



Lantmännens



Danish Cereal Network

Annual meeting - March 13th, 2017

Session I: Bread wheat under a changing framework

Wheat quality – a miller's dilemma

Lantmännens Cerealia A/S – Flemming Olsen

Dilemma... or challenge

Our Danish flour customers:

Today's major **industrial bakeries**, producing their own brands of bread and other bakery products, which are sold in retail stores, are demanding stability and better than average performance of the flour, year in and year out.

Today every supermarket, chain store, grocery and gas station are selling fresh baked rolls and bread produced by several **other industrial bakeries**. These bakeries are also demanding stable quality and excellent performance of the flour.

Smaller bakeries, once found in every small city, have joined together and formed **purchasing units**, which are taking care of the flour procurement.

Bakeries, who are expanding via a **unique concept and brand**, domestically in major populated cities and abroad.

Last but not least, we have our **own brands** sold via retail stores to households for homebaking and cooking.



...or challenge

Taking into consideration that the milling industry south of the German/Danish border is utilizing 60 to 65% of their capacity, we face huge competition from the German millers. As long as they can increase their capacity and sell the flour outside their domestic market, then this is a contribution to the fixed costs. The issue about profit comes second.

Therefore, if we wish to survive in our present form, we need to deliver a wheat flour, which performs better than average and at competitive prices every day, every week, every month and every year.

It is not a problem to produce a wheat flour, which can comply with specifications such as protein, falling number, wet gluten etc. The major challenge is to produce a flour which is also performing according to the bakers' expectations, industrial as well as non industrial.

In short: We are just borrowing our customers until they receive a competitive offer from another supplier of wheat flour. Only when the new flour quality is gradually deteriorating and eroding the pricedifference, we win them back.

These are today's facts

A Danish regulation introduced in 2001 allowed farmers to apply for additional fertilizer with the aim to grow more suitable bread wheat for the Danish millers. However, although the idea was good, we (the millers) did not really benefit from it. Others did. Today the situation is different due to legislative decisions about increased use of N. Still, the overall deficit of N cannot be filled overnight.

We cannot produce a wheat flour, which can satisfy the bakeries' quality specifications and performance for breadmaking based on 100% Danish grown wheat.

We receive 350 to 400 samples per year for analysis and baking test, so we do have an idea about the Danish potential.

But the German millers with their German varieties and the Swedish millers with their Swedish varieties can do the job, and be competitive.

We are excellent when it comes to bisquit wheat flour, provided the compound feed industry is not paying too high prices for feed wheat.

..... today's facts (cont.)

The Danish wheat varieties (described by some as to be qualified for milling purposes) struggle to reach 12% protein. The protein in wheat flour is 1% lower than in the wheat grain. We do not use dry gluten to improve our flour.

The majority has too high waterabsorption (>63). We must meet a maximum of 58%. The local baker working manually with the flour can adjust water and kneading time because of his professional experience. The industrial bakeries are not in a position to do the same.

Wet gluten tend to underperform and dough stability is generally too low.

Gluten index (measurement for gluten quality) is mostly between 92 and 99%, which makes the dough stiff and breakable. It is almost impossible to reach the necessary bread volume.

Therefore the proportion of Danish wheat only amounts to about 35-40% in our grain grists. The blance consists of Swedish and German wheats.





Which initiatives can be launched in order to improve the use of Danish grown bread making wheat?

Once every year (April/May) the association of Danish millers publish their recommendations and quality requirements for the year's crop.

We spend a lot of time evaluating on legislative issues related to food safety but also elaborating on individual baking results of varieties grown the previous year.

As you can see from the next slide there were not many varieties, which we did recommend in 2016. Our recommendations are based on our experience with the various varieties throughout the previous harvest year.

Our contribution to potential initiatives is that we must be involved in the evaluation, testing and selection of new wheat varieties.

Because somebody states that a specific variety does have good analysis values it is not a guarantee that the variety works in real life.

Which initiatives.....

Klassificering af brødhvedesorter

Det er møllernes erfaring, at nedenstående hvedesorter normalt er velegnede til melfremstilling under forudsætning af gode dyrkningsbetingelser og opfyldelse af de generelle kvalitetskrav.

