

# How the world celebrates Flour. Power. Life.



Flour. Power. Life. is the motto of the FlourWorld Museum, and points to the vital role that the ‘white gold’ has played for humanity over many thousands of years. For billions of people all over the world, flour is an essential part of their lives, and many have developed a very special relationship to it.

World Flour Day was initiated by the FlourWorld Museum to honour flour as one of the most important staple foods. It’s the third time this day is celebrated, and together with the global community of dedicated flour professionals, with the focus for this third World Flour Day being the significance of flour for each individual.

“We want to encourage millers, bakers, confectioners and pasta makers to tell people what this staple food means to them personally,” says the day’s founder Carsten Blum. “This year again we’re calling on all mills to celebrate World Flour Day and contribute to it in many creative ways.”

## **Power going above and beyond to keep bread on the table**

The FlourWorld Museum in Wittenburg near Hamburg, Germany, holds the world’s largest collection of flour sacks, with over 3700 sacks from 140 countries. “The museum and World Flour Day are dedicated to flour and the millers of the world, who every day supplying people with flour,” says Mr Blum. “In this way we would like to express our going above and beyond to

keep bread on the table.”

In 2022, the entire flour processing industry celebrates diversity and belonging on this day. To this end, the museum has invited all farmers, producers, processors, retailers or shippers of flour to submit stories about what flour means to them, with all submissions then collected on [www.worldflourday.com](http://www.worldflourday.com) in the form of photos and videos.

The chief aim of this project is to give a varied picture of the important role flour plays around the globe and how it affects, shapes and enriches all of our lives.

## **A life of going above and beyond to keep bread on the table**

Now, modesty is a virtue that we often experience in the milling industry. Through challenging times, namely the Covid pandemic and more recently, the crisis in Ukraine, we have all been inspired by countless stories of millers going above and beyond to keep bread on the table.

So, while many other corporations live up to the slogan ‘do good and talk about it,’ the FlourWorld Museum is often amazed by the social initiatives of its milling customers, which as it forms part of the milling tradition, comes natural to them.

Listed below are just some of the examples of the submissions that the FlourWorld Museum received as result of this initiative, with the rest available to read at <https://mymag.info/e/1375>

**Flour to me means stability**

*Memory Mukaro, Business Unit Manager, National Foods Limited, Zimbabwe*

“I am Memory Mukaro, a lady in a family of four. (1 boy 3 girls). After completing my A-levels, my elder brother Nyasha brought an advert for millers recruitment by National Foods Limited in the Sunday Mail.

“Every step that I took up and down the plant became a move to ensure there would be enough flour for the community. I sighed relief as targets were met, on the day and night shifts. I would go home whispering “what a lot of flour!”

“My dream of feeding and nourishing the Nation was fully coming to effect on a large scale. I was now able to monitor all the processes, to ensure that we received the correct quality of wheat, we processed the wheat into the specified customer products, we correctly stored the finished goods (flour) and we delivered to the customer on time, as well as having zero complaints.

To continue reading, go to: <https://mymag.info/e/1376>

**Flour means innovation to me!**

*Michael Gusko, Global Director Innovation, GoodMills Group GmbH, Austria*

“When I started in milling over 30 years ago, flour was a commodity raw material for me. Flour only became an exciting food for me when I added other ingredients, such as omega-3 fatty acids, inulin, vitamins, to it.

“Today, I know that there are over 800,000 varieties of wheat alone, and that we can use a variety of traditional and modern refining processes to breathe life into wheat flour.”

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# An interview with Carsten Blum

**Head of Marketing, Stern-Wywiol Gruppe and founder of World Flour Day**

World Flour Day is celebrated around the world every year, on 20 March. This date is firmly established on the commemorative day calendar and is observed with many activities. Although flour is one of humanity's oldest staple foods, World Flour Day is still young. It was created on the initiative of one Carsten Blum.

Carsten Blum graduated from California State University of Long Beach, USA and University of Oldenburg, Germany with a degree in International Business.

In 2015, he joined the Stern-Wywiol Gruppe and took over the role as Head of Marketing for the Food Ingredients Division. In this position, he develops new digital solutions and breaks new ground in customer communication.

This interview focuses on what it was that motivated him to launch this World Flour Day, and what it is that maintains his enthusiasm for this event to this day.

## **It was you who had the idea to start World Flour Day. How did that come about?**

I enjoy holidays. They are occasions for getting together with family and friends, and celebrating and appreciating special things. Since I love flour, I asked myself whether there is a day when the world's most important staple food is celebrated. There turned out not to be one.

I researched further and found an organisation in the US that officially registers such commemorative days. Since the organisation gets 20,000+ proposals a year and only implements 8 to 10 of them, a few conversations were necessary.

Ultimately, I managed to convince the committee to add the 20th of March to their calendar as the official World Flour Day and record our unique flour museum as the initiator.

## **Flour is one of the oldest and most important staple foods in the world. Why wasn't there a day to celebrate it much earlier?**

I was surprised too. Flour really does have a special significance for mankind. Not just culturally, but also in view of the rapidly increasing global population. The millers and the flour processing industry have a great responsibility to feed humanity now and going forward.

I am all the happier that we now have an official holiday on which we can show our appreciation for flour, and for the people who work daily to take grain from field to final product.

## **How has the industry responded to World Flour Day; do you feel sufficiently supported in your efforts?**

The acceptance of the holiday has been overwhelming! Right from the first year, many well-known companies in the industry supported our commitment and celebrated the day with employees and customers.

Now, as we reach the third World Flour Day, and I can say that the holiday has become established. We now have a special day on which we can all join together in celebrating the flour we love. Employees will gather in many mills and bakeries. They'll bake and eat together and invite others to join them. All of this will also be represented in many wonderful ways in digital and classic media, which will further spread the idea.

## **What was your highlight of this year's World Flour Day?**

A special highlight of this year's World Flour Day was the large amount of flour donations we received from

our customers for a charitable project in Uganda. On the initiative of my colleague Maximiliane Schneider, Sales Manager East Africa at Mühlenchemie, the FlourWorld Museum and Mühlenchemie collected several hundred kilograms of flour for the 'Girls' Club' charity project by the Buritu Friends Circle organisation in Uganda.

The initiative started in 2021 and invites girls from Butiru and surrounding villages to a Girls' Club three afternoons a week. The goal of the initiative is financial independence, the strengthening of the community and the autonomy of women. The girls also learn to determine their profit and handle money.

The project has been so popular that Girls' Clubs are now offered in other locations and more girls have the opportunity to take the first step towards financial independence.

The donations help the organisation to run baking and cooking courses so that the girls and women can set up their own small bakery stall. We're very glad to be able to help in this way, because to us flour also means helping the community.

## **Do you have more ideas for the future up your sleeve? Do you have any other activities planned for future years that we should be looking forward to?**

In addition to the Roger Gilbert's great 'Milling Hall of Fame' initiative, which recognises people in the industry for special achievements, which we now do together; and which has found a home in our museum, our focus right now is on further extending the museum.

It will soon feature a spectacular new installation which will illuminate another aspect of flour history. It's something to look forward to!