

# Cigi: Working with the Value Chain





# Cigi: Working with the Value Chain



- Independent, not-for-profit institute
- Over 40 years experience working with the grain industry value chain in Canada and internationally



# *Cigi: Working with the Value Chain*

## *Our Mission*

- To increase utilization opportunities for Canadian grain and field crops through:
  - Superior knowledge
  - Technical expertise
  - Industry leadership and collaboration
  - Innovative processing solutions
  - Targeted training



# Cigi: *Working with the Value Chain*

## *Our Funders*

- Western Canadian Farmers



- Grain Handlers/Exporters





# Cigi: *Working with the