

# 2nd VLB seminar «Raw materials for malting and brewing production» (Pereslavl-Zalessky)

02 - 04 June 2010 (Wednesday-Friday)

## Seminar location:

Program Systems Institute of the Russian Academy of Sciences  
Pereslavl-Zalessky, place Botik,  
Yaroslavl region, Russia

## Basic topics:

- Malting barley market
- Technology of malting barley cultivation
- Plant pesticide and fertilizers
- Analysis of barley and malt qualitative parameters
- Adjuncts

Languages: Russian/German (English)

[www.vlb-berlin.org/](http://www.vlb-berlin.org/)



With kind support  
of Art-Agro



Involving



Media partners



# Information

## ■ Target group ■ ■ ■

The seminar is intended for all suppliers of malting barley: agricultural holdings and plant breeders, brewing and malting plants, producers of agricultural equipment, enzyme producers, suppliers of plant pesticide and so on.

## ■ Languages ■ ■ ■

The presentation will be held in Russian, German and also in English languages. All German and English presentations will be translated into Russian. The presentations will be issued in Russian.

## ■ Organizer ■ ■ ■

The organizer of this seminar is the Research and Teaching Institute for Brewing in Berlin (VLB) e.V., Seestrasse 13, 13353 Berlin, Germany

The representative in Russia is OOO «Art-Agro», Russia, 152020, Yaroslavl region, Pereslavl-Zalessky, Trudovaya street, 1

## ■ Location ■ ■ ■

Program Systems Institute of the Russian Academy of Science  
Russia, Yaroslavl Region, Pereslavl-Zalessky, place Botik

## ■ Contact ■ ■ ■

VLB Berlin

Seestrasse 13, 13353 Berlin, Germany  
Ludmila Linke (German/Russian)  
Tel: +49 (30) 450 80-100  
Email: linke@vlb-berlin.org

OOO «Art-Agro»

Russia, 152020, Yaroslavl region,  
Pereslavl-Zalessky, Trudovaya street, 1  
Tel: +7 (48535) 389-64  
Fax: +7 (48535) 388-61  
Email: info@art-agro.ru

## ■ Information and Registration ■ ■ ■

Participation fees for 1 person (02-04 June): 25.000 rubles without VAT.

Included in the fee are the transfer of participants to the seminar location from the house of Russian Department of Agriculture (Moscow) and backwards by bus, as well as coffee breaks, lunches (2 days), evening meals (2 days), evening entertainment program, seminar documents, translators' services from German and English languages into Russian, visiting of brewing plants at choice: „Moscow Brewing Company“ (Moscow), „Baltika“ (Yaroslavl) or „Efes“ (Moscow).

Participation fee for 1 person with additional advertising stand of the company are 60.000 rubles without VAT.

## 2nd VLB seminar «Raw materials for malting and brewing production»

**minibatt**  
CODE



**BayWa**

**syngenta**



**BALTIKA**  
breweries



**malterie soufflet**  
saint-petersbourg



**FRIGOR**  **TEC**

**BREUN**



**Sun InBev** <sup>Russia</sup>

**novozymes**   
Rethink Tomorrow



**Malteurop**



**Heineken**  
Russia

## 2nd VLB seminar «Raw materials for malting and brewing production»

### Program for Wednesday, 02 June 2010

Chair: Bazunova Olga Viktorovna

- 9.00 **Welcome to the seminar participants and presentation of the VLB image film in Russian language**  
Dr. Josef Fontaine, VLB Berlin e.V., Germany
- 9.15 **Complimentary speech. Agricultural potential of Yaroslavl region. Prospects for project implementation on malting barley cultivation in this region**  
Sergey Alekseyevich Vakhrukov, Governor of Yaroslavl region, Russia
- 9.30 **Agricultural policy of the Russian Federation: Current situation and development prospects**  
Anatoly Nikolayevich Greshnevikov, Vice-Chairman of the Committee regarding agrarian question of State Duma of the Russian Federation
- 9.45 **Role of small and medium business of agro-industrial complex in implementation of regulations of Food security doctrine**  
Aleksandr Leonidovich Chernogorov, Deputy Minister of Agriculture of the Russian Federation
- 10.00 **World and Russian market of malting barley, malt and beer – status quo and future development**  
Aleksandr Nikolayevich Mordovin, Head of Russian Representative Office of „BayWa AG“, Russia
- 10.30 Coffee break**
- 11.00 **Opiate for the masses: Influence of beer and its ingredients on human organism**  
Dr. Axel Stockmann, Head of Division for provisions, agriculture and consumer protection, German Embassy, Russia
- 11.30 **Malting barley and malt market in China**  
Deliang Wang, Director of brewing department of China National Institute of Food and Fermentation Industries, China
- 12.15 **Actual state of beer market in China – potential for development, demand on malt and malting barley**  
Xiao Derun, Deputy Chairman of China Alcoholic Drinks Industry Association, China
- 13.00 Lunch**

