

# Marketing specialty grains



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# Our History

- 1983 started growing various crops on tablelands
- 1989 started growing spelt
- 1992 Moved to Parkes and built a facility to handle buckwheat
- 1993 Started the Lachlan Valley Adzuki Growers Association
- 1994 First commercial spelt crop in 1994 at Wayne Dunford's.
- 1995 Started splitting faba beans
- 1999 First commercial crops of Kamut, Emmer and Einkorn
- 2001 Stopped raining
- 2005 Started working with Weston Milling on spelt
- 2009 Changed trading name to Bio-Oz for marketing ancient wheats

# Specialty Crops - what makes them special?

- They generally have a special growing requirement
- They have specific quality characteristics.
- Their markets are usually small and the best ones are for human consumption
- They are not so easy to sell for animal feed
- Not widely traded and easily under or over supplied

**Don't grow specialty crops unless you know you can sell them !!**

## Why bulk commodity markets don't interest me.

- Low margins
- Freight costs are critical
- Need for large capital investment
- Large staff can mean high fixed costs
- High risk
- Many of the markets are in poor GDP/capita countries.

Prime hard wheat is a bulk commodity- Even in Japan a flour miller is only interested in getting the best deal for the cheapest cost.

Maybe in a year of short supply I would consider marketing bulk commodities

# When are there opportunities for specialty grains

- If Australia can grow the best quality of that grain in the world
- If a large area produces a small amount of final product
- If the grain is heavy
- If there has been a crop failure in the northern hemisphere
- If the enquiry is from a reputable buyer
- If there is water in Wyangala and Burrendong dams.

# Get to know the market!

1. Travel to the market and study it. Ask all the dumb questions
2. Study the import data
3. Watch the weather at critical times in the main producing areas.
4. Find who the sellers are in other countries and befriend them.
5. Exporting isn't for the faint hearted but you will never succeed unless you try . Try to be like the poker player who knows what the other player's cards are.
6. Be aware of trading company tactics.

# Be realistic

- It is very hard to compete with dry land summer crops from China or USA.
- Look out for Northern hemisphere crop shortages or over supply.
- Take the opportunities available in non GM or organic.
- Spread out the growing area for the crops you want to market.
- Be aware of exchange rate fluctuations.

## List of specialty crops with some potential in the central west slopes and plains of NSW

### Winter crops

- Field peas
  - splitting
  - sprouting
- Faba beans
  - large size , splits for middle east
- Lupins
  - Large albus for middle east
  - small lupins for bread
- Organic wheat
  - Rosella for Udon noodles in Japan
  - high protein bread wheats (not every year)
- Organic cereal Rye
- Organic Echidna oats
- Safflower
- Ancient cereals
- Chickpeas – probably more a bulk commodity

## List of specialty crops with some potential in central western slopes and plains of NSW

### Summer crops ( requires irrigation)

- Adzuki beans
- Non GM or organic corn
- Non GM or organic soybeans
- Sesame - would need to have good drying facilities.
- Lucerne seed – winter active

This area presents some big problems with summer crops due to insect damage and high temperatures.

## If you are interested in marketing specialty grains

- Start researching and growing trial crops in your spare time.
- Probably helps if you are young.
- Learn a language - Japanese, Mandarin, Italian, German
- Take an interest in health issues.
- Do an advanced baking or cooking course.
- Befriend some scientists or food specialists.
- Do a marketing course
- Visit Food shows
  - Fine Food -Australia
  - Anuga - Cologne, Germany
  - Bio Fach - Nuremberg , Germany
  - Expo East – Boston
  - Expo West –Anaheim, Canada
  - Foodex - Tokyo