

Contact



A Newsletter from the Canadian Wheat Board

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CWB joins with COFCO to announce new technical centre in Beijing

The CWB and China Cereals, Oilseeds & Foodstuffs Corporation (COFCO) recently announced plans to fund a training and technical centre that will support China's milling and food-processing industry.

The new centre will be located in Beijing and is scheduled to be complete by 2007.

"Due to strong economic growth and increased demands for premium-quality, wheat-based foods, China is poised to become an even more important market for western Canadian wheat," said Adrian Measner, CWB president and CEO, who announced the new centre while visiting Beijing in December 2005.

"This technical centre will provide Chinese wheat processors with the information they need to make the most of our high-quality product."

COFCO is China's wheat-purchasing agency. COFCO president Liu Fuchun said the CWB China Technical Centre is a natural extension of a long relationship between COFCO and the CWB.

"We have enjoyed doing business with the CWB for many years," he said. "The CWB China Technical Centre grows naturally out of a long and positive relationship."

The CWB has enjoyed a long-term relationship with COFCO that has spanned more than four decades. For the past two crop years, China has been the largest importer of western Canadian wheat.

The CWB will provide \$1 million to establish the centre; operating costs will be shared by the CWB and COFCO.

The facility will provide training, educational seminars, technical exchanges and technical support for CWB customers.

The Canadian International Grains Institute (CIGI), is a well known non-profit market development organization located in Winnipeg, Canada. It provides technical programs and training sessions for CWB customers. CIGI will assist in the development of the new China Technical Centre by helping to create programs and activities designed specifically for Chinese customers. ■

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A BRIGHT IDEA



Move over sake – make room for barley shochu

Shochu is a premium Japanese alcoholic spirit made from barley, rice, buckwheat or sweet potato. Barley shochu is quickly becoming one of the hottest trends in Japan and is even outselling the more traditional sake.

While sake is a brewed beverage, shochu is distilled like vodka. The drink is served “on the rocks” (over ice), or diluted with cold or hot water. In Japan, most shochu contains 25 per cent alcohol, but some varieties contain 35 or even 40 per cent alcohol.

There are more than 3,000 varieties of shochu produced in Japan and stylish restaurants in major cities are using their “shochu menus” as a marketing tool.

New choices coming for durum wheat

Currently, the most popular variety of durum grown on the Prairies is AC Avonlea. This traditional-strength Canada Western Amber Durum (CWAD) wheat was registered in 1998 and began commercial production in 2000. AC Avonlea was developed in response to customer requests for higher protein levels.

Another western Canadian variety, AC Navigator, was developed soon after, and has proven popular among customers seeking excellent milling yields and a superior bright-yellow colour. Protein levels in this variety tend to be lower than AC Avonlea, but gluten strength is good, producing pasta with a firmer bite.

Starting in the 2006-07 crop year, customers purchasing durum wheat from Western Canada will have an expanded range of choices. Two new varieties of high-quality durum wheat will begin commercial production in 2006: Strongfield and Commander.

Strongfield:

Strongfield is a high-yielding variety, with excellent protein levels that are equal to, or better than AC Avonlea. Gluten strength in this variety is equal to AC Navigator.

Strongfield’s milling yield and semolina ash levels are similar to AC Avonlea. Colour properties of this variety are good, with semolina and pasta colour similar to AC Avonlea.

“The semolina milled from Strongfield produces excellent “al dente” pasta and is able to satisfy the palettes of discerning pasta consumers,” explained Graham Worden, CWB senior manager of technical services.

“We’re confident that customers will be more than satisfied with the excellent protein levels offered by Strongfield and expect it to become a popular variety.”



Commander:

Commander is the first truly extra-strong variety to be developed in Canada. Protein levels are nearly the same as AC Navigator, however gluten strength is as high as any competitive wheat. This trait makes Commander an ideal choice for use in blends, because it will greatly improve the firmness of pasta products. Semolina yield levels are another key benefit offered by Commander. Currently, AC Navigator offers the highest semolina yields of any western Canadian durum. But Commander tops even AC Navigator, offering the highest yields available.

“Commander offers benefits beyond yields,” explained Worden. “The bright-yellow colour of this variety is equal to AC Navigator and it will produce pasta that is attractive to consumers.”

