



Global Wheat Index

Control wheat and flour quality to improve your profitability

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What's going on in the world of Milling?

Market environment

◆ Consumers versatility

- Changing eating habits
- New trends
- Appeal for novelty

◆ Global milling sector

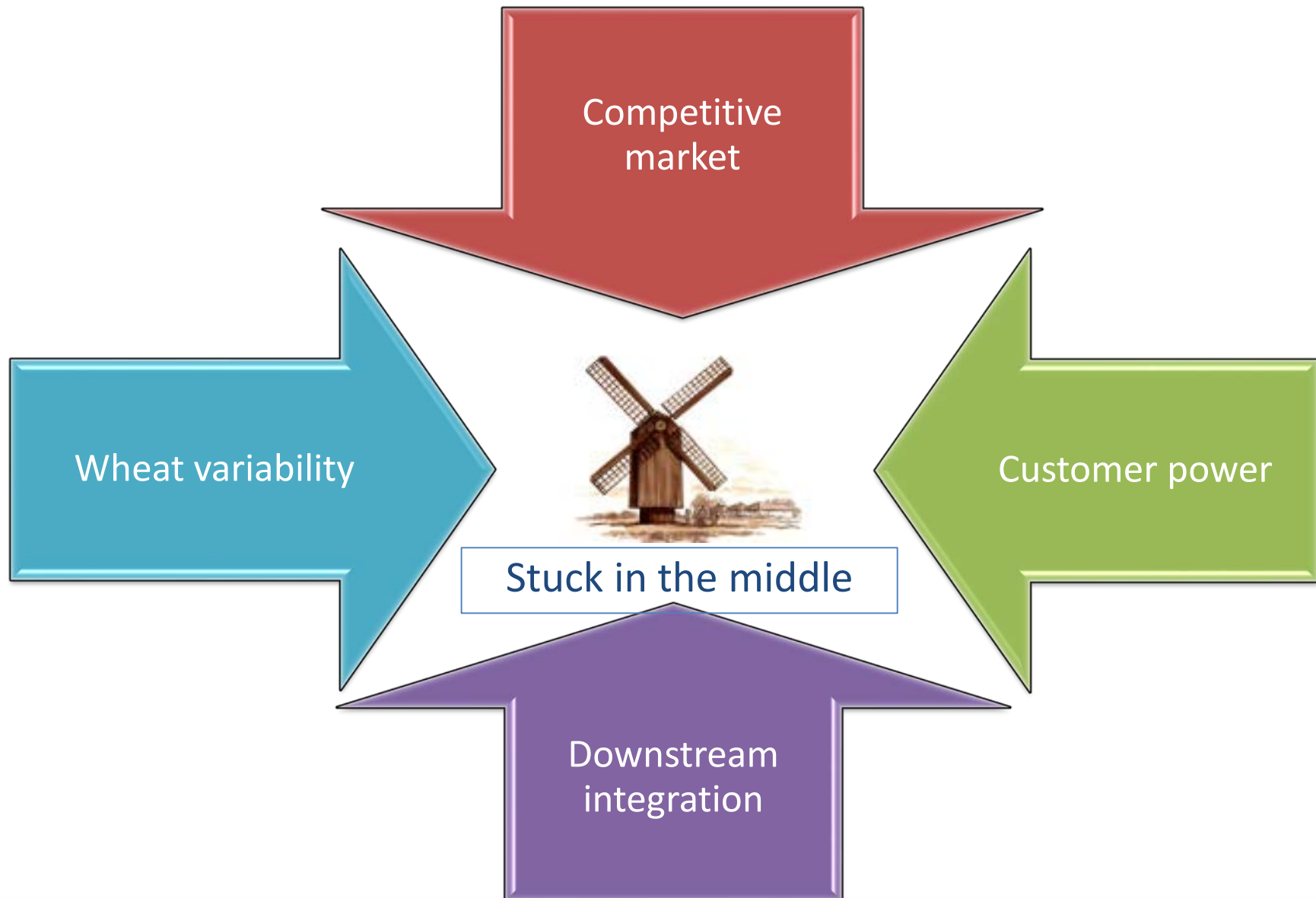
- Concentration of the sector
- Downstream integration
- Shifting of power to bakery and wheat supplier

