small details can lose legibility as size is reduced.

Misuses to avoid:

- Stretching or warping the logo in any way
- Changing the font of the logo



Logo files:

Acres to Ales logo files for use in print and digital applications are available by request. Contact Zach Gaines at zach.gaines@limagrain.com for a full set of logo artwork.

Minimum size:



Safe zone:



Acres to Ales FAQs

Why did Limagrain Cereal Seeds (LCS) start the Acres to Ales program?

Nationwide, there is a growing enthusiasm within the craft beer industry to develop state and local supply chains for high quality malt. Breweries are looking for ways to connect with farms and reduce the carbon footprint of malt sourcing while supporting local economies. As a farmer-owned grain breeder with research stations all across the United States, LCS has always been interested in fostering local partnerships and implementing quality assurance systems for malting barley seed.

LCS knows that great beer starts with high quality barley and is dedicated to developing new, improved malting barley varieties bred expressly for the growing conditions of local farmers and the desired characteristics of local maltsters and brewers. Malting barley seed sourced through an Acres to Ales supply chain is guaranteed to meet the following requirements at the time of retail (certified) sale:

1. Inspected at three different stages throughout increase years utilizing the U.S. Certified Seed model
2. Increased from pure Breeder's Seed stock grown under the supervision of LCS for exceptional varietal purity
3. Falls within rigid purity standards to exclude weed seeds, other crop seeds and other variety seeds
4. Germination rate of 85% or higher
5. Bred using conventional plant breeding methodologies – NON GMO

Acres to Ales FAQs

Why do locally sourced brews matter?

Environmental impact. A typical “local” beer’s barley can have hundreds of miles on it by the time you add transit from the seed breeder to the field, field to maltster, maltster to brewer and brewer to bar. An Acres to Ales beer’s barley, by contrast, will have traveled as little as five miles from start to finish.

Quality control. Acres to Ales barley is bred specifically for local growing conditions and tastes. For example, farmers might need a drought-tolerant barley variety, or maltsters and brewers might want barley with certain quality specifications. With the Acres to Ales program, those requests can be made a reality — starting with the seed. Acres to Ales gives everyone in the supply chain an enormous amount of control, which leads to the creation of first-rate and truly unique beers.

Why should my bar/tap house/restaurant stock Acres to Ales brews?

We’ve already touched on the growing enthusiasm for local supply chains on the business side. Beyond that, locally sourced products are important to today’s consumers, and there’s no more receptive audience than craft beer drinkers. A high-quality brew with local credentials is worth a premium price — up to 50¢ more per pint — and will always be in demand.

How can I become part of an Acres to Ales supply chain?

Visit AcresToAles.com for more information about the program. Contact Zach Gaines at zach.gaines@limagrain.com to find out if Acres to Ales is available in your area.



Acres to Ales Press

Fields of Genie: New local supply chain a breakthrough for craft beer

Fort Collins, Colorado, June 11, 2015 — Limagrain Cereal Seeds (LCS) let the Genie out of the bottle at its Acres to Ales Tap Takeover event at The Mayor of Old Town — a Genie with the potential to revolutionize the craft beer industry.

An energized crowd of plant breeders, farmers, maltsters, brewers and beer connoisseurs alike rubbed elbows and raised pints of beer made with LCS Genie, the company's first malting barley.

"As far as we know, we're currently the only private breeding program in the U.S. that's releasing barley varieties specifically for the craft brew industry," says Zach Gaines, marketing manager for Limagrain Cereal Seeds.

Fourteen craft brewers participated in creating one-time small batch beers made with LCS Genie malt for attendees to enjoy while learning about Acres to Ales, a supply chain concept born in the craft beer mecca of Fort Collins.

The event spread enthusiasm for the fully local craft beer supply chain becoming a reality by next year, with the Acres to Ales logo allowing consumers to identify beers made with barley that was grown, malted and brewed in Colorado.

The new supply chain starts with LCS breeding barley for Colorado farmers. The farmers grow it for local maltsters, who malt it for local brewers, and the brewers then work their magic to create great craft beer for consumers.

But the magic begins before the farmer even gets the seeds. It starts with LCS plant breeders understanding that craft brewers make more complex beers and thus have more complex needs.



LCS Genie growing in the field



An energized crowd of plant breeders, farmers, maltsters, brewers and beer connoisseurs alike rubbed elbows and raised pints of beer made with LCS Genie



LCS Chief Operating Officer Frank Curtis and Odell Brewing Company owner Doug Odell

Acres to Ales Press

LCS took some of the best varieties from Limagrain barley breeding programs in Europe (where many U.S. craft breweries source their barley) and brought them to the U.S. to see what would work with the environment and climatic conditions here.

