



Department of  
Agriculture and Food



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# Wheat Quality and Market Opportunities for WA

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# Quality is ....



# Fitness for purpose

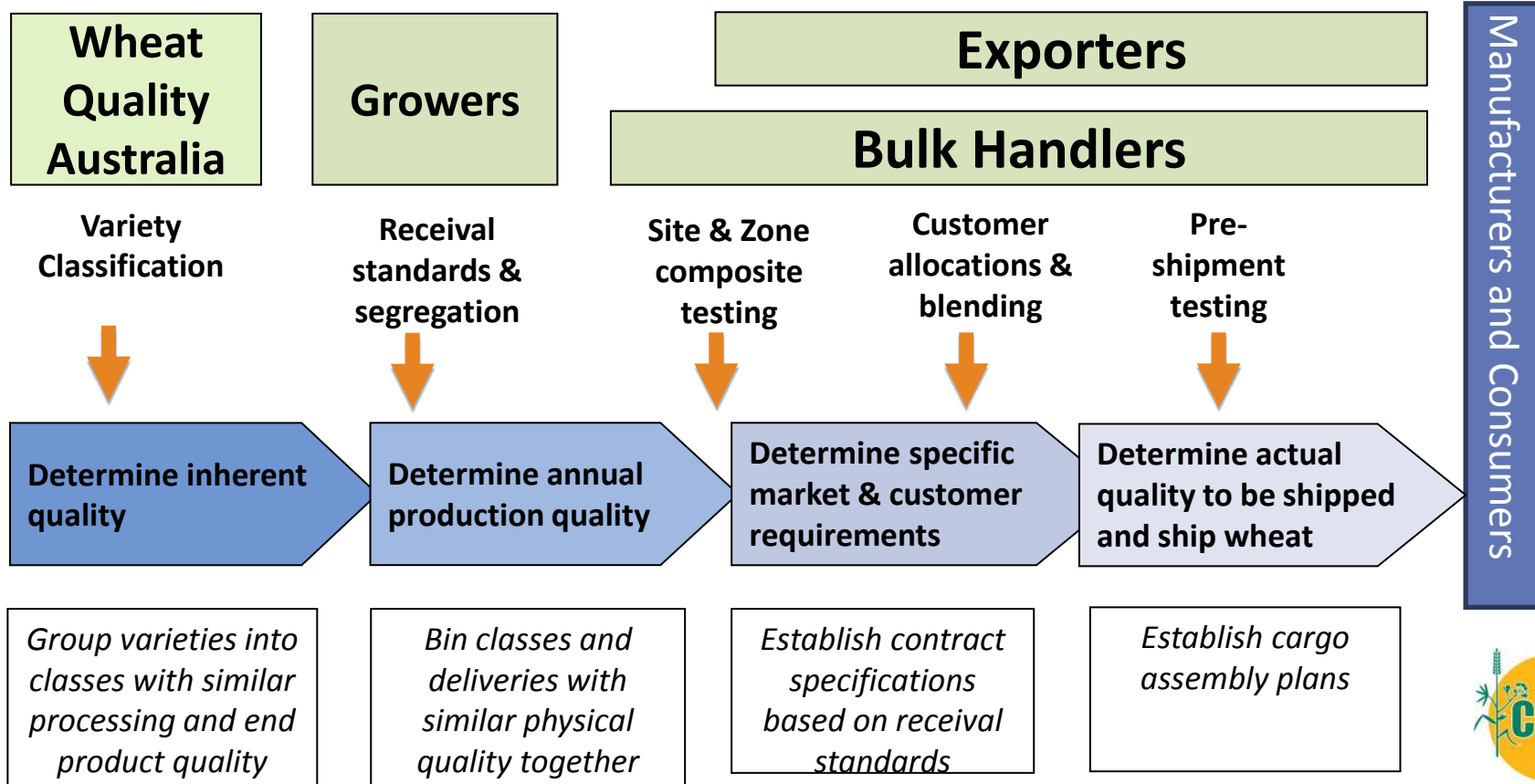
# International Comparisons

Global variety Classification processes, regulation and driving forces.

Country	Level of Regulation	Driving forces
<b>United States</b>	Largely voluntary.	Wheat Quality Council – non profit based.
<b>United Kingdom</b>	Limited.	Seed sales depends on varieties being listed and grouped.
<b>Argentina</b>	Limited: Varieties must be registered.	Domestic market and traders trying to improve quality.
<b>Canada</b>	Compulsory classification.	Broad based industry recognition of the importance of quality.
<b>Australia</b>	Moderate: Classification required for inclusion on the WQA Master List.	Growers, marketers and domestic millers all recognise the fundamental importance of variety classification.



# Quality Management System



# What value does classification deliver?

- CIE shows average total value added over the last 4 years of **\$228 million pa.**
  - **\$12.02 per tonne.**
- Benefits are shared along the value chain:
  - Customers
  - Breeders
  - Bulk handlers and traders
  - Growers
- **Growers benefit the most**



# Enhancing Value in WA

- Historic targets: Dough strength and milling yield
  - 2012/13 - AH -456BU; APW – 411BU\*
- Current priorities
  - Noodle wheat – ANW, APWN - Japan
  - APW and AH – SE Asia
  - National APH

\* Data provided by CBH Grain



# Key messages

- Quality management is valuable: \$228 mill pa
  - \$12/mt nationally, \$9/mt in WA
- Opportunity is in doing this better
  - Improved market focus
  - System evolution – technical; structural
  - System Integrity
  - Better information flow

Ensure that the **quality of Classes** of wheat available in Australia, **now and in the future**, meet the processing and end product requirements of **key markets**.





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# Questions?

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