



DIAGEO

# Malting Barley Awards Coverage

Q4PR

14 February 2023



# Laois farmer wins top prize at Irish malting barley excellence awards

"For those of us who grow and malt barley, this is the highest accolade that we can receive," the winner said.



Paul Delaney from Portlaoise won the top prize at the awards.

Paul Delaney from Portlaoise, Co Laois, took home the top prize at this week's Irish malting barley excellence awards, the Guinness Perpetual Cup for Malting Barley Excellence.



<https://www.farmersjournal.ie/laois-farmer-wins-top-prize-at-irish-malting-barley-excellence-awards-748958> 10/02/2023

The annual awards by Diageo and Boortmalt acknowledge excellence in malting barley production, as well as promoting sustainability in the supply chain.

"It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognised in this manner," Delaney said.

"After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce."

The other regional growers who were shortlisted for the overall award were:

- Brian Crowley, Cloyne, Co Cork.
- Charlie & Cathal Kavanagh, Enniscorthy, Co Wexford.



- Dermot O Byrne, Rathoe, Co Carlow.
- Edward Delahunty, Kilmanagh, Co Kilkenny.
- Garvan Kelly, Barntown, Co Wexford.
- Isaac Wheelock, Enniscorthy, Co Wexford.
- James McEvoy, Mountrath, Co Laois.
- John Lombard, Mallow, Co Cork.
- Larry Murphy, Old Ross, Co Wexford.
- Michael Kinsella, Marshalstown, Co Wexford.
- Patrick Kinsella Farms Ltd, Caim, Co Wexford.

Diageo uses more than 130,000t of barley each year at St James's Gate and 300t every day to brew Guinness.

Speaking at the awards at the Guinness Storehouse, Minister of State at the Department of Agriculture Pippa Hackett said the growing of high-quality malting barley requires a particular skill and takes time, effort and dedication from growers.

“It is appropriate that their expertise and efforts are recognised through these awards.

“It is fantastic that Diageo and Boortmalt are recognising local growers. I also wish to commend all entrants for their careful management of our soils and the wider natural environment.”

### Crucial

Operations director at Diageo's St James's Gate Brewery Aidan Crowe said: “With Boortmalt, we are once again proud to recognise our local malted barley producers and suppliers whose ingredients are so crucial to the great taste of our drinks that are enjoyed across the world.



Paul Delaney with Minister of State for land use and biodiversity Pippa Hackett and operations director at Diageo Aidan Crowe.

“Guinness relies on the consistent, dependable and high-quality supply of malting barley that we are lucky to have here in Ireland. It is a pleasure and privilege that we are able to honour the growers who help us maintain the high standards set by Arthur Guinness in 1759.”



# Laois grower wins Guinness award for Malting Barley Excellence



Richard Halleron

February 10, 2023 1:50 pm



*Paul Delaney, Portlaoise wins top prize at the annual Malting Barley Awards. Image: Naoise Culhane*

The 2022 winner of the Guinness Perpetual Challenge Cup for Malting Barley Excellence is Paul Delaney, from Borris Great, Portlaoise, Co. Laois.



<https://www.agriland.ie/farming-news/laois-grower-wins-guinness-award-for-malting-barley-excellence/> 10/02/2023

He received his award at a ceremony in Dublin this week hosted by Boortmalt and Diageo, the largest producer of malted barley in the world and the largest purchaser of malted barley in Ireland respectively.

Paul Delaney from Portlaoise took the top prize at the ceremony, which brought together the best of the 900 or more growers from the main barley supply regions of Ireland and the best seed producers.

## Malting Barley Excellence awards

The annual awards acknowledge excellence in malting barley production as well as promoting sustainability in the supply chain.

Paul Delaney received the Guinness Perpetual Cup for Malting Barley Excellence, which has been awarded to barley growers in Ireland since 1954.

Commenting on the win, Paul Delaney said: "It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognized in this manner.

