



# ***What the World Wants from Australian Wheat***

Dr Ken Quail

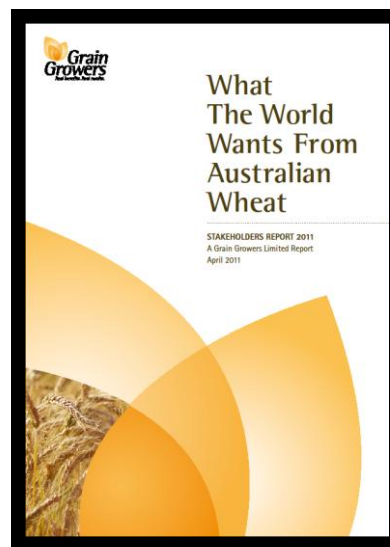
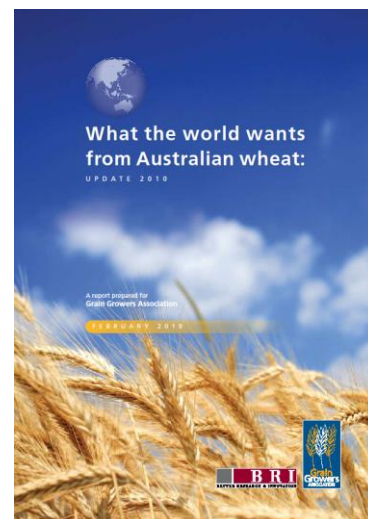
General Manager Technical Services

# GrainGrowers

- A national not-for-profit organisation working to promote the development of a sustainable and efficient Australian grains industry
- We do not trade grain or own seed varieties
- We represent a membership base of over 17,000 grain producers
- We have our own technical capability
  - Grains laboratory
  - Pilot Mill and Bakery
  - Asian foods facility

# The Study...

- Joint funding from GrainGrowers and the Australian Government
- Desk Top study  
[www.graingrowers.com.au](http://www.graingrowers.com.au)
- Customer interviews
  - Domestic market
  - International buyers/users
- Stakeholders report
- Branding



# Project Objectives

- Identify changes since deregulation
- Describe customer attitudes to Australian wheat supply
- Identify market trends
- Provide feedback to customers

# Customer Survey

- Australia - 13 companies
- International Markets - 31 companies
  - South East Asia
  - North Asia
  - Middle East
  - Italy
- Survey and interview
  - Company background
  - Wheat supply
  - Wheat requirements
  - Technical support



# Domestic Industry

- Wide range of purchasing options – they have control of their purchasing
- Support for classification system
- Quality assurance and traceability
- More information on new wheat varieties



# Asian Foods

- Australian wheat is preferred for the production of traditional Middle Eastern and Asian foods
  - Flat breads
  - Noodles
  - Chinese steamed buns
  - Dumplings



# Benefits of Australian Wheat

- **White seed coat** – mills produce cleaner flour with less visible bran specks
- **Low moisture** – good value and good for storage
- **Flour colour** – makes bright creamy noodles and white bread
- **Colour stability** – noodle colour remains constant
- **Noodle texture** – APH proteins and ASWN starch properties, combination of both



# Things to Improve

- Continuity & consistency of supply
  - The mills have customers too!
  - Real costs in storage and blending



# Things to Watch

- **Cleanliness** – increased levels observed – but usually within contract
- **Containers** –
  - variability within and between shipments
  - maintenance of standards
- **Logistics** – moving wheat to port & port congestion



# Other Factors

- **Export standards** – defined, communicated and monitored
- **Information** – more required
  - US Wheat Associates benchmark
  - Competition is good but it can be confusing
- **Technical support** – more required
  - US and Canada benchmark
- **On-farm QA** not an export priority
- **Genetically Modified Wheat**

# Recommendations

- **Payment for quality** – send clear messages to grain producers
- **Variety declaration** and testing
- Crop production & quality **information**
- **Grain Certification** programs to give markets confidence
- **Technical exchange** to develop markets
- **Promotion** – maximise the value of Australian wheat

Grower  
Payment  
Eg Lower  
Screenings



Buyer  
Rewards  
Lower  
Screenings

# The Australian Wheat Brand

- A “trustmark” representing quality, certainty and safety
- Integrity of Australian wheat grades
- Increase the proportion of Australian wheat sold to high value markets
- Clean, White and Dry





# New Information

- **Australian Wheat Page**
  - crop production and weather forecasting
- **National Wheat Quality Report**
  - detailed information on Australian wheat grades and leading varieties
- **Australian Wheat Guide**
  - a guide to Australian export wheat grades
- **[www.graingrowers.com.au](http://www.graingrowers.com.au)**

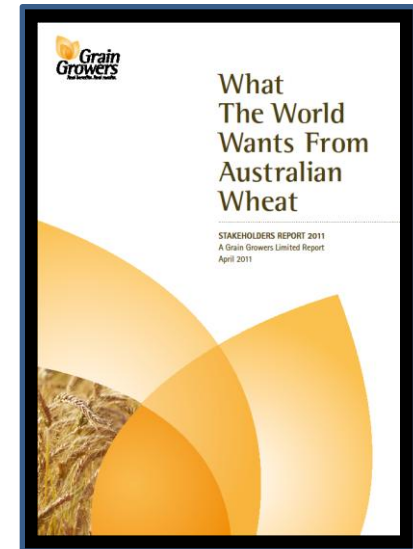
# New Services

- **Crop quality seminars**
- **Wheat production and grain handling tours**
- **Milling Australian wheat**
  - one week training course
- **Baking with Australian wheat**
  - selected locations – short courses
- **Bakery master class**
  - artisan baking



# Take Home Message

- There will be a strong global demand for Australian wheat
- Target high value markets
  - The right quality - matching expectations
  - Effective information and technical support
- A new wheat brand and organisation to drive product and service improvement



# Acknowledgements

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**Australian Government**

**Department of Agriculture, Fisheries and Forestry**

More information can be found at <http://www.graingrowers.com.au/> by downloading “What the World Wants from Australian Wheat: Update 2010.”



**Australian wheat growers  
produce the best white  
wheat in the world**

**[www.graingrowers.com.au](http://www.graingrowers.com.au)**

