

The second World Flour Day in March will honour a staple food, an industry and the people behind it

The Milling Hall of Fame moves into the FlourWorld Museum

The second World Flour Day will be celebrated on March 20, 2021. This day is dedicated to one of the staple foods of humankind, a staple that has nourished people every day for millennia, contributing to health, well-being and prosperity. It has had enormous influence on the political, economic and cultural development of societies. This commemorative day was inaugurated by the FlourWorld Museum in Wittenburg, Germany.

Founded in 2008, the museum illuminates the cultural history of flour and the epochal effects it had on people between the neolithic and industrial revolutions, and will have in future.

It also houses the world's largest collection of flour sacks. The

illustrations on the over 3600 sacks from 140 countries tell the story of the many things that grain, flour and bread mean to the people of the world.

The second World Flour Day will be celebrated in a special way by the FlourWorld Museum.

In addition to honouring the history and the product, this year the focus will be on the people behind the success story of this food. The Milling Hall of Fame was established by Milling and Grain. On the occasion of the first World Flour Day last year, the Hall of Fame inducted personalities who, from historical and contemporary perspectives, have made important contributions to the development of milling.

"The development and importance of flour would be inconceivable without the individuals and personalities who every day ensure that the product is made and gets out to people," says Roger Gilbert, publisher of Milling and Grain.

"The creativity and innovation that go into this are unfolded with great personal commitment and passion. Without these lifetime achievements, milling would not have the significance that it does today."

In future, each year an independent committee formed by Milling and Grain, the British Mills Archive Trust and Flour World Museum will select new members of the milling industry and induct them into the Hall of Fame.

Volkmar Wywiol, founder of the FlourWorld Museum, adds, "It very quickly became clear to us that the Milling Hall of Fame should have a physical space in the FlourWorld Museum.

"Here, we place personal achievements in the context of the importance of this staple food. We are very thankful to be able to



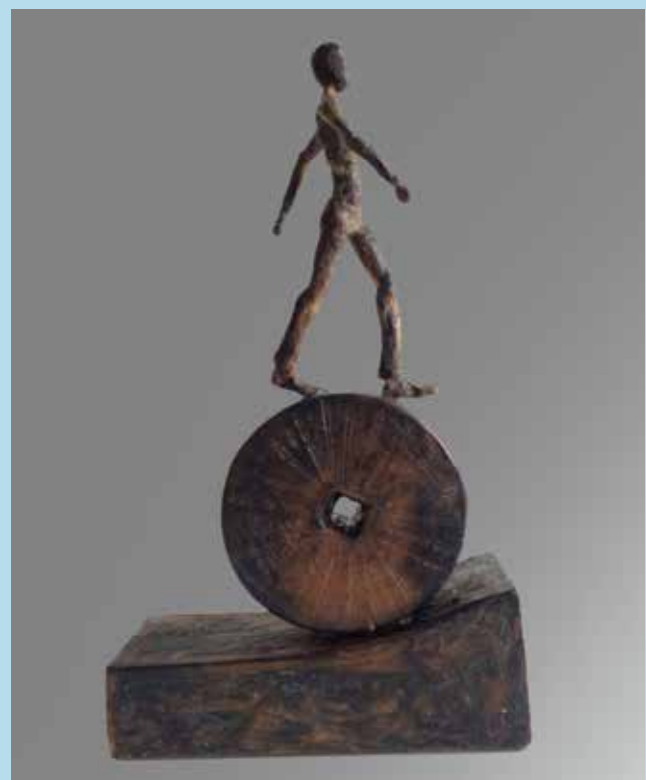
Milling Hall of Fame

collaborate with Milling and Grain on the long-term development of the Hall of Fame, and give it a permanent residence."

In order to create a physical symbol of the distinction, this year the induction will include an artistic interpretation.

Well-known Berlin artist and sculptor Sibylle Waldhausen has created a bronze sculpture that symbolises a millstone. This will be awarded to the new members of the Hall of Fame.