*"After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce."*

The other regional growers who were shortlisted for the overall award were:

- Brian Crowley, Cloyne, Co. Cork;
- Charlie and Cathal Kavanagh, Enniscorthy, Co. Wexford;
- Dermot O'Byrne, Rathoe, Co. Carlow;
- Edward Delahunty, Kilmanagh, Co. Kilkenny;
- Garvan Kelly, Barntown, Co. Wexford;
- Isaac Wheelock, Enniscorthy, Co. Wexford;
- James McEvoy, Mountrath, Co. Laois;
- John Lombard, Mallow, Co. Cork;
- Larry Murphy, Old Ross, Co. Wexford;
- Michael Kinsella, Marshalstown, Co. Wexford;
- Patrick Kinsella Farms Ltd., Caim, Co. Wexford.

Diageo uses more than 130,000t of barley each year at St. James's Gate and 300t every day to brew Guinness.

## Malting barley

Paul Delaney is a third generation malting barley grower.

"My grandfather William grew malt, as did my late father John. Back 60 years ago, the barley left the farm in sacks. Today we need articulated lorries to do the job," he explained.

During his acceptance speech, Paul referenced the investment made by Boortmalt in Ireland as a major boost for the native malting barley sector.

He also recognised the ongoing role of the Irish Farmers' Association (IFA) in effectively representing the interests of Irish malt growers.

Boortmalt chief operations officer, Peter Nallon, also spoke at the event. He confirmed that the company remains committed to securing all of the malting barley it supplies to the Irish market from local growers.

"The latest Teagasc cost and return figures confirm that malting barley will be the number one crop cereal grown in Ireland in 2023," he explained.

"This was not always the case. For its part, Boortmalt has worked closely with the IFA to develop a payment structure for growers, which meets the needs of the Irish market.

*"It was this formula that delivered a record price to growers in 2022."*

Looking to the future, Nallon indicated that the prospect of new Irish breweries coming on stream signified greater opportunities being created for malt growers in the country.

Reflecting on the year that was 2022, he confirmed that malting barley crops were excellent, pretty much across the board.

## Minister Pippa Hackett

During her presentation at the awards ceremony, Minister of State, Pippa Hackett, highlighted the enhanced role of the tillage sector as agriculture as a whole responds to the challenge of climate change.



"It is envisaged that the area grown under crops will expand from the current figure of 300,000ha up to 400,000ha over the coming years," she stated.

"Tillage has an extremely lower carbon footprint. So the expansion of the sector makes absolute sense.

*"Drinks exports from Ireland were valued at €2 billion in 2022, up 20% on the 2019 figure. A high proportion of this added value was made possible by the 300,000t of malting barley grown on Irish farms."*

"It all adds up to a win-win scenario," she added.



*Pictured at The Guinness Storehouse, Dublin, with the Guinness Perpetual Cup are the winner of the Diageo/Boortmalt Malted Barley Awards 2022, Paul Delaney from Portalaoise; Minister for land use and biodiversity, Pippa Hackett; and Aidan Crowe, operations director, Diageo. Image: Naoise Culhane*

IFA president, Tim Cullinan highlighted the continuing growth of the drinks industry and the growing success of Irish whiskey around the world.

He also confirmed that malting barley growers play a key role in underpinning the Irish tillage sector as a whole adding that 2022 was an excellent for malting barley growers.

"The excellent weather delivered a record harvest. IFA has been centrally involved with Boortmalt for many in developing a pricing model for Irish growers," Cullinan said.

*"The current arrangement allows growers to fix the price for 40% of their envisaged crops prior to planting. The remaining 60% can be price tracked."*

"This pricing model helped to deliver record prices for growers in 2022."

## Grain prices and emissions

Looking ahead, however, the IFA representative painted a picture of declining grain prices with crop inputs remaining at very high levels.

Diageo operations director, Aidan Crowe affirmed the company's commitment to targeting a 'net zero' carbon status across the entire scope of the business.

"This includes a requirement on the part of our suppliers to reduce their emissions levels," he said.

*"With this in mind we have launched a regenerative agriculture programme. A total of 42 farmers are currently involved. And we would be very keen for additional barley growers to commit to the project."*

According to Diageo, regenerative agriculture is an approach to farming that works in harmony with the natural environment to put back more than it takes out.

The extensive, three-year farm-based programme, referenced by Crowe, intends to highlight opportunities for reducing the carbon emissions of barley production.

The key outcomes are expected to include improvements in soil health and its carbon sequestration potential, plus enhanced biodiversity.