## 2nd VLB seminar «Raw materials for malting and brewing production»

- 14.00      **Quality requirements of malting barley and its importance in malting and brewing processes**  
Prof. Dr. Frank Rath, VLB Berlin e.V., Germany
- 14.45      **Varieties of „Saatzucht Breun“ in European and Russian markets**  
Martin Breun, Saatzeit Josef Breun GmbH&Co.KG, Germany
- 15.30      **Selection purposes for development of modern varieties of malting barley**  
Prof. Dr. Frank Rath, VLB Berlin e.V., Germany
- 16.15      Coffee break**
- 16.30      **Using complex fertilizers of the company „Yara“ as leaf-feeding dressing for malting barley**  
Elena Mikhaylovna Denyakina, ZAO „Yara“, Russia
- 17.00      **Presentation of Malteurop group**  
Andrey Borisovich Kichigin, General Director of Malteurop in Russia
- 17.30      **Agro-project of the company „SUN InBev“**  
Sergey Sergeyevich Miryuk, Supply Chain Manager of grain and seed CEE „SUN InBev“, Russia
- 18.00      **Concluding discussion of the first day with all speakers**

**19.30 – 24.00**

**Welcome dinner**



### Program for Thursday, 03 June 2010

Chair: Bazunova Olga Viktorovna

- 9.00      **Industrial experience in brewing with 100 % unmalted barley**  
Sten Aastrup, Novozymes Switzerland AG, Switzerland
- 9.45      **Berlin program 2009/2010 – results of final variety tests**  
Prof. Dr. Frank Rath, VLB Berlin e.V., Germany
- 10.30     **Storage of grain with refrigeration: Effective method reducing losses in storage of seeds and malting barley**  
Marcel Berensen, Frigortec GmbH, Germany
- 11.15      Coffee break**
- 11.45     **Grain herbicides of the company „Dupon“ – application for malting barley**  
Igor Aleksandrovich Redkozubov, Regional coordinator in Central Russia, OOO „Dupon Science and Technologies“, Russia
- 12.10     **Balance - management: Yield – cost of grain. Plant pesticide – instrument for keeping crop yield and cutting cost price**  
Elena Aleksandrovna Sokolova, Cand. of Biol.Sc., Director of regional marketing of OOO „Syngenta“, Russia
- 12.35     **Products of the „BayerCrop Science“ in malting barley cultivation**  
Kirill Lvovich Kalakutskiy, Head of strategic marketing department, ZAO „Bayer Crop Science“, Russia
- 13.00      Lunch**
- 14.00     **Saatzucht Ackermann: innovative varieties of malting barley for the global market**  
Alexander Strube, Saatzeit Ackermann GmbH & Co.KG, Germany
- 14.30     **Triticale and its use as adjunct in beer production**  
Prof. Dr. Frank Rath, VLB Berlin e.V., Germany
- 15.15     **The influence of climatic factors in Russian Federation on malting barley**  
Boris Eduardovich Batashov, Quality Director and Igor Valeryevich Matveev, Chief Specialist, JSC „Baltika Breweries“, Russia
- 15.45      Coffee break**
- 16.15     **Malting barley Union in Germany – 60 years of successful activity. Purposes and history of creating the Union**  
Dr. Hans-Georg Eils, First Chairman of Malting barley Union in Germany



## 2nd VLB seminar «Raw materials for malting and brewing production»

- 16.45      **Utilization of waste from brewing production. Kieselguhr and yeast as fertilizers and agents for water retention in soil**  
Stephan Gimpel-Henning, Technical director of the group of Efes companies, Russia
- 17.30      **Minibatt – the best friend of agronomist. Innovation of the Russian market – portable combine harvester for taking samples with function of sheaf thresher**  
Aleksey Vladimirovich Rubtsov, Assistant General Director of OOO „Art-Agro“, Russia
- 18.00      **Awarding ceremony of the winner of the tender „Best producer of malting barley“**
- 18.15      **Farewell speech**
- 19.00      **Joint dinner**

### Program for Friday, 04 June 2010

**Visiting of breweries (at choice): «Moscow Brewing Company» (Moscow), EFES (Moscow) or Baltika (Yaroslavl)**

### Pictures of preceding VLB-Seminar in Pereslavl-Zalessky



# Registration form

For participation in 2nd VLB seminar from 02nd to 04th June, 2010 in Pereslavl-Zalessky

Seminar location:

Program Systems Institute of the Russian Academy  
of Sciences  
Pereslavl-Zalessky, place Botik,  
Yaroslavl region, Russia

Registration is conducted  
by OOO «Art-Agro»:

OOO «Art-Agro»  
Russia, 152020, Yaroslavl region,  
Pereslavl-Zalessky, st. Trudovaya, 1  
Tel: +7 (48535) 389-64  
Fax: +7 (48535) 388-61  
Email: info@art-agro.ru

I would like to bindingly register for the VLB seminar in Pereslavl:

☐ participation 02nd - 04th June, 2010/25.000 rubles\*

☐ participation 02nd - 04th June, 2010/60.000 rubles  
with placement of company advertising stand\*

**\*Cost of participation without VAT**

Members of VLB Berlin receive a reduction of 25 %

Brewery visit on Friday, 04th June 2010 (selectively):

- ☐ Baltika
- ☐ EFES
- ☐ Moscow Brewing Company

Name of participant's organization

Full name

Occupation

Tel/fax, Email

Legal address

Postal address

Essential elements of the company,  
indicating occupation and full name  
of the director

Contact person and telephone

Date, Director's signature, stamp

For registration, please send filled form by above mentioned fax number or by Email.

**2nd VLB seminar «Raw materials for malting and brewing  
production»**