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Wheat partnerships

AS many of you would be aware, CBH Grain last year entered into an exclusive arrangement with InterGrain for the marketing of the Binnu, Yandanooka and Fortune noodle wheat varieties and with Australian Grain Technologies (AGT) for the marketing of the AGT Katana variety.

Following a review of these arrangements, and based on feedback from growers in both WA and South Australia and our international customers, we will be making some important changes to the arrangements that cover the marketing of these varieties for the 2010-11 season onwards.

From this harvest onwards, growers will have the option to either deliver into a private treaty segregation (which can be marketed as a unique, segregated grade), or deliver into a general bulk (commingled variety) segregation.

This change has been implemented to allow more options for growers who do not make the relevant grade or are situated at a distance from their nearest Private Treaty Segregation.

Growers who deliver into a general bulk segregation will be able to sell to the marketer of their choice but CBH Grain will remain the only marketer which will be able to establish private treaty segregations for these varieties and market these varieties internationally to establish a premium for participating growers.



senior trading manager
JOSH ROBERTS

This is necessary to ensure that these varieties do not enter the market in an uncontrolled fashion, undermining the work that has been done to date by CBH Grain in working closely with customers and key end users to develop markets for these varieties.

These agreements were originally set up with the aim of restoring the premium noodle wheat market in Japan, in the case of Binnu, Yandanooka and Fortune, and in tapping into the Sponge and Dough bread making variety in the Asian market, in the case of AGT Katana.

Providing this added option for growers will in no way diminish our ability to work with customers to achieve these aims for these two markets.

The process will be carefully managed by InterGrain, AGT and their relevant agents via the existing auditing process to monitor where grain is sold and ensure that the market development of these varieties is not jeopardised.

For more information on these varieties, growers can contact InterGrain on 9368 3300 or AGT on (02) 6881 6210.



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