## Huge prize for Laois man who supplies vital Guinness ingredient



Laois farmer wins the Guinness Perpetual Cup for Malting Barley Excellence. Picture: Naoise Culhane

By **Conor Ganly**

10 Feb 2023 1:30 PM

Email: [news@leinsterexpress.ie](mailto:news@leinsterexpress.ie)



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A Laois farmer has won the top prize in awards that recognised quality which is the vital ingredient of Guinness.

Boortmalt and Diageo, Guinness's parent company, have announced the winners of the 2022 Irish Malting Barley Excellence Awards at an awards ceremony in The Guinness Storehouse, Dublin.



<https://www.leinsterexpress.ie/news/local-news/1033273/huge-prize-for-laois-man-who-supplies-vital-guinness-ingredient.html> 10/02/2023

Paul Delaney from Portlaoise took the top prize – the Guinness Perpetual Cup for Malting Barley Excellence – at the ceremony which brought together the best of the over 900 growers from the main barley supply regions of Ireland and the best seed producers.

The annual awards acknowledge excellence in malting barley production as well as promoting sustainability in the supply chain. The trophy has been awarded to barley growers in Ireland since 1954.

A scale of the Laois man's achievement is revealed in the fact that his produce was chosen out of the 130,000 tonnes of barley each year at St. James's Gate in Dublin. Diageo gets through 300 tonnes every day to brew Guinness.

Paul farms land at Borris Great and is married to Maria and they have two sons John and Tadgh.

He is farming on land that has been in the family for three generations.

His 21st century enterprise consists of cereal crops. winter and spring malting barley and some oats as well as dairy and some beef.

He commented on the win.

"It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognised in this manner," he said.



Paul also had a simple but vital top tip for other growers.

“Only sow when conditions are right. A good seed bed is key to establish a strong plant and knowledge of your soil PH and NPK levels,” he said.

Laois Offaly Minister of State for Land Use and Biodiversity Pippa Hackett was the guest of honour at the awards in the Guinness Storehouse, Dublin on February 10. She congratulated Paul Delaney and all the other regional nominees which included James McEvoy who farms near Mountrath.

"The growing of high-quality malting barley requires a particular skill and takes time, effort and dedication from growers. It is appropriate that their expertise and efforts are recognised through these awards. My congratulations also to James McEvoy for making the shortlist – an achievement in its own right. **MORE BELOW PICTURE.**



Pictured: Paul with the Minister for Land Use and Biodiversity, Pippa Hackett who was guest of honour at the awards ceremony.

“After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce,” she said.

The other regional growers who were shortlisted for the overall award were:

- Brian Crowley, Cloyne, Co. Cork
- Charlie & Cathal Kavanagh, Enniscorthy, Co. Wexford
- Dermot O Byrne, Rathoe, Co. Carlow
- Edward Delahunty, Kilmanagh, Co. Kilkenny
- Garvan Kelly, Barntown, Co. Wexford
- Isaac Wheelock, Enniscorthy, Co. Wexford
- James McEvoy, Mountrath, Co. Laois
- John Lombard, Mallow, Co. Cork
- Larry Murphy, Old Ross, Co. Wexford
- Michael Kinsella, Marshalstown, Co. Wexford
- Patrick Kinsella Farms Ltd., Caim, Co. Wexford

Minister Hackett added “It is fantastic that Diageo and Boortmalt are recognizing local growers. I also wish to commend all entrants for their careful management of our soils and the wider natural environment.”

Aidan Crowe, Operations Director at Diageo’s St. James’s Gate Brewery said top-quality barley is important.

Diageo and Boortmalt are the largest producer of malted barley in the world and the largest purchaser of malted barley in Ireland respectively.

“With Boortmalt we are once again proud to recognize our local malted barley producers and suppliers whose ingredients are so crucial to the great taste of our drinks that are enjoyed across the world.



Pictured: Paul with Aidan Crowe, Operations Director, at Diageo's St. James's Gate Brewery, and the Minister for Land Use and Biodiversity, Pippa Hackett who was guest of honour at the awards ceremony.

“Guinness relies on the consistent, dependable and high-quality supply of malting barley that we are lucky to have here in Ireland. It is a pleasure and privilege that we are able to honour the growers who help us maintain the high standards set by Arthur Guinness in 1759,” he said.



