



Weetabix Wheat Protocol for Harvest 2016

November
2015

“A group of environmentally aware farmers whom we trust to grow, harvest, store and deliver the finest quality wheat essential to make Britain’s most loved breakfast cereal”.

	Protocol Requirement	Reason for inclusion
	Provenance and involvement	
1	All grain to be grown within 50 radial miles of the Weetabix Burton Latimer Site.	Local Sourcing
2	Growers agree to abide by the principles of the scheme and take an active role in promoting its aims including a willingness to share best practice, display appropriate signage and explore improved ways of working to the mutual advantage of Weetabix and its growers.	Ownership
3	Growers agree to attend technical meetings as arranged by the Weetabix Growers Group Steering team as well as any local meetings if and when appropriate.	Commitment
4	Growers agree to maintain appropriate documentation to demonstrate the safety, quality and traceability of wheat for Weetabix and adherence to the protocol.	Commitment
	Food Quality and Safety	
4	All deliveries to comply with Weetabix Technical Specification R001404.	Demonstration of food safety and quality
5	The farm where the grain is grown to be fully approved under the Red Tractor Assurance Scheme for Combinable Crops for the appropriate crop year.	Demonstration of food safety
6	Any approved NABIM group 3 or group 4 wheat varieties are acceptable as listed on the AHDB recommended list 2015/2016. Other varieties can be submitted for consideration.	Quality
7	All grain to be held on farm in a secure Red Tractor approved store and delivered directly to Weetabix in clean hygienic vehicles without passing through a central store (concession during harvest period).	Food safety and traceability
8	No maize to have been grown on the field in the previous 3 crop years.	Food safety through mycotoxin risk reduction
9	A robust mycotoxin risk assessment and management plan for Weetabix wheat throughout the growing season.	Food safety through mycotoxin risk reduction
10	Soil Sulphur levels to be maintained by the addition of Sulphur at 50kg SO ₃ /ha in the spring before the end of April / flowering (Source: HGCA info Sheet 28, Spring 2014), alternatively to determine exact Sulphur requirements, complete an appropriate tissue analysis.	Food safety through asparagine reduction reducing the likelihood of Acrylamide formation during processing
	Environment	
11	All farms to meet the requirements of the Entry Level Environmental Stewardship scheme or better. These standards to be maintained until any subsequent scheme is clarified.	Environmental protection
12	No nitrogen application after growth stage 47	Reduced food miles and fertilizer usage