"Our barley not only has to satisfy the needs of each part of the supply chain, it should also provide something better than what craft brewers have worked with in the past," says Limagrain UK barley breeder and geneticist Mark Glew, who bred LCS Genie. Glew worked to optimize LCS Genie's starch and enzyme levels and carefully selected other characteristics to meet the needs of farmers, craft maltsters and brewers.

"Our barley needs to be high-yield for the farmer and high-quality for the brewer, or it won't work," Glew says. He thinks LCS Genie truly achieves the goal of providing something of value for everyone. "But at the end of this complex scientific process, you have to put it in the field and see if it works."

LCS Genie has shown high-yield potential in field trials so far and boasts a flexible malting profile.

Joshua Cody of the family-run Colorado Malting Company in Alamosa represents four generations of growing and malting barley and recently planted a test plot of LCS Genie. "The (malt analysis) numbers on LCS Genie look very promising — we're excited to try it out and to see its potential," he says.

Steve and Todd Olander of Olander Farms in Loveland are also eager to see what yields from their 20-acre test plot of LCS Genie and look forward to malting the barley onsite. "We're excited to form a relationship with Limagrain Cereal Seeds — they're doing a lot of good things," Todd says.

Chris Schooley, co-founder of Troubadour Maltings is thrilled to be playing an integral role in the new local supply chain. "We just want to be able to take malts grown in Colorado and provide them to local craft breweries," he says. "And LCS Genie has been producing great."



Fourteen craft brewers participated in creating one-time small batch beers made with LCS Genie malt



Limagrain UK barley breeder Mark Glew

Acres to Ales Press

The many craft brewers who attended the event were optimistic too. "We're always looking for something different that's potentially better than what we're using," says Doug Odell, owner of Odell Brewing Company in Fort Collins. Brent Cordle, Odell Brewing Company's pilot brew manager, created an experimental India pale ale for the event and thought the LCS Genie malt passed the test.

"LCS Genie was really consistent with what we usually work with — Great Western Malting Company did a great job malting it and it was really easy to brew with," Cordle says. "And it's so cool to bring everyone together like this."

Justin Renninger, head brewer at Funkwerks Brewery in Fort Collins, used the LCS Genie malt to create an apricot Saison for the event. "It's a really nice malt," he says. "It came out light and crispy which is something we look for — and it is now literally being grown just down the road. I like knowing that if I have an issue or a question, I can go directly to the source instead of dealing with multiple supply chains. I hope that eventually, we'll be able to source all of our ingredients locally."

"I'm really stoked too," adds Zach Wilson, head brewer at 1933 Brewing Company in Fort Collins. "The malt was awesome. If this continues, I'd love to eventually be fully local. I like the people behind LCS, they're easy to work with and really inspirational — it's been an honor and a pleasure to participate in Acres to Ales."

LCS is confident that when its barley is put in the hands of talented farmers, craft maltsters and brewers, the end result will be a game changer for the craft beer industry.

Gaines took the microphone and asked the audience, "If you had the option to drink a beer made from barley that's traveled less than six miles, would you choose that beer?" Event attendees responded with resounding cheers.

Acres to Ales Press

"Craft brewers want to make high-quality beers," said LCS Chief Operating Officer Frank Curtis.

"We now have a barley variety that can do that — and it's being grown right here."

Acres to Ales: Local craft beer supply chains build lasting relationships and superior brews

Fort Collins, Colorado, January 21, 2016 — Nationwide, there is a growing enthusiasm within the craft beer industry to develop state and local supply chains for high-quality malt. Breweries are looking for ways to connect with farms and reduce the carbon footprint of malt sourcing while supporting local economies. The linchpin in this concept is the local maltster — the person who creates relationships with both farmers and brewers by acquiring one raw material and crafting it into another. Over the course of the past two years, Troubadour Maltings in northern Colorado has made this concept a reality.

Chris Schooley and Steve Clark, owners of Troubadour, are producing a new class of malts with unique colors and flavors not currently available in standard off-the-shelf malts, ranging in style from pale and Munich base malts to high-kilned and roasted malts. As a result, there are beers being enjoyed right now in northern Colorado made with grain that has traveled less than five miles from where seed was planted to the taprooms where customers enjoy pints. Less than five miles from acres to ales!