# Kilkenny farmer shortlisted at annual malted barley awards



Paul Delaney from Portlaoise was the overall winner

By **Kilkenny People**

12 Feb 2023 1:29 PM

Email: [sam.matthews@kilkennypeople.ie](mailto:sam.matthews@kilkennypeople.ie)



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A Kilkennyman was shortlisted for an award honouring farmers for excellence in malting barley and supply chain sustainability.

Edward Delahunty, Kilmanagh, was named as a regional winner at the 2022 Irish Malting Barley Excellence Awards.

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**KIL** **kilkennylive**

<https://www.kilkennypeople.ie/news/home/1033519/kilkenny-farmer-shortlisted-at-annual-malted-barley-awards.html>

12/02/2023

Boortmalt and Diageo, the largest producer of malted barley in the world and the largest purchaser of malted barley in Ireland respectively announced the winners at an awards ceremony in the Guinness Storehouse in Dublin.

Paul Delaney from Portlaoise took the top prize – the Guinness Perpetual Cup for Malting Barley Excellence – at today's ceremony, which brought together the best of the over 900 growers from the main barley supply regions of Ireland and the best seed producers.

The annual awards acknowledge excellence in malting barley production as well as promoting sustainability in the supply chain. Paul Delaney received the Guinness Perpetual Cup for Malting Barley Excellence, which has been awarded to barley growers in Ireland since 1954.

Commenting on the win, Paul Delaney said: "It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognized in this manner.

"After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce."

Diageo uses more than 130,000 tonnes of barley each year at St James's Gate and 300 tonnes every day to brew Guinness.

# Laois farmer honoured with top prize at Irish Malting Barley awards ceremony in Guinness

By Steven Miller - 10th February 2023



Laois farmer Paul Delaney from outside Portlaoise has claimed the 2022 Irish Malting Barley Excellence award at a ceremony in the Guinness Storehouse in Dublin this week.

Delaney was presented with the prestigious Guinness Perpetual Cup for Malting Barley Excellence by Minister of State for Land Use and Biodiversity.

Delaney, who is from The Heath, took the top prize – the Guinness Perpetual Cup for Malting Barley Excellence – at today's ceremony, which brought together the best of the over 900 growers from the main barley supply regions of Ireland and the best seed producers.



<https://www.laoistoday.ie/2023/02/10/laois-farmer-honoured-with-top-prize-at-irish-malting-barley-awards-ceremony-in-guinness/> 10/02/2023

A second Laois farmer – James McEvoy from Mountrath – was among those shortlisted for the award.

The annual awards acknowledge excellence in malting barley production as well as promoting sustainability in the supply chain.

Paul Delaney received the Guinness Perpetual Cup for Malting Barley Excellence, which has been awarded to barley growers in Ireland since 1954.

"It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognized in this manner.

Minister Pippa Hackett commented: "I would like to congratulate Paul Delaney for winning the Guinness Perpetual Cup and all the other regional nominees for the 2022 Irish Malting Barley Excellence Awards.



"The growing of high-quality malting barley requires a particular skill and takes time, effort and dedication from growers. It is appropriate that their expertise and efforts are recognised through these awards. My congratulations also to James McEvoy for making the shortlist – an achievement in its own right."

"After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce."

The other regional growers who were shortlisted for the overall award were:

- Brian Crowley, Cloyne, Co. Cork
- Charlie & Cathal Kavanagh, Enniscorthy, Co. Wexford
- Dermot O Byrne, Rathoe, Co. Carlow
- Edward Delahunty, Kilmanagh, Co. Kilkenny
- Garvan Kelly, Bantown, Co. Wexford
- Isaac Wheelock, Enniscorthy, Co. Wexford
- James McEvoy, Mountrath, Co. Laois
- John Lombard, Mallow, Co. Cork
- Larry Murphy, Old Ross, Co. Wexford
- Michael Kinsella, Marshalstown, Co. Wexford
- Patrick Kinsella Farms Ltd., Caim, Co. Wexford

Diageo uses more than 130,000 tonnes of barley each year at St. James's Gate and 300 tonnes every day to brew Guinness.

Minister Hackett added "It is fantastic that Diageo and Boortmalt are recognizing local growers. I also wish to commend all entrants for their careful management of our soils and the wider natural environment."

