

Canadian Grain

A Newsletter from the Canadian Wheat Board

Volume 4, 2005

First milling barley registered in Canada

Western Grains Research Foundation (WGRF) is an organization funded and directed by western Canadian farmers. Launched in 1981, WGRF focuses on funding research into the development of new wheat and barley varieties designed to satisfy customer needs. Each year, the foundation invests between \$4 million and \$5 million in research. The following information is reprinted with permission from WGRF.

Canadian researchers have developed a new type of barley that opens dramatic potential for the health-boosting grain in bread and other traditional milled wheat products.

“Millhouse,” the first registered Canadian variety of this type, contains properties that allow barley grain to be processed in the same fashion as wheat. By mixing barley flour with wheat flour, millers can produce bread and other products with benefits such as double the percentage of dietary fibre and unique barley nutritional components linked to lowering blood cholesterol and preventing cancer.

“Millhouse is the first true milling barley for Canada,” says barley breeder Dr. Mario Therrien of Agriculture and Agri-Food Canada’s (AAFC) Brandon Research Centre, who bred Millhouse. “Millhouse is bred to complement wheat for milling purposes, with the advantage that it provides more dietary fibre than wheat could ever provide. It also provides all the other unique health benefits of barley.”

This progress was supported directly by western Canadian barley growers through the Barley Check-off Fund, administered by Western Grains Research Foundation (WGRF). Seed for the variety is expected to be available in 2007 but, as a pioneering variety, it and other milling barley varieties to follow will require years of market testing before they are expected to comprise broad acreage.

“We have put Millhouse grain through some advanced pre-processing regimens, so we know it performs well,” says Therrien. “So the focus now really shifts to marketing.

It will likely take a while to make them comfortable with adding a new flour source to what they’re used to. But we’re confident the advantages will be recognized. Talking to some of the industry people in the know, it wouldn’t be unreasonable to have food barley reach the acreage equivalent of durum at its peak in Western Canada.”

Millhouse is the first variety in a second stream of western Canadian barley varieties bred for use in food products. The varieties in the first stream, developed by Dr. Brian Rossnagel and Dr. Ron Bhatti at the University of Saskatchewan (U of S) Crop Development Centre, provided an important stepping stone to the AAFC Brandon work on Millhouse. “We work closely with the U of S program on the food barley effort,” says Therrien.

“Over the next decade, our tentative plan is to complement the food barley development effort. The U of S program will continue to focus on ‘waxy’ barley varieties, which have a starch profile designed to produce tortillas, taco chips and similar products. At Brandon, our focus will continue on non-waxy food barleys, such as Millhouse, which are targeted at the baked wheat product industry.” Both programs are supported in part by farmers through the WGRF Barley Check-off Fund.

In the Millhouse effort, the key obstacle for Therrien and colleagues was overcoming barley’s traditionally poor water-absorbing properties.

“What you need for a milling barley is a kind of starch that is similar to wheat in its water-absorbing properties. That’s what we’ve aimed for with Millhouse,” he explains.

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A BRIGHT IDEA



You don't have to wait for water to boil to enjoy these noodles; just rip open the bag and enjoy.

Tasty bags of Baby Star Crispy Noodle Snack are making their way into the hands of consumers around the world.

Manufactured by The Oyatsu Company of Japan and imported into Canada by the Nishimoto Trading Company, Baby Star snacks are seasoned ramen noodles perfect for satisfying the urge to nibble.

Made with wheat flour, the snacks come in several flavours including chicken, spicy, vegetable and chow mein. The snack is packaged in a string of five individually sealed bags to ensure freshness. Each 30 gram bag contains just 150 calories.

The taste of Baby Star goes beyond the snack bag, however. The crispy noodles make a great salad topper and can take the place of crackers in soup.

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“This variety contains the right kind of starch and protein profile that is compatible with wheat. This allows the barley flour it produces to be blended with wheat flour, without creating any problems for the miller.”

The idea is not to replace wheat flour altogether in the product, but to allow for these blends to be produced, he says. “The barley imparts the dietary fibre that the wheat lacks, along with barley’s other unique health-enhancing benefits, so you get a better product.”

In blends involving up to 40 per cent barley flour, Therrien estimates that millers could double the dietary fibre

content from that of a conventional wheat loaf.

