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
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?
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

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