Aidan Crowe, Operations Director at Diageo's St. James's Gate Brewery said: "With Boortmalt we are once again proud to recognize our local malted barley producers and suppliers whose ingredients are so crucial to the great taste of our drinks that are enjoyed across the world.

"Guinness relies on the consistent, dependable and high-quality supply of malting barley that we are lucky to have here in Ireland. It is a pleasure and privilege that we are able to honour the growers who help us maintain the high standards set by Arthur Guinness in 1759."

# LAOIS FARMER WINS GUINNESS CUP FOR BARLEY GROWING EXCELLENCE

SATURDAY, FEBRUARY 11, 2023



Portlaoise farmer Paul Delaney celebrates winning the Guinness Perpetual Cup. Photo: Naoise Culhane

By Carmel Hayes

A GLASS was raised to a Laois farmer today, when he harvested the top prize in the national Irish Malting Barley Excellence Awards.

## Laois Nationalist

<https://laois-nationalist.ie/2023/02/10/laois-farmer-wins-guinness-cup-for-barley-growing-excellence/> 11/02/2023

Paul Delaney from The Heath, near Portlaoise, was presented with the Guinness Perpetual Cup for Malting Barley Excellence at a ceremony in Dublin on Friday 10 February. The prestigious prize has been awarded to barley growers in Ireland since 1954.

The winners of the 2022 annual awards were announced by Boortmalt and Diageo, the largest producer of malted barley in the world and the largest purchaser of malted barley in Ireland respectively.

The awards ceremony in The Guinness Storehouse, Dublin was attended by guest of honour Pippa Hackett, Minister of State for Land Use and Biodiversity.

The event brought together the best of the over 900 growers from the main barley supply regions of Ireland and the best seed producers.

The awards acknowledge excellence in malting barley production, as well as promoting sustainability in the supply chain.

Commenting on the win, the Portlaoise farmer said: "It is a huge honour to win the Guinness Perpetual Cup. For those of us who grow and malt barley, this is the highest accolade that we can receive and it means so much to us to see our work and craft recognized in this manner.

"After the recent challenging years, this provides us with a fantastic boost and encouragement to continue our work and keep supplying the high-quality product that we are able to produce."



Other regional growers shortlisted for the overall award included James McEvoy from Mountrath.

Congratulating Paul and all the other regional nominees, Minister Hackett said: “My congratulations also to James McEvoy for making the shortlist – an achievement in its own right. The growing of high-quality malting barley requires a particular skill and takes time, effort and dedication from growers.

“It is appropriate that their expertise and efforts are recognised through these awards. I wish to commend all entrants for their careful management of our soils and the wider natural environment.”

Diageo uses more than 130,000 tonnes of barley each year at St James’s Gate and 300 tonnes every day to brew Guinness.



Minister of State Pippa Hackett, winner Paul Delaney and Aidan Crowe, Diageo operations manager. Photo: Naoise Culhane



**FJ Tillage** @FJTillage · Feb 10

Paul Delaney from Portlaoise, Co Laois, took home the top prize at this week's Irish malting barley excellence awards.



farmersjournal.ie

Laois farmer wins top prize at Irish malting barley excellence awards  
"For those of us who grow and malt barley, this is the highest accolade that we can receive," the winner said.

1 1 9 1,464



**Irish Farmers' Association** @IFAmédia · Feb 10

Congratulations to Paul Delaney from the Heath in Co Laois who is the overall winner of this year's @DiageoIreland Malting Barley Excellence Award. He's here @homeofguinness with @TimCullinan\_IFA & Peter Nallen from @boortmalt.



You and 3 others

1 3 21 3,243





**Irish Farmers Journal** 🏆 @farmersjournal · Feb 10

Paul Delaney from Portlaoise, Co Laois, took home the top prize at this week's Irish malting barley excellence awards.



[farmersjournal.ie](https://farmersjournal.ie)

Laois farmer wins top prize at Irish malting barley excellence awards  
"For those of us who grow and malt barley, this is the highest accolade that we can receive," the winner said.



**Agriland** 🏆 @AgrilandIreland · Feb 10

Laois grower wins Guinness award for Malting Barley Excellence



[agriland.ie](https://agriland.ie)

Laois grower wins Guinness award for Malting Barley Excellence  
The 2022 winner of the Guinness Malting Barley Perpetual Challenge Cup is Paul Delaney, from Borris Great, Port Laoise.