Research in recent years has also uncovered that barley grain contains high levels of beta-glucan, a type of fibre linked to reduced levels of blood cholesterol. Barley also contains several powerful antioxidants, most notably tocopherol, which is associated with reducing the risk of cancer.

More information on Millhouse, including a question and answer with Therrien, is available in the June edition of WGRF’s *Western Grains Research Magazine*, available at www.westerngrains.com. ■

Joint promotion yields results

A joint promotional campaign between a Japanese consumer cooperative and the CWB enjoyed considerable success in early 2005.

CO-OP, a retailer of grocery products in Japan, joined the CWB and Japan’s Nitto Flour Milling Company in a campaign targeting the greater Tokyo area to promote strong bread flour made from 100 per cent western Canadian wheat.

Customers who purchased at least two bags of the CO-OP flour during the five-day campaign period had their names entered in a draw for two bottles of pure Canadian maple syrup; a gift from the CWB. In addition to the syrup, the CWB sent winners a special card of congratulations.

The incentive seemed to be a great attraction for customers. Sales of the flour more than doubled during the campaign period.

“Customers know that when they buy products made of western Canadian wheat and barley, they are buying quality,” explained David Iwaasa, CWB general manager, Tokyo.

“I think the promotion was excellent because it provided an opportunity for



new customers to try flour made from wheat sold by the CWB,” he added. “Once they’ve tried it, I am confident they’ll be back to buy more.”

“The promotion also improves awareness to customers already using CO-OP flour that this brand is made from western Canadian wheat.”

Nitto Flour Milling, miller of the CO-OP flour, is exploring other joint promotional ventures with the CWB.

The CWB is interested in assisting other customers with co-promoting their products. If you would like to join with the CWB to promote your product, please contact your marketing manager. ■

CWB celebrates 70th birthday



The Canadian Wheat Board (CWB), which markets wheat, durum, malting barley and feed barley on behalf of western Canadian farmers, turned 70 on July 5, 2005. Controlled by Prairie farmers, the CWB is the largest wheat and barley marketer in the world and has established a reputation for supplying customers with

consistent, high-quality grain.

This important milestone will be marked through a series of farmer, customer and employee events throughout the 2005-06 crop year, which runs from August 1, 2005 to July 31, 2006.

Since it was established in 1935, the CWB has sold more than one billion tonnes of grain to customers in more than 70 countries around

the world. The CWB maintains offices in both Beijing, China and Tokyo, Japan to better serve customers. Marketing managers, working from the CWB's Winnipeg office, are assigned various geographic regions covering the entire globe. These marketing managers are in constant contact with customers and frequently travel to ensure their needs are being met.

"The grain we sell is known around for the world for its high quality," said Bill Spafford, CWB vice president of marketing. "But, our commitment to customer service has also played a huge role in our success," he said.

"That's why we're still going strong, 70 years after we were established."

A special anniversary logo was designed to mark the birthdate, which can be downloaded from the CWB's Web site at www.cwb.ca. In addition, colourful 70th anniversary banners hang from the front of the CWB headquarters in Winnipeg. ■

Did you know...

The world's tallest grain elevator stands in Ulm, Germany. Opened on April 15, 2005, the 115-metre-tall structure (377.3 feet or 4,527.6 inches) took 12 months to build and holds 8 000 tonnes of grain.



The structure is owned by Germany's Carl Kunkle zur Schapfenmuhle and is roughly one-third the

height of France's Eiffel Tower. Ulm's cathedral is the only building the area that stands taller than the elevator.

YEARS / ANS
1935 ~ 2005

Wheat goes from farmyard to fairway

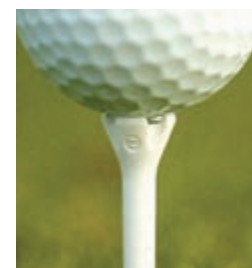
Golfers seeking a way to better their scores are looking to golden wheat fields for help.

The new Epoch golf tee is one of the hottest selling items at golf stores across North America. The tees are made of compressed wheat and are said to have the ability to add up to seven yards to the length of a golf drive and up to three yards to accuracy.

