

# Growing for exports

How the exports industry can benefit you



CEREALS & OILSEEDS

# Work of the Export Team

The AHDB Cereals & Oilseeds Export Team provides exporters and overseas importers with independent technical information about UK-grown cereals. We provide a link between overseas customers and the cereal sector through raising awareness of the quality and availability of grains.

When the UK produces a surplus, exports help uphold the base price by reducing over-supply in the domestic market.

The **ukp** and **uks** classifications, launched over 15 years ago, have helped to add value to the wheat surplus. However, we also look for opportunities in other cereal markets, for example helping to open up the feed wheat market in Morocco, identifying opportunities for barley in the Middle East and worked with Chinese officials to gain a protocol to export barley to China.

Research shows that growers within 80 miles of a port are ideally located to supply the export market. With strong demand for milling wheat in EU and non-EU countries, your local market could be Spain or Portugal.

## KEY ACTIVITIES

Since 2014, the Export Team has:

**Tested 1,000's**  
of samples of wheat for export quality



Secured the lifting of feed wheat import controls in Morocco to open a market worth an estimated

**£9.6m\***

Opened the China market for UK barley. A market with an estimated value of c.



**£20m**

Exported 1.44Mt wheat to 16 markets, valued at

**£203m**

\* 2016/17

As a levy payer,

**3%**

of your levy funds the total budget of the work of the Export Team

=

**1.5**  
pence

per tonne of cereals



helps us to maintain and develop the cereals export market worth

**£0.5**

**BILLION\***

\*Approximate value based on given assumptions using average FOB prices for the 2011/12 season.

# Benefits to growers

As a grower, you can benefit from many of the services the Export Team offers.

- Events such as Meet the Exporter give growers the opportunity to experience the logistics involved in exporting large cargos of cereals and engage in open conversation with exporters outside of contractual negotiations
- The Exporters Directory is a list of UK grain exporters, providing a contact list of traders within your local area
- Through the Recommended List we provide growers with information on the export potential of wheat varieties. Using an overseas baking potential test, called the Chopin Alveograph, we classify varieties as **ukp** (bread wheat) or **uks** (soft wheat) for export markets
- Acting as an official body, the Export Team is able to secure agreements with Government bodies to open up new markets and overcome barriers to trade
- Provides target market reports that highlight overseas requirements, consumer trends and import figures of wheat and barley.

**Step by step guide to growing milling wheat for exports.**

## SELECTION

Choose which variety (**ukp/uks**) will grow well on your farm.

⋮

## TESTING

Test your grain to ensure it meets the right specification at harvest (see back page).

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## STORAGE

Store your grain for export separately to ensure the integrity of the **ukp** and **uks** classifications.

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## MARKETING

Ensure your merchant knows you have met the export specification.

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## LOADING

Consider the distance from your nearest port and access for large vehicles to your farm.

# ukp and uks

The **ukp** and **uks** export classifications were developed with the industry and have helped to establish and maintain export markets for milling wheat. They make it easier for overseas buyers to choose milling wheat for bread or biscuits at the specification they require.

**uks** is particularly sought after by overseas millers for both the production of bread in a blend with other harder wheats and for its unique properties in relation to biscuit making.

## Typical export specifications

	<b>ukp</b> 	<b>uks</b> 
Specific Weight	76 kg/hl (min)	75 kg/hl (min)
Target Moisture*	14%	14%
Hagberg Falling Number (s)	250 (min)	220 (min)
Protein	11–13%	10.5 –11.5%
W**	170 (min)	70 –120
P/L**	0.9 (max)	0.55 (max)

\*North African and Middle Eastern markets prefer a lower moisture content, often less than 14%.

\*\*The W and P/L values are determined by the Chopin Alveograph test and give an indication of end-use potential.

## The varieties

<b>ukp</b> 		<b>uks</b> 	
Group 1	Group 2	Group 3	Group 4
Crusoe	KWS Lili	KWS Barrel	Viscount
KWS Zyatt	KWS Siskin	KWS Basset	Leeds
	KWS Extase	KWS Firefly	Myriad
	LG Detroit	Elicit	Revelation
		Zulu	Bennington
			Elation

## Want to know more?

Talk to potential buyers, including exporters, to research their market needs. Information on the countries they supply, the specifications required by their customer and the varieties that are most important to them, should make your decision on which variety to grow easier. For further information on export varieties and a list of merchants across the UK, visit [ahdb.org.uk/cereal-exports](http://ahdb.org.uk/cereal-exports)