"Our new space will tell the story of grain through the people. This will make the historical dimension of the subject that much more tangible. Prepare to be surprised by who joins the Hall of Fame on 20 March 2021," says Mr Wywiol.



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WORLD FLOUR DAY



An obsession for milling

Where flour means power means life

An interview by Roger Gilbert, Milling and Grain



Mr Wywiol, you're a Mühlenchemie shareholder, founder of the FlourWorld Museum and the initiator behind World Flour Day. Your passion for milling is unmistakable. What has driven your 30-year commitment to the industry?

I'm part of the postwar generation. Back then, flour and bread were important. I would almost say they were the gold standard of survival. So as owner of the almost century-old Mühlenchemie, it went without saying that I would also be attentive to the cultural aspects of flour. Flour has become a great passion of mine, almost an obsession! Not for nothing do we call the upper floor of the FlourWorld Museum 'Flour. Power. Life.'

Inspired by World Flour Day on March 20, our editors will induct a new member into the Milling Hall of Fame every year on this date. In doing so we want to honour individuals who have made special contributions to milling. I'm glad that Mühlenchemie has agreed to give us practical help with that. What do you plan from your side?

Roger Gilbert, thank you for this wonderful idea! We're devoting a dedicated room to the Milling Hall of Fame in the FlourWorld Museum and will publicly honour the inductees there. Right now we're putting together a committee of millers, mill builders and baked goods producers. Each year this committee will

award a suitable candidate from industry, science or technology.

Let's take a look at the international milling business, which is changing at a breathtaking pace. Companies are under a lot of economic pressure, and must constantly adapt to new situations and challenges. What support does Mühlenchemie as a flour treatment specialist offer businesses in this challenging field?

In milling, efficiency, rationalising and quality are key. But grain is a natural raw material with changing product characteristics. We at Mühlenchemie specialise in evening out these variations. At our Stern-Technology Centre we have a pilot mill with rheology, bakery, wafer and pasta production facilities. Here we can replicate all the products of the flour-processing industries, to offer our customers bespoke solutions for flour standardisation, while taking into account regional processing methods and recipes.

'Enzyme design' is the core competence of Mühlenchemie. Are enzymatically improved high-end flours really the universal solution for raw material problems of all kinds?

Yes, enzymes play a vital role. Mühlenchemie was already working in this area as early as the 1960s. No other materials are as multifaceted and

multifunctional or as sensitive as enzymes are. As enzyme designers we recognised early on that what matters is the 'complex,' the interaction and synergistic effect of different enzymes. We tune these compounds in detail to meet the individual requests, which are getting ever more specific.

What are the requirements in practice?

Flour standardisation is naturally one of the biggest challenges. Mill customers want flour properties that remain consistent over months or years. We help mill operators meet these expectations, even when weaker wheat batches enter the picture.

Another demand, for example, is for special flours. Processors want solutions for making flours for special bread varieties, or mixing with high-starch milled products like cassava, maize or rice flour.

The food industry is a reliable seismograph of societal changes. What nutritional trends are reaching all the way into flour treatment?

One aspect is the shelf life and freshness preservation of baked goods. Processors increasingly expect flour to have a positive influence on the fresh-keeping of baked products.

For example, flatbreads and sandwich breads are expected to stay soft and

moist for a long time, and not get dry and hard after only three or four days. We offer functional concepts for this.

Another global food trend is pasta. With its long shelf life, dried pasta has become a product in high demand from end users. But durum wheat is not always available to make it with. Our applications technologists in the Pasta laboratory know what enzymes can improve the consistency, cooking tolerance and colour of pasta to the point where soft wheat can be used to make it.

Not just eating habits, but also growing conditions are changing. Many producer countries are battling drought, heat or extreme rainfall – and these environment factors have an immediate influence on grain quality. What answers does Mühlenchemie offer to the effects of climate change?

Well, let's look at drought for example. The resulting deficit in flour enzymes has to be compensated; otherwise there will be problems in the bakery. With Deltamalt we've developed an especially innovative system that can improve the rheological values as well as the baking properties of flour. Before now this combination was not possible in this targeted way.

