

World Flour Day 2021

A nod to the heroes
in hats, delivering full
pallets and stacks



For 2021, World Flour Day will be celebrated on March 20, with this year's motto "White Gold: A tribute to flour heroes all over the world", which I'm sure you'll agree is a very appropriate choice of phrase, given the events of the past twelve months or so.

Accordingly, the main aim of World Flour Day 2021 will be to highlight the vital contribution made by farmers, millers, transporters, bakers and many other flour heroes who have maintained a steady supply of the "white gold" throughout the Covid-19 pandemic.

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. It is one of the most important staple

foods of our species, which we all often take for granted, until it's not there that is.

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.

White gold is always in demand - especially during a pandemic!

Last year, many people throughout the world endured the traumatic experience of standing in front of empty flour-shelves in their local shop.

As previously mentioned, the foodstuff that we had taken for granted for so long was suddenly not there. There was no doubt about it - flour was in high demand.

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 worked hard, above and beyond in many cases, to ensure that production and delivery were assured despite the situation.

So, it is only right that this year's World Flour Day should be dedicated to everyone who played a role in this process, from production to processing, as those involved in the distribution of the "white gold."

How South Amman Mill met unusual flour demand during the Covid-19 crisis

South Amman Mill was established in 1997 in Jordan and is today the biggest flourmill in the country. The mill has three production lines, all outfitted by the Swiss company Bühler AG, with a total milling capacity of 1,000 tons/day and wheat storage capacity of 100,000 tons.

South Amman Mill's market share in Jordan is over 29 percent, and its export market share is 100 percent as it is the only mill in Jordan that exports flour to neighbouring countries. The mill is owned by Al-Hazaa Investment Group, which operates and manages many flour mills in the Middle East.



Meeting unusual flour demand during the Covid-19 crisis

Enhancing food security in Jordan and the region has always been a vision for South Amman Mill, and was highlighted even more during the current Covid-19 pandemic and the impact it had on the flour-milling sector.

The Covid-19 crisis was not easy for any industry, especially for the food sector and flour production. The flour market witnessed unprecedented high demand during the crisis, since as soon as lockdowns were announced

in many countries worldwide, people rush to markets to buy large quantities of the white gold of life, whilst supermarkets and bakeries also placed unexpected orders for flour.

Lockdown, panic buying, stockpiling and flour production at full capacity

Flour is used in many basic foods that are consumed daily. Therefore, due to the pandemic, bakeries in Jordan started to run low on flour, hypermarkets ran out of consumer packs of flour, long lines of flour trailers were seen at mills and people queued up outside bakeries and supermarkets.

As the biggest flourmill in the country, South Amman Mill stood ready to cooperate and supply flour 24 hours a day, seven days a week, to retailers and bakeries inside Amman and other governorates.

The Mill operated at full capacity and complied with the government's decisions in regards to the crisis, and committed to doing its best to supply the country's flour needs.

Shifts in package demand and social distancing

As a result of the increased demand for flour, some traders raised their prices to take advantage of the circumstances. But the Ministry of Industry and Trade in Jordan launched a campaign for consumer protection and punished anyone who raised their prices.

South Amman Mill complied with the ministry's orders, whilst continuously reassuring it of their readiness to meet all flour needs during the crisis.

The increased demand caused much crowding in



supermarkets and bakeries during the rapidly spreading pandemic, so Al-Hazaa Investment Group acted quickly and created an application that enables customers to order flour online and have it delivered within 24 hours without the need to go out, to decrease crowding and hopefully decrease spreading of the virus.

This application, Daqeeq, which is the Arabic word for flour, was launched at the beginning of the crisis and provides delivery directly to customers without intermediaries, from South Amman Mill and the two other mills that are owned by Al-Hazaa Group in Jordan.

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:

www.worldflourday.com/submit-stories/