◆ More and more wheat origins

- 5 countries accounted for 90% of the exported wheat in '96, now less than 60%
- New players: Danube & Black Sea
- Exotic wheat
- Local wheat: Africa

◆ Climate change

- Less and less protein
- More variability in growing conditions
- Less and less predictability



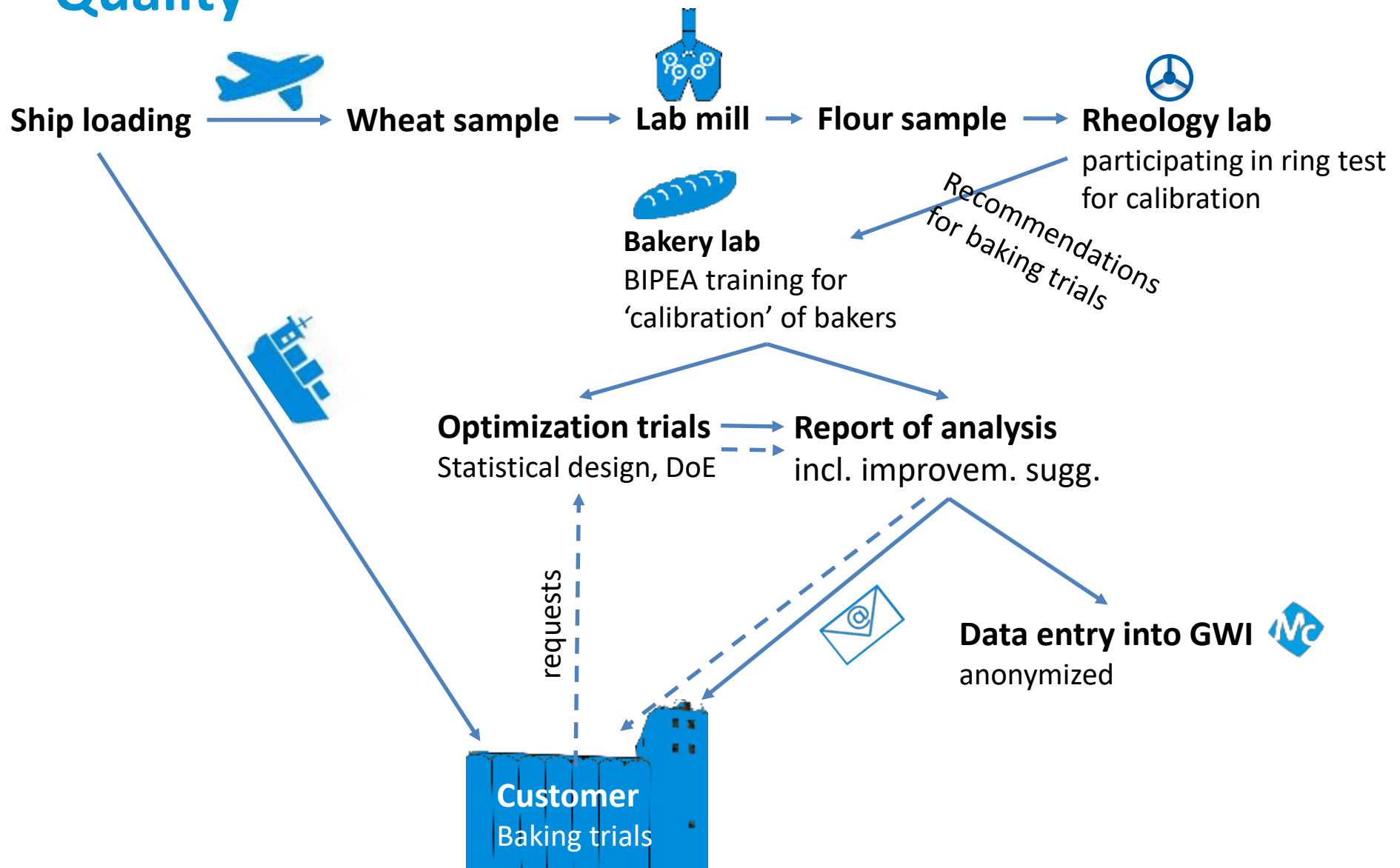


What can/will we do together?

Global wheat quality network



Just-in-Time Examination of Wheat Quality



The MC Global Wheat Index: Compare your wheat

- ◆ A unique quality tool
- ◆ Online application
- ◆ Beta-version is accessible at
- ◆ <http://globalwheatindex.muehlenchemie.de/>