'Individual and tailored customer support' is an integral part of the worldwide Mühlenchemie philosophy. But the international milling industry has a very multifaceted structure. Each country has its own framework conditions, and a high-performance mill with a daily capacity of 1000 tonnes of wheat flour has different problems from a traditional chakki mill. How does Mühlenchemie manage to please all of its customers in the face of this complexity?

Without question, this is the greatest challenge that our baking and pasta specialists and grain technologists face every day. Our central Applications Technology is located in Hamburg-Ahrensburg, but in many countries we have regional rheology and baking laboratories that speak the customers' language.

Here, our staff can quickly analyse even the most complex issues quickly, while consulting with their colleagues in Germany at any time. With this individual service strategy we have gained a great reputation in the worldwide milling industry. I'm very proud of it.

Mühlenchemie is a member of the Stern-Wywiol Gruppe, a family-owned company based on food ingredients. Does this

constellation result in synergies for the milling and baking industry?

Yes indeed, as an owner-operated food ingredient manufacturer with twelve specialist companies, we are unusually broad-based. We have over 100 people just in applications research, including specialists in hydrocolloids, lecithin, plant proteins, flavourings, chocolate pieces, dairy, deli foods, meat, baked goods and of course vegan alternatives. This variety, and the constant communication among our experts, gives us many advantages and naturally also results in remarkably creative solutions.

Can you give a specific example?

One of our specialist companies is DeutscheBack. It was founded 15 years ago at the request of several large mills in order to offer additional services to their customers, frequently bakers who need individually adjusted flours or active ingredients to improve their products or processes. Our expertise helps the millers deepen their customer loyalty. This 'From Flour to Final' service from a single source is unique.

Let's look at the second core competence of Mühlenchemie, the production of flour fortification premixes with vitamins and minerals. In recent years many governments have instituted flour fortification programmes, but practical implementation often involves uncertainties. What does Mühlenchemie do to help mills in handling micronutrients correctly?

Flour fortification is much more than just a line of business for us. It is something that is dear to our hearts.

We operate our own compounding plant, and in our Baking and Pasta laboratories we do tests to better understand the reactions and retention of vitamins in flour. In collaboration with partner organisations like GAIN, FFI, Smarter Futures and SUN (Scaling Up Nutrition) we also offer workshops and seminars for mills.

When millers get more information on how important the added micronutrients are for public health and how best to store and process the sensitive premixes, they typically become as passionate about flour fortification as we are.

In two years Mühlenchemie will celebrate its 100th anniversary. What plans and projects are slated for implementation by 2023?

Right now we're focusing our strength on meeting the challenges of the corona crisis.

But one thing is sure – we will continue to push digital communication, dialogue and knowledge transfer at all levels. And naturally we're keeping an eye on the expansion of our international network and the Technology Centers.

Volkmar Wywiol, thank you for this engaging conversation. Your passion, or your obsession as you call it, for flour is obvious. We'll continue to follow Mühlenchemie's activities for the global milling and baking industry with interest. Thank you for setting up the Flour World Museum and for supporting the establishment of the Milling Hall of Fame.

Nominate an inductee for the Milling Hall of Fame

If you know an individual who has made, or is making, a significant contribution to milling - be that in equipment provision; production of flour or other milled products; through research and/ or development; in training or education, engagement with retailers and/or consumers; advances in safety or environmental impact (the list is endless) - and you feel they should be recognised for their efforts, then nominate them to be considered as an inductee into the Milling Hall of Fame.

The first inductee was Volkmar Wywiol (see our interview with him on these pages), who has made a significant contribution to flour improvement throughout the world in addition to promoting the industry through his development of the FlourWorld Mesuem.

A committee of up to 15 milling industry representatives is being formed to evaluate nominations made by individuals, companies, organisations or governments for this honour. Candidates must be still working or recently retired to be considered.

Nominations can be made by emailing to request an application form. Additional information and references should be included along with the application. One or possibly two inductees will be made each year on World Flour Day - March 20th. Please email info@perendale.co.uk in the first instance.