



20.03.  
WORLD FLOUR DAY

# World Flour Day 2022

## A special time of hope & gratitude all around the world

**B**illions of people eat food made from flour every day. The often taken for granted food stuff is so many more things to mankind than just a food ingredient.

For thousands of years, where wheat has grown, man has lived. Then when the industrial revolution arrived, the production of flour became the biggest employer in many towns - feeding the mouths of generations of workers and their families.

It only seems right then that the FlourWorld Museum in Wittenburg launched an initiative for the global celebration of the “white gold of life” once a year on 20th March.

This date, halfway between the two solstices, was deliberately chosen for ‘World Flour Day’ as in the Northern hemisphere, the spring marks the start of the planting season, whereas in the southern hemisphere it is autumn and harvest time, making the period around 20th March a special time of hope and gratitude all around the world.

### About World Flour Day

Flour as a food ingredient is very important, as products made from flour are daily sustenance for billions of people across the globe. In every part of the world, flour is made into delicious and nutritious foods such as bread, biscuits, cakes and pasta.

The fact of the matter is that flour deserves all of our thanks. So it is only right that there is one day of the year when, from New York to Sydney, from Buenos Aires to Mexico City and from Lisbon to Moscow, we honour flour, along with the farmers and millers, shippers and truckers, processors and bakers.

Over the past two years, many people throughout the world

endured the traumatic experience of standing in front of empty flour-shelves in their local shop. As a staple food, we are all aware of flour’s nutritional significance, so seeing flour in stock always conveys a sense of security.

Accordingly, the flour industry continues to work hard, with workers going above and beyond in many cases, in order to ensure that production and delivery were assured despite the situation.

Are you as a company or individual, involved in ‘mining’ the white gold, i.e. in the production, processing or distribution of flour? Then tell the world your flour story during the pandemic by visiting: <https://worldflourday.com/submit-stories/>

### Milling Hall of Fame

As a way of marking World Flour Day, the Milling Hall of Fame (MHoF) inducts individuals who have made a significant contribution to the development of milling from an historical and/or modern perspective.

Milling and Grain set up the MHoF and had the honour of inducting its first two members in its inaugural induction back in 2020, which saw two very different supporters took their places in the MHoF.

These two individuals have made considerable contributions to the understanding and appreciation of the role of the milling industries and its historical significance.

“This is a great privilege for the oldest magazine still serving millers worldwide to create the MHoF and prescribe its first two members,” says Publisher Roger Gilbert of Perendale Publishers Ltd.

“These are two very motivated and driven individuals who have and continue to have significant impact on our understanding of milling and the role it plays in society.”

### Milling hall of fame 2020 - Rex Wailes OBE

Rex Wailes was born in 1901 in Middlesex, England. After leaving school he became an apprentice engineer and joined the family firm George Wailes & Co in 1924. He stayed there until his retirement, taking over as manager in 1940.

In 1923 the Newcomen Society asked Rex to record the windmills in Lincolnshire. By 1929 he was technical adviser to the new Windmill Section of the Society for the Protection of Ancient Buildings (SPAB). He became the leading British authority on mills and the driving force behind the windmill rescue and repair movement.

His collection, now in the care of the Mills Archive, is a time capsule of photographs, glass plates, large technical drawings, notes and correspondence. It immortalises these fascinating structures, the development of the windmill protection and repair movement, the people involved and the landscape that they shaped.

In 1963 he was appointed as the lead consultant in the UK Government's survey of all industrial monuments to identify historical sites worthy of preservation. In his valedictory lecture he advocated a specialist archive for mill drawings and photographs, emphasising the need for proper indexing and storage in suitable conditions. Exactly half-a-century later the Mills Archive became a nationally accredited repository.

### Milling hall of fame 2020 - Volkmar Wywiol

Museum and World Flour Day Volkmar Wywiol is founder of Stern-Wywiol Gruppe, which specialises in food and feed ingredients and has 12 specialist German companies and 17 foreign subsidiaries with over 100 scientists, technologists, technicians and industry experts.

Mühlenchemie is an important part of the group. It has specialised in flour standardisation and improvement for almost 100 years. The Alphamalt enzyme is the world's most used enzyme preparation for improving baking quality. Each year 100 million tonnes of flour are improved using Mühlenchemie ingredients.

Mr Wywiol found a flour sack washed up on the beach in Dubai 20 years ago, which led to the creation of the FlourWorld Museum in Wittenburg, Germany. It was developed as an homage to the millers for our daily flour and is the only museum of its kind. The logos of over 3500 flour sacks from over 140 countries show traditions, tell stories and myths around milling, and are works of art that portray the strength of grain.

This collection of 'art on the sack' is a world sensation and the keeper of a milling culture that will soon no longer exist in this beauty and expressiveness. Every year 400-500 millers from all parts of the world along with thousands of area visitors and school children visit the museum. Mr Wywiol is also credited with establishing World Flour Day!

### Milling hall of fame 2021 - Martin Schlauri, Bühler

2021 saw the appointment of Martin Schlauri to the MHoF. His career in milling has seen him lead the Grain Milling Training Centre and later the worldwide milling activities of the Bühler company. In this role, he has put his heart and soul into networking the global family of Millers.

He became one of the drivers of the SMS Alumni Association, organising conferences around the world. In 2015 Schlauri built the first African Milling School in Nairobi. He has fast earned a reputation for his passion for both our industry and the sharing of knowledge relating to it.

"I'm proud to hold this unique sculpture in my hands. It symbolises two values of central importance in my life as a miller," says Mr Schlauri, upon receiving his award.

"The millstone stands for the skills of the trade, while the person in motion stands for milling, which is never static. The constantly shifting raw materials and market requirements are what make the milling profession so challenging, but also so exciting."

