Global Wheat Index
Control wheat and flour quality to improve your profitability

Fabien Varagnac
Head of Strategic Development
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
Wheat quality variability

◆ 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
Milling sector

Competitive market

Wheat variability

Customer power

Downstream integration

Stuck in the middle
What can/will we do together?
Just-in-Time Examination of Wheat Quality

- Ship loading
- Wheat sample
- Lab mill
- Flour sample
- Rheology lab (participating in ring test for calibration)

- Bakery lab
  - BIPEA training for ‘calibration’ of bakers

- Optimization trials
  - Statistical design, DoE

- Report of analysis
  - incl. improvement suggestions

- Data entry into GWI
  - anonymized

- Customer
- Baking trials

- Requests
The MC Global Wheat Index: Compare your wheat

- A unique quality tool
- Online application
- Beta-version is accessible at
- [http://globalwheatindex.muehlenchemie.de/](http://globalwheatindex.muehlenchemie.de/)
Incomplete Data may Hide Quality Risks

Provided by Global Wheat Index
Cost effectiveness approach

**Detailed View**

- **Overall Baking Mark**
- **Bread Baking Mark**
- **Water Absorption - Farinograph**

<table>
<thead>
<tr>
<th>Mark</th>
<th>Water Absorption - Farinograph</th>
<th>Bread Baking Mark</th>
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<tbody>
<tr>
<td>59.80 %</td>
<td></td>
<td>50.30 /70</td>
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<tr>
<td>60.80 %</td>
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<td>50.30 /70</td>
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<tr>
<td>59.70 %</td>
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<td>70 /70</td>
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<tr>
<td>61.10 %</td>
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<td>50.30 /70</td>
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Summary

- 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