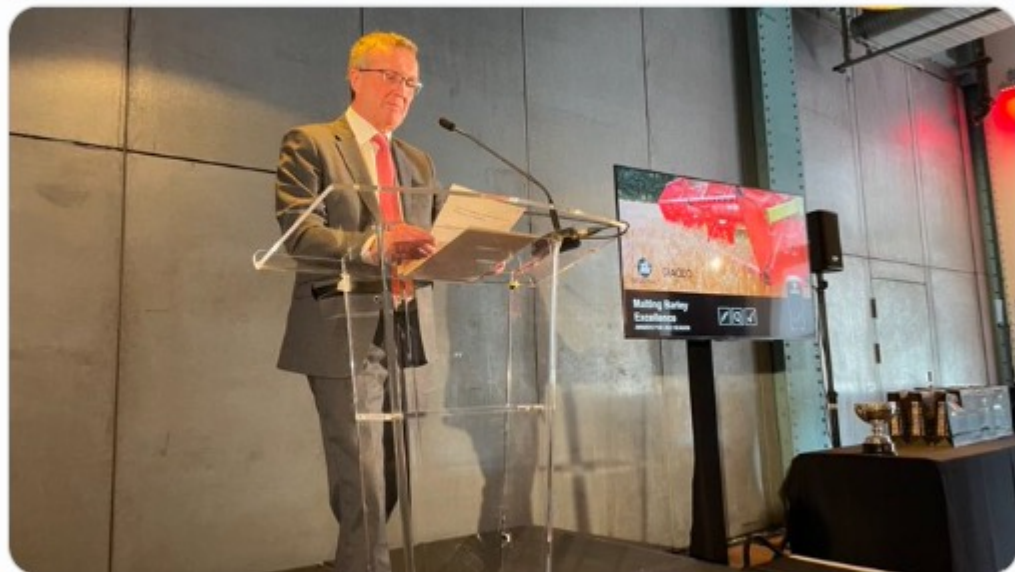






**Irish Farmers' Association** ✓ @IFAmelia · Feb 9

IFA President Tim Cullinan addressing the Guinness/Boortmalt Malting Barley awards today in the Guinness Store House. Congratulations to the winner Paul Delaney from Laois.



Guinness Ireland and Boortmalt



5



1,347



**Pippa Hackett** ✓

@pippa\_hackett



Congratulations to [#Laois](#) tillage farmer Paul Delaney from Portlaoise for scooping top prize at the Irish Malted Barley Excellence Awards, and to James McEvoy from Mountrath who was shortlisted. [@boortmalt](#) [@Diageo\\_News](#) [@homeofguinness](#) [#Tillage](#) [tinyurl.com/3ckanj59](https://tinyurl.com/3ckanj59)



Laois Today and 2 others

12:17 PM · Feb 10, 2023 · 2,527 Views

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**LEO Laois** @LEOLaois · Feb 11



A Big CONGRATULATIONS to Paul Delaney from Borris Great, Portlaoise, Co. Laois.! He just won the top prize as the 2022 Guinness Perpetual Challenge Cup winner for Malting Barley Excellence!  
More on his story at [agriland.ie/farming-news/l...](https://agriland.ie/farming-news/l...)"



[agriland.ie](https://agriland.ie)

Laois grower wins Guinness award for Malting Barley Excellence  
The 2022 winner of the Guinness Malting Barley Perpetual Challenge Cup is Paul Delaney, from Borris Great , Port Laoise.



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**Laois Today** @LaoisToday · Feb 10



Good man Paul! Hon The Heath!!



[laoistoday.ie](https://laoistoday.ie)

Laois farmer honoured with top prize at Irish Malt...  
Laois farmer Paul Delaney from outside Portlaoise has claimed the 2022 Irish Malting Barley ...



603



🔄 Dept of Agriculture, Food and the Marine Retweeted



**Pippa Hackett** ✓

@pippa\_hackett



Congratulations to [#Laois](#) tillage farmer Paul Delaney from Portlaoise for scooping top prize at the Irish Malted Barley Excellence Awards, and to James McEvoy from Mountrath who was shortlisted. [@boortmalt](#)  
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