Incomplete Data may Hide Quality Risks



Protein - Wheat



Falling Number



W - Alveograph

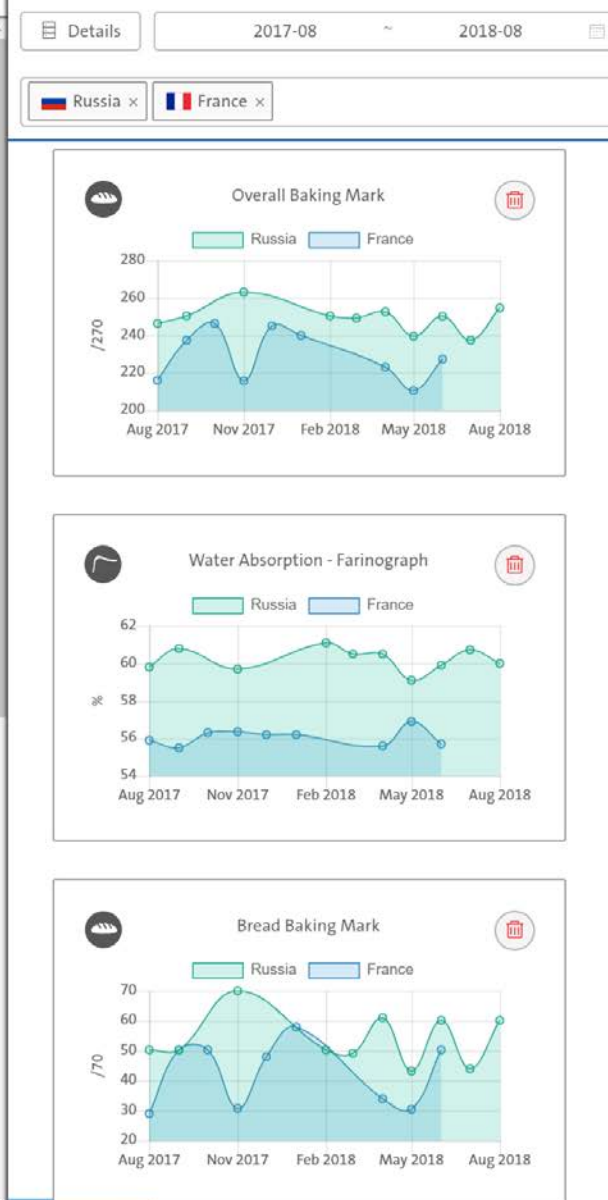
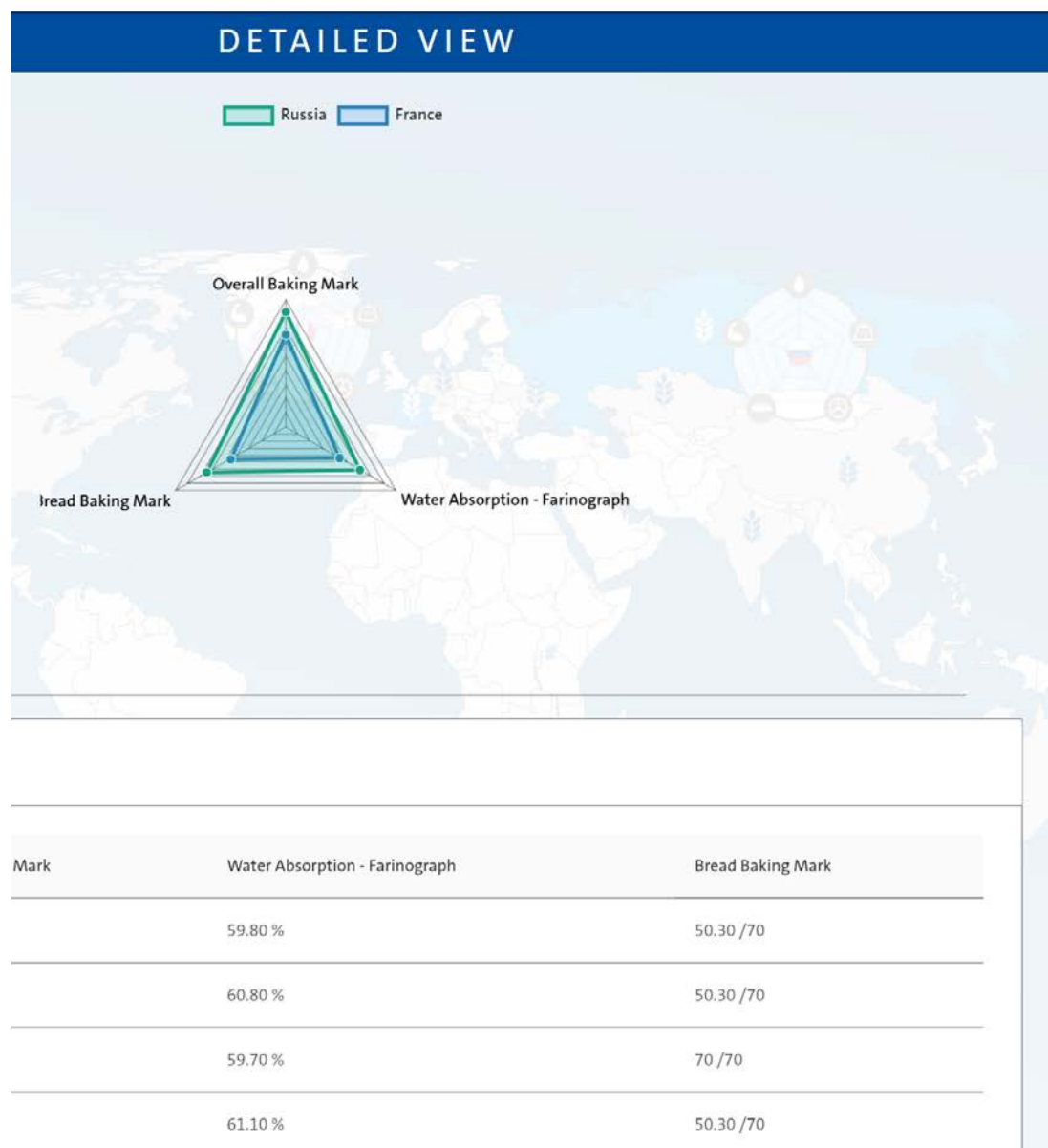


Bread Baking Mark



Provided by Global Wheat Index

Cost effectiveness approach



- ◆ Wheat purchases should not be based on protein only
- ◆ Thorough wheat analysis lead to more suitable wheat buying
- ◆ Grist optimization increases customer satisfaction
- ◆ Grist optimization allow to save money

„Information doesn't get more valuable when you lock it away. It gets more valuable when you share it.”

Michael Seemann - German cultural researcher

Thanks for your attention

