



# News Release

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## Oklahoma Wheat Commission Hosts South African Trade Representative from Pioneer Foods

The Oklahoma Wheat Commission (OWC) hosted South African wheat buyer from Pioneer Foods Ms. Anna-Mart Rust for two days in June. Ms. Rust visited Oklahoma and Kansas on her trade visit to ascertain the outlook for the 2014 hard red winter and hard white winter wheat crops while discussing forward buying once again in conjunction with the (OWC) and U.S. Wheat Associates (USW). USW has brought quality assessment teams from this area for several years and continues to facilitate new buying opportunities for markets in this region. Ms. Rust was also accompanied by USW overseas staff member Gerald Theus.

Functionality and performance characteristics were items that Ms. Rust focused on while in Oklahoma. The tour conducted included a visit to W.B. Johnston Grain Facility in Enid and a stop at Value Added Products Center (VAP) in Alva. On day two, a short milling and baking course was offered at the OSU Food and Agricultural Products Center (FAPC) under the direction of cereal chemist, Dr. Patricia Rayas. Ms. Rust also made farm visits in North Central Oklahoma and was hosted by District V Commissioner Don Schieber at his family farm in Ponca City.

The goal of the two-day seminar in Oklahoma was to show the Pioneer Foods South African buyer the importance of wheat variety selections made at Oklahoma State University when dealing with agronomic traits and end-use qualities. Classes taught during the seminar focused on Oklahoma varieties that producers are using, which will help make South African millers and bakers more profitable. By sourcing these products, we offer better flour extraction rates, ultimately providing better milling and baking characteristics.

Since 2008, Ms. Rust has been working with Pioneer Foods raw material procurement and she is currently responsible in grain procurement and the logistics of all the raw bulk wheat and maize to Pioneer Food Mills.

Pioneer Foods is one of the largest food and beverage companies in South Africa and is currently focusing on growing the product of Bokomo Foods, which manufactures and markets a wide range of branded food products inclusive of some of the most recognized brands in South Africa. This division's primary goal is to create fast-moving consumer goods for the retail market as well as bulk packed products for the industrial market which includes breakfast cereals, desserts, baking aids and biscuits.

While at (FAPC) and the (VAP) Center, seminars and tours emphasized the importance of new and innovative fast-moving consumer products they are currently making for the domestic market with hard red winter wheat. In the future, Pioneer Foods plans to conduct more seminars at the OSU (FAPC) center in order focus on procurement purchasing from specific regions that provide the end use strengths they are looking for with regards to wheat throughout Oklahoma and the United States.

The team was later transferred to Kansas Wheat for where they toured the Kansas Wheat Innovation Center and the American Institute of Baking.