I. Kategori

Vinterhvede:

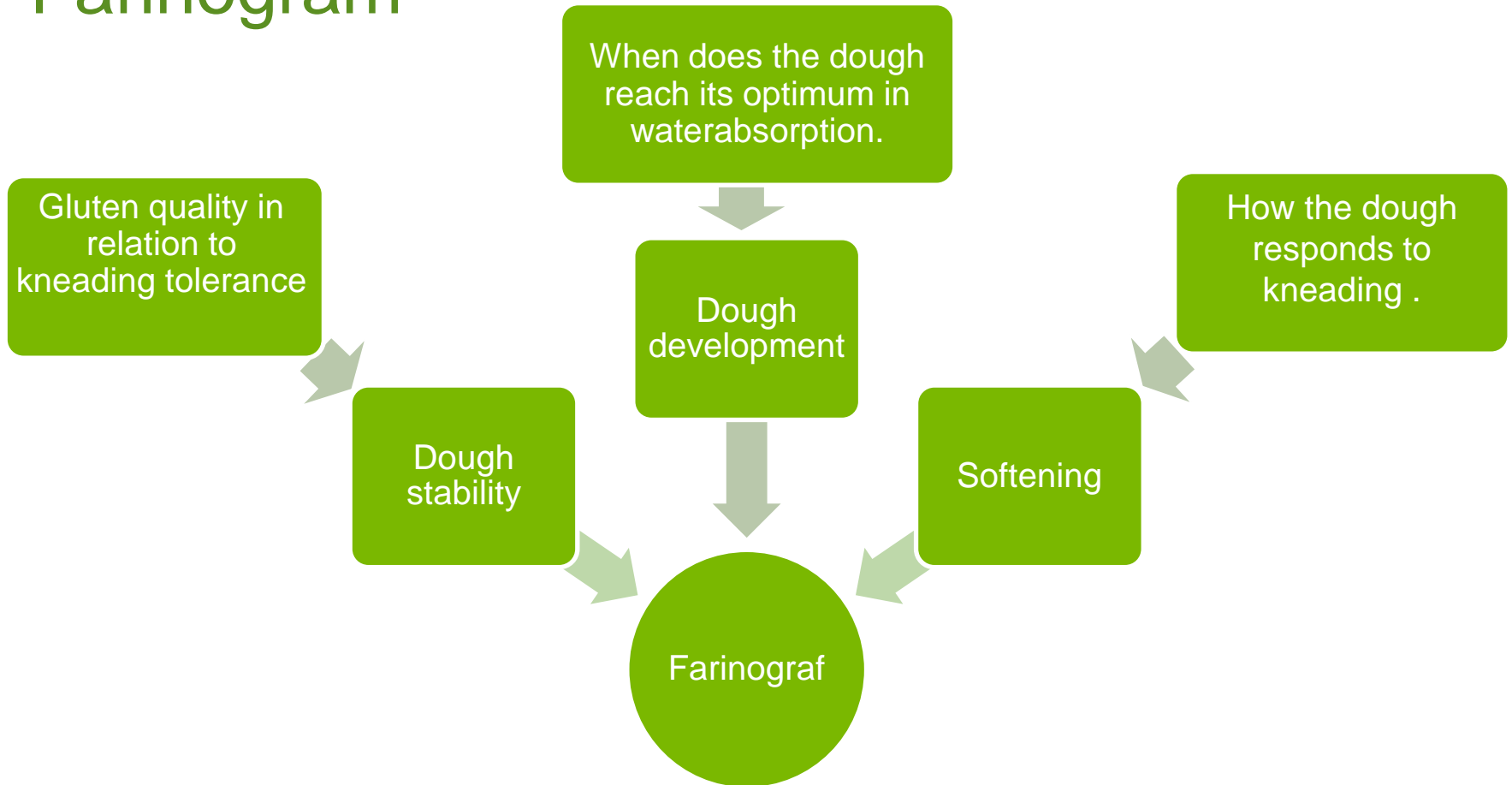
JB Asano, KWS Dacanto, Elvis og Tuareg

Vårhvede:

Amaretto, Taifun, Trappe og Vinjett

Disse sorter har generelt gode formalings- og dejegenskaber samt en god bageevne og er derfor velegnede til gærbrød.

Farinogram



Extensogram