Chris Schooley speaks to these new opportunities, "Raw materials lie at the heart and soul of all craft enterprises. By reinvesting resources on the grower and producer side of craft beer and opening lines of communication about quality control and product differentiation all along the supply chain, we're able to create brand new beers! We're brewing beers that no one in this area has tasted before."

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Schooley continues, "This goes beyond just being 'local' and taps into what we like to call the idea of proper nouns in the supply chain. A barley bred by Limagrain Cereal Seeds and introduced into the area was grown by Greg, Dave, Ryan and Bob; malted and roasted by Steve and I at Troubadour, and brewed by Lindsey or Tim or Zack or Matt and a whole growing list of craft breweries all across the state. This isn't just a concept, these are real people and places, and that's what makes the difference."

Not only are the grains special because of these people and places, but also because Troubadour is able to use the raw material and develop malts that are unique to the market. Rather than simply replicating what is already widely available to brewers at discounted prices, Troubadour is producing malts that can be used as base malts or specialties. Whenever they're used, the brewer can tell the difference in the malts from the color, flavors and aromas. Craft malts have to be high quality and consistent, they have to be malts that brewers love to use, but that doesn't mean they can't be different and exciting and new.

A fourth, traditionally silent, partner in this supply chain is the barley breeder. In the craft malt supply chain, a raw material is being passed from artisan to artisan, each taking the quality of that raw material to the highest level they are capable. And while these four players are technically working independently, they are, in essence, working together to deliver the highest quality beer possible to customers.

The "silent" partner at the beginning of the northern Colorado supply chain is Limagrain Cereal Seeds (LCS), a Fort Collins-headquartered plant breeding company specializing in wheat and craft-specific malting barley. In 2014, LCS released Genie, its first craft barley. The company wasted no time getting the new barley into the hands of Troubadour and its five local growers in northern Colorado.

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"What an incredible process this has been," enthuses LCS Marketing Manager Zach Gaines.

"It seemed like one day we were dreaming with Chris and Steve about how cool it would be to do something like this in Colorado, and the next day we were drinking beer made with LCS Genie-sourced and Troubadour-crafted malt."

To honor and promote the local aspect of the supply chain used to craft these beers, LCS started the Acres to Ales Project. The Acres to Ales name and logo are trademarked and available to any farmers, maltsters, brewers or beer-serving establishments working together in a state to craft beer using LCS barley. Troubadour Maltings was the first malt house in the United States to produce Acres to Ales malt, the first batch of which was used in a Christmastime collaborative brew project between LCS, Troubadour, Oskar Blues and The Mayor of Old Town. The result was a new and delicious beer for northern Colorado drinkers.

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Craft is about the people who put extra time and effort into creating something remarkable. Building relationships with these people and expanding the community of craft beer can only result in a win for everyone involved across the chain, from grain to glass, from farm to brewer, from Acres to Ales.

Acres to Ales Press

This Is Acres to Ales: New video highlights local craft beer supply chain

Fort Collins, Colorado, February 24, 2016 — Acres to Ales is a local beer supply chain program. It starts with malting barley varieties developed specifically for the U.S. craft brewing market by Limagrain Cereal Seeds (LCS). Then local relationships are formed between farmers, maltsters and brewers to take the seeds from grain to glass.

"One of These Days" is a 10-minute video that documents the process, following the barley all the way from plant to pint (see it here www.AcrestoAles.com). It's an intimate look into one of many newly emerging craft malt supply chains across the United States. This particular chain was formed in northern Colorado — originating with Fort Collins-headquartered LCS Genie barley seed, grown on local northern Colorado farms, malted by Fort Collins-based Troubadour Maltings, brewed by Lyon's Oskar Blues and served at Fort Collins tap house The Mayor of Old Town.

The result was a one-of-a-kind winter warmer, One of These Days, sourced by locals for locals.

The video opens with Chris Schooley of Troubadour Maltings standing in a field of LCS Genie barley. "Not only is it a field that you'll drink in just a few months," he says. "It's going to be a beer like you've never had before in your life."

Northern Colorado is just the start for the Acres to Ales program. The goal of LCS is to be the barley breeding company that works for the craft brewing industry, providing farmers, maltsters and brewers the varieties of barley they need to create locally-sourced, world-class brews.

The company has research stations across the United States and looks forward to brewing local partnerships nationwide in the months and years to come — and encouraging discriminating beer drinkers to look for the Acres to Ales logo wherever excellent spirits are sold.

To watch the video and learn more about the Acres to Ales program, visit www.AcrestoAles.com.

