

# Press release: UK Flour Millers trade association strengthens team



## UK FLOUR MILLERS TRADE ASSOCIATION STRENGTHENS TEAM

**The UK flour industry trade body, UK Flour Millers, has strengthened its team with three new appointments and a promotion**

Joe Brennan has been promoted to head of technical and regulatory affairs, leading the association's engagement across areas including technical, regulatory, and sustainability. Joe joined UK Flour Millers in 2016 with a BA in natural sciences, specialising in plant sciences from the University of Cambridge.

Joe heads a team of two new recruits who joined UK Flour Millers in October, including environment and sustainability manager, Ariane Derimay and technical and regulatory affairs officer, Paula Papa. Ariane joins UK Flour Millers having worked on Mondelez International's Harmony programme, developing more sustainable wheat farming in collaboration with farmers, cooperatives, and millers to produce biscuits. She has a MS in biochemistry from Pierre and Marie Curie University, MS in quality from Tours University, and a

certificate from the University of Cambridge's Institute for Sustainability Leadership, Business and Climate Change: Towards New Zero Emissions. Paula brings a technical background from her BSc in human nutrition at Coventry University and MSc in food science from the University of Reading.

Liliane Baines joined the team in mid-September as communications manager, bringing a strong skillset that will support the trade body's promotional, engagement, and advocacy programme. Liliane has a BA in international studies from College of Charleston and a MBA and MA in advertising and public relations from Richmond American University London.

Commenting on the specialised skills of the team, UK Flour Millers' chief executive officer, Alistair Gale, said:

"Our strengthened team is set to support our members and address the challenges of the future in an industry that is part of the backbone of UK food security. Ariane, Liliane, and Paula join our existing London-based team which together provides the technical, communications, training, and events services on which our members benefit."

UK Flour Millers is the trade body for the UK flour milling industry. The association supports members by facilitating reliable, sustainable, and affordable supplies of wheat, providing training, promoting good practices in health and safety, advocating for the industry, and shaping and supporting long-term research and development.

**Notes to readers:**

According to Kantar worldpanel and Ascential, flour is used as an ingredient in approximately one-third of foods sold in the UK, and 98% of UK households buy bread. Flour is an important part of everyday life in the UK, and UK Flour Millers supports the efforts of flour millers to provide this essential ingredient.