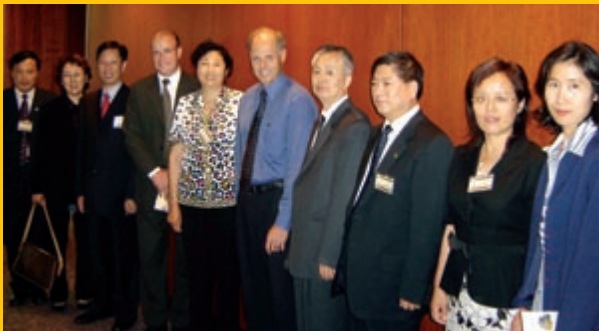
Retailing for around \$7 U.S. for a pack of 15, many pro-golf players are backing the wheat-based tee as their accessory of choice. The top of the tee features four small posts designed to limit surface contact between the tee and the ball, which reduces friction and increasing drive length.

Golf course maintenance staff say they like the tee because it is

biodegradable. Unlike plastic and wooden tees, which must be picked up in case they damage grass or equipment, these wheat-based tees naturally decompose after use. ■



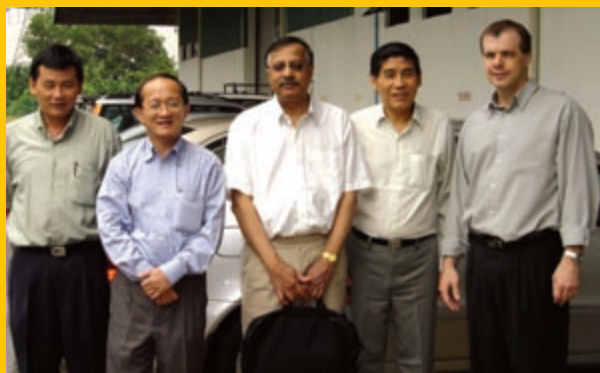
Faces and places



CWB chief operating officer Ward Weisensel (fourth from left), Darrell Bushuk, CWB senior sales manager, Asia Pacific (sixth from left) and Jacqueline Wu, CWB market analyst (far right) met with a delegation from China's State Administration of Grain in August 2005.

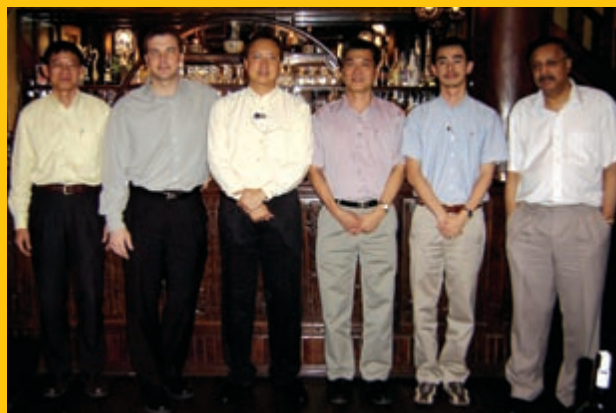


Participants of the 4th CIGI International Grain Industry Course, held 30 years ago in Winnipeg, decided to hold a reunion three decades later in Tokyo, co-hosted by the Japanese Flour Millers Association and the CWB. One participant even traveled from as far away as China in order to attend and others took time out of their jobs or retirements to meet up with their former classmates. One of the participants, Mr. Ryuji Nakamura, is currently President of Nisshin Flour Mills, the largest milling company in Japan and one of the largest in the world. Other attendees included senior executives or former senior executives of the largest flour milling companies in Japan.



Derek Sliworsky, CWB marketing manager for Asia Pacific, visited Kuala Lumpur and Vietnam to meet with customers in April 2005.

(left to right) Edward Lee; Jimmy Chang of FFM; Ashok Sarkar of CIGI; Tan Gee Sooi of FFM Berhad and Derek Sliworsky.



(left to right) Lim Pang Boon of Vimaflour; Derek Sliworsky, Lawrence Lim of Interflour, Thong Kok Mun of Mekong Flour, Patrick Wong of Vietnam Flour and Ashok Sarkar of CIGI.



(left to right) Victor Jarjour, CWB vice-president of Strategic Planning and Corporate Policy and Adrian Measner, CWB chief executive officer; met with Mr. Liu Guo Sheng, minister counsellor, Trade and Economics, Embassy of China and Ms. Zheng Zhang, first secretary, Economic & Commercial Affairs, Embassy of China, at the CWB head office in Winnipeg.

Canadian Grain is a publication of the Canadian Wheat Board (CWB). Canadian Grain is designed to keep our Asia-Pacific 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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