Production advantages:

Both of these promising new varieties have production advantages that will make them popular with farmers. Commercial production of Strongfield will start aggressively in 2006, with the product being grown across the full durum region of Western Canada. Due to its extra strong properties and more limited demand, Commander will be grown at a more restricted production level in 2006.

Responsive grain industry

As with other varieties of wheat and barley developed in Western Canada, Strongfield and Commander are the result of a responsive grain industry.

“The Canadian industry listens to what customers need and then responds,” explained Worden. “This responsiveness allows the CWB to provide customers with what they require to be successful in the marketplace.”

“Millers and pasta manufacturers around the world have sophisticated demands. We respond by developing sophisticated grains with innovative traits that are designed to meet those needs.”

The table below provides average test plot data from 2002 to 2004, where all varieties were grown side-by-side. This testing scheme allows each variety to be compared for quality variability without the influence of the environmental differences. ■

	AC Avonlea	AC Navigator	Strongfield	Commander
WHEAT				
Test weight (kg/hL)	81.8	81.9	81.7	81.3
Protein content, 13.5% m.b. (%)	14.5	13.8	14.7	13.8
Protein content, dry basis	16.8	16.0	17.0	16.0
SEMOLINA				
Milling yield (%)	75.1	76.6	75.2	76.1
Semolina yield (%)	66.2	67.7	66.0	67.0
Protein content (%)	13.3	12.6	13.5	12.6
Semolina ash%	0.60	0.64	0.60	0.59
Yellow pigment content (ppm)	8.0	9.1	8.5	9.6
SEMOLINA COLOUR				
Minolta brightness, L*	87.3	86.9	87.4	86.9
Redness, a*	-3.0	-3.0	-3.0	-3.0
Yellowness, b*	33.1	35.0	33.3	35.3
Speck count (per 50 cm ²)	27	33	36	28
ALVEOGRAM				
P (Height x I.I) (mm)	51	94	77	126
Length (mm)	100	86	97	65
P/L Ratio	0.5	1.1	0.8	2.0
W (ergs)	122	250	228	308
SPAGHETTI COLOUR				
Minolta Brightness, L*	77.0	75.5	76.2	75.8
Redness, a*	1.9	4.0	2.5	4.1
Yellowness, b*	61.4	67.3	59.5	68.0

All results are provided by the Canadian Grain Commission (CGC), Grain Research Laboratory.

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Marketing head to retire

Bill Spafford, CWB vice-president of marketing has recently decided to retire from the CWB.

His decision follows 35 years of dedicated service to the CWB and its customers. His career at the CWB began in 1970, when he was hired as a commodity specialist. He received his first promotion after only two years of service with the organization. In 1989 he was named director of sales and became vice-president only 10 years later.

Since joining the CWB, Bill has traveled to many customer countries, sharing his well-respected knowledge of the grain industry with buyers.

The staff of the CWB wish Bill tremendous success with the next phase of his life and hope he enjoys a richly deserved retirement. ■



Faces and places

CWB staff attended the Asociación Latinoamericana de Industriales Molineros (ALIM) conference in Cartagena, Colombia October 9 to 12, 2005, to meet with customers and give marketing presentations.



(l-r) Rhyl Doyle, CWB senior marketing manager, Latin America and the Caribbean; Erik Ordóñez, CWB marketing manager, Latin America and the Caribbean; Rodrigo Lopez, general manager, Molinos Electro Modernos, Ecuador; Marcelo McBride, quality manager, Molinos Electro Modernos, Ecuador; Bill Spafford, CWB vice-president, marketing.



CWB senior marketing manager Rhyl Doyle (right) stands with master baker Lucas Fuentes of Molinos de Puerto Rico, who just finished baking a range of Puerto Rican breads from a recent shipment of Canada Western Hard White Spring (CWHWS) wheat.



(l-r) Rhyl Doyle, CWB senior marketing manager, Latin American and the Caribbean; Leandro Jimenez of Cereales Turcios Lima, Unión Molinera, Cuba.

Contact is a publication of the Canadian Wheat Board (CWB). Contact is designed to keep our Latin American and Caribbean grain industry partners informed about the Canadian system of grain marketing, CWB initiatives and factors that influence the marketing of western Canadian wheat and barley.

Readers are invited to submit questions and comments to:

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