



What the World Wants from Australian Wheat

Dr Ken Quail

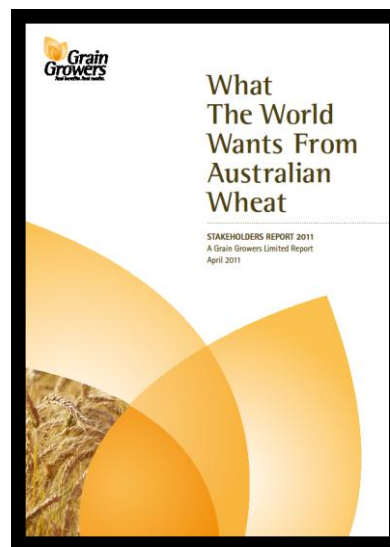
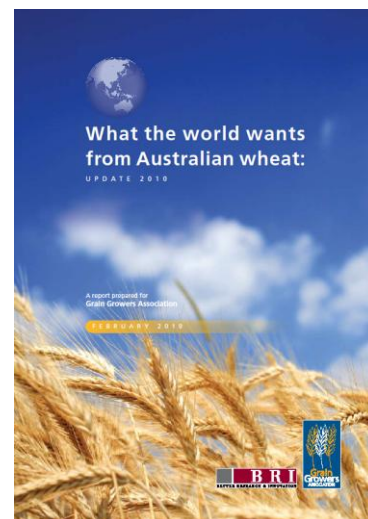
General Manager Technical Services

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
- 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



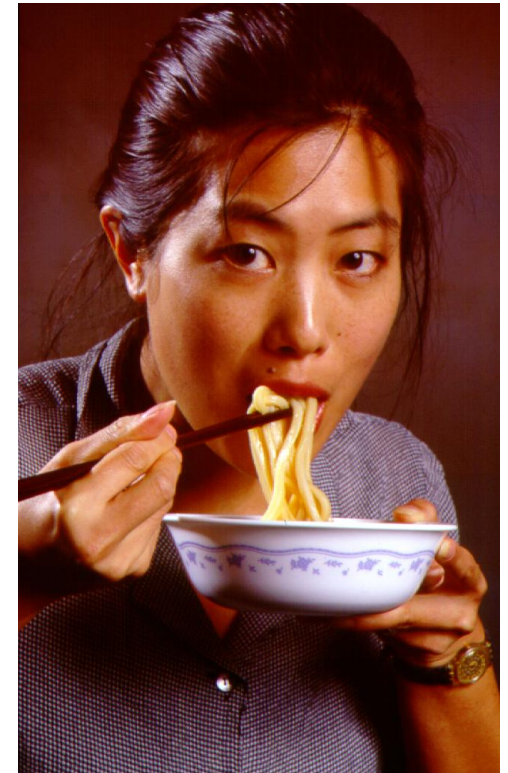
Domestic Industry

- Wide range of purchasing options
- 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 Asian foods
 - Noodles
 - Chinese steamed buns
 - Dumplings
 - Flat breads



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
- Bread making quality – US & Canadian wheat used in preference



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 testing** programs to give markets confidence
- **Technical training** to assist markets
- **Promotion** – more information & and a contact point

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 quality markets
- Clean, White and Dry



New Information

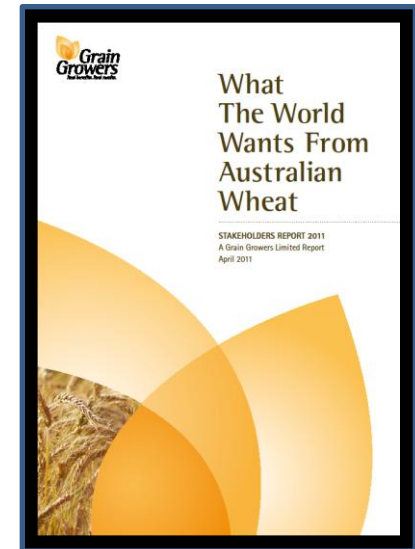
- **Australian Wheat Page**
 - crop production and weather forecasting
- **National Wheat Quality Report**
 - detailed information on Australian wheat grades and leading varieties
- **Australian Wheat Guide**
 - a guide to Australian export wheat grades
- **www.graingrowers.com.au**

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 quality markets
 - Matching market expectations
 - Effective information and technical support
- A new wheat brand and organisation to drive product and service improvement



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

www.graingrowers.com.au

