

***ukp* and *uks* help boost profits**

The international cereal market is a dynamic one, with growers responding to manufacturers' increasingly technical requirements, for ingredients to produce new and established products.

Frontier Agriculture Limited exports over one million tonnes of grain per year, an achievement reached by building productive, long-term relationships with overseas customers. It is also a result of working closely with UK growers to identify their requirements to achieve their grain returns.

Mike Adams, International Manager at Frontier Agriculture Limited, which is responsible for 23% of UK wheat exports explains, "We work closely with our overseas customers to identify and address the issues that are most important to them. This enables us to find the right solution to meet their specific needs. The reliability of the quality service and product helps to maintain those relationships long-term."

"The UK has an excellent reputation for growing products such as soft wheat with extensive gluten qualities. We work closely with our customers to understand their processes and individual needs. This enables us to match our products exactly to their requirements. They like UK wheat not only because it provides the required functionality, but also because of its traceability."

Working with a range of international clients it is crucial to be able to communicate the qualities of the wheat, in the simplest terms, to ease the export process.

Frontier Agriculture has been using *ukp* and *uks* since the brands were developed in 2004. Mike Adams comments "it makes it much easier for us to explain what we are supplying, rather than going through the individual elements

of each variety. It has made the whole export process much easier, which has been reflected in our sales, a sure indicator that our overseas customers also like using *ukp* and *uks*.”

A recent Frontier shipment of *ukp* was sent to Italy to existing client Cargill Italy who supply local Italian millers. Having taken *uks* from Frontier it wanted to present *ukp* to the Italian market as well. As a result 5,125mt were loaded in Ipswich in early November. Amedeo Coppo, from Cargill Italy commented that “the quality is good with excellent P/L and a protein level (12.5%) which reflects the natural protein of UK milling wheat”.

George Forbes, Chairman of BCE * which is responsible for *ukp* and *uks* said:” It is good to see evidence of *ukp* and *uks* improving sales and performance for UK exporters. The brands were designed to help UK wheat compete in the heavily competitive international market, and this proves that international buyers find it easy to understand and specify.”

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*British Cereal Exports (BCE) is the export promotion arm of HGCA and is responsible for the promotion of UK cereals as whole grain. BCE is the link between overseas customers and the British cereals sector, providing independent information on the UK cereals industry.

The *ukp* bread wheat and *uks* soft wheat export brands have been developed by British Cereal Exports (BCE), the export promotion arm of HGCA, for international buyers of UK wheat.

ukp and *uks* provide:

- An easy guide to the technical properties of UK wheat
- A clear demonstration of the end use suitability of UK wheat
- Carefully selected varieties to ensure rheological integrity
- The flexibility to buy according to the purchase criteria
- A sign of quality and value of UK wheat – they are registered trademarks
- A tool to trade with confidence