



press clip

# Grain Pool reveals noodle wheat segregations

THE CBH Group's marketing arm, Grain Pool, has announced locations for segregations and the initial estimated pool returns for the Binnu, Yandanooka and Fortune noodle wheat varieties for this harvest.

Grain Pool and WA's leading wheat breeding company, InterGrain, first announced their intention to form a partnership for the market development of the Binnu, Yandanooka and Fortune noodle wheat varieties in January this year; a strategy aimed at ensuring the future of the premium Udon noodle wheat market for WA growers.

Under this arrangement, Grain Pool will receive exclusive marketing rights to these varieties from InterGrain in return for funding and executing marketing development required to ensure customer awareness and acceptance.

Grain Pool general manager Brian Mumme said Grain Pool had been working closely with the market to provide a premium that gives sufficient incentive for growers to continue growing these new varieties.

"While the overall premium will be subject to market conditions, the current estimated pool return for these varieties, which will be labelled as PNS at selected sites this harvest, is \$273 per tonne, which is \$10 per tonne above the EPR for APW2," Mr Mumme said.

"The current EPR is a conservative number, reflecting the lack of clarity

surrounding the Japanese import system for noodle wheat. Our intention is to, over the medium term, restore the premium to a figure over and above the current EPR of \$10 to better reflect the risks faced by growers in producing noodle wheat.

"We have also been working with CBH Operations to create private treaty segregations for these varieties, which will be made available at the Geraldton Port terminal and the Pithara, Merredin, York, Konnongorring, Tambellup receipt points this harvest."

Mr Mumme said that customers in Japan have so far shown a keen interest in these noodle wheat varieties and initial test results are very encouraging.

"Our Japanese customers have been indicating for quite some time that the Calingiri variety is not the preferred variety for manufacturing Japanese Udon noodles, as the colour and texture of the finished product are not ideal," he said.

"As such, customers in Japan have been keen to evaluate these new varieties and the results to date have been very positive, particularly for Binnu which is showing similar noodle characteristics to the Cadoux variety, which has traditionally been the benchmark variety in Japan.

"Despite the interest from customers, however, the mar-

ket for premium noodles in Japan will continue to be restricted this harvest, as the Japanese Tender System remains in place.

"While the tender system in Japan remains, the market for premium noodles will continue to be restricted to the tonnes which can be imported under private trade and, at present, this only accounts for 50,000 tonnes of demand per year.

"Grain Pool is confident of obtaining a healthy premium for growers producing Binnu, Yandanooka and Fortune this harvest. However, the premium in future years will be determined by the timing of changes to the Japanese importation system and the quantities of these varieties produced in WA."



□ Grain Pool general manager Brian Mumme