

SE EARLY GENERAL NEWS
HD **WA farmers connect with end-user market**

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NINE WA growers and CBH staff are currently on a study tour of Japan, **China** and Vietnam that aims to connect growers with the end-user in export markets.

On the trip are Andrew Nixon, Moora, Gary Walter, Cascade, Phil Mincherton, Ballidu, Chris Syme, Cunderdin, Andrew Chitty, Williams, John Northover, Dalwallinu, Natalie Browning, Kondinin, Dean Levett, Walkaway and Paul Cunningham, Tambellup.

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The tour is being led by CBH staff Richard Simonatis, Aiden Blechynden, Tom Puddy and Sophie Doyle.

The **group** has already toured Japan, where it was hosted by the Zen-Noh **Group**, one of the world's largest co-operatives and a trading partner with CBH for the past 44 years.

Zen-Noh employs 8000 people and posted a total consolidated turnover of \$US62.144 **billion** in 2012 and it has a 30 per cent share of the total compound feed production in Japan.

During the Japan leg, the **group** met with Zen-Noh executives in Tokyo and heard from its vice president, Hiroyuki Kawasaki.

Heavy and unusual snow events hit the agricultural areas of Japan in February, causing great damage to local production, affecting fruit, vegetables, **milk** and eggs supply and this has flowed through to supermarket shelves, with shortages of these commodities.

Impacts such as this on Japanese domestic agricultural production is felt by consumers and according to Mr Kawasaki, it is also the reason Japanese consumers understand why the country must import food ingredients.

"They understand how severe weather affects produce supply," Mr Kawasaki told the delegation of CBH growers that toured Japan last week.

"Japanese consumers understand farming and the supply chain.

"Zen-Noh **Group** has two missions.

"One is to supply the farmers and the other is to **buy** back the finished product from the farmer and sell to the consumer.

"We cannot produce all the ingredients needed to do this, so we must import some of them.

"This is where Zen-Noh plays an important role.

"It must help sustain a stable supply source from overseas and this is why our relationship with CBH and the WA farmer is very important."

The **group** then travelled to the Yoshihara Flour Mill which sources WA Noodle wheat to supply the large Udon noodle market in Japan.

It then headed to the north of the country and met with the Hokuren co-operative **group**.

From there the **group** moved to **China**, starting with a visit to one of the country's largest brewing companies.

The Yangling Brewing **Company** produces 1.2 **million** metric tonnes of beer annually and uses 250,000 tonnes of barley.

Seventy per cent of that is Australian barley.

At the time of writing the **group** was set to leave Beijing for southern **China** to inspect feed mills and a malt house, before heading on to Vietnam where they would be meeting with Interflour.

p For a special feature on the tour see next week's Farm Weekly.

CO	zennoh : National Federation of Agricultural Co-operative Associations
IN	i01001 : Farming i0 : Agriculture
NS	c21 : Output/Production ccat : Corporate/Industrial News
RE	jap : Japan waustr : Western Australia kanag : Kanagawa apacz : Asia Pacific asiaz : Asia ausnz : Australia/Oceania austr : Australia easiaz : Eastern Asia
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