

FLOUR FOCUS

New organic cereal arrives in Europe

A new cereal that has arrived in Germany has been unveiled at the world's leading fair for the organic sector, Biofach.

Agrasys, Barcelona and Gut Rosenkrantz a German milling company presented the new organic cereal 'Tritordeum'.

Tritordeum is an innovative cereal with countless nutritional benefits whilst being respectful to the environment. The grain is suitable for a wide range of healthy cereal-based products such as, flour, bread, biscuits, pasta, pizza and beer, among others. It is the child of a durum wheat (*Triticum durum*) and a wild barley (*Hordeum chilense*), with the name being a fusion of these crops, and is winning supporters from all over Europe due to its nutritional benefits: high levels of fibre, unsaturated fatty acids and antioxidants such as lutein.

Experts consider it a more digestible cereal in comparison to wheat, although it is not suitable for coeliac disease sufferers. The production of this cereal is located mainly in southern European countries like Spain, Italy, South of France and Turkey through local farmers with organic certification. Moreover, it has a respectful and controlled value chain, following the principles of sustainable development and traceability.

This presentation in Nuremberg takes place in a context in which the trends for health, wellness and organic food products provides plentiful growth opportunities. Something, which is pointed out in the latest industry survey made by German Trade and Invest and the 2016 IFOAM report. The survey also confirms that companies are

constantly improving existing products through the application of the latest advances. This is the reason that Biofach is the event chosen for official launch of this new cereal.

The German company has signed a collaboration agreement with Agrasys, who have exclusive rights over the cereal, to be the first milling company selling organic Tritordeum in the country.

Getting to know Tritordeum

Out of the 2,749 exhibitors from 87 countries, this one stood out at Biofach.

Dr Pilar Barceló, Managing Director of Agrasys, explains what he thinks makes this cereal special, "This new cereal is the child of a natural cross (a practice used since agriculture began) between these two species and has nothing to do with GMO. First of all, Tritordeum has particular qualities and functionalities not found in other cereals that make it very suitable for producing innovative products in response to consumer demands and current market trends."

Summarising, "This new cereal has nutritional, agronomical and organoleptic properties that make it special."

In comparison to wheat, it has high levels of dietary fibre, lutein – an antioxidant involved in eye health that projects the retina from UV light and the effects of again – and unsaturated fatty acids like oleic acid, very important in the Mediterranean diet.

Furthermore, Tritordeum is considered more digestible than wheat. Although it contains gluten and therefore is not suitable for coeliac sufferers, it can be an alternative for those people with Non-Coeliac Gluten Sensitivity. In agronomic terms, it is a robust crop with good resistance to the stresses of climate change. The organic production takes places in Spain, Italy and the South of France. In addition, the cereal products are also characterised by excellent organoleptic characteristics: sweet flavour, pleasant aroma and an

attractive and distinctive golden colour (due to its high lutein content).

German market and prospects

This cereal has already reached the market in six countries with a range of products, these include: Spain, Italy, Turkey, France, Switzerland and Germany. The products included ranging from flour, bread and biscuits to pasta, pizza and beer.

Louisa Münchhausen, Seed Business Manager of Gut Rosenkrantz, points out that, "Working with organic Tritordeum allows us to combine innovation and tradition simultaneously."

KonaPlus however, brought the first sacks of the product to the market last year; the company is a distributor from the South of Germany who is committed to natural and healthy products. A move from which the first successes are already happening – since the 20th of January, bread, biscuits and cakes of the crop are available in the 37 stores that Exner Bakery has in Berlin and Brandenburg. This of course means that Exner becomes the first bakery in Germany offering these specific baked goods.

Dr Barceló reiterates that, "Tritordeum fits very well in the German market because it is a frontrunner in the consumption of organic products and by far the largest market in Europe."

It is also winning supporters in other European countries. More than 600 points of sale – from artisan bakeries to large supermarkets in the prior mentioned countries have also incorporated a wide variety of food products made with the flour of this new cereal.

Since the cereal was launched in Spain in 2013, Agrasys has closed various collaboration agreements with different companies that already sell flour or other products made from Tritordeum. The company has a strong commitment to the cereals surrounding philosophy; it has a respectful and controlled value chain following the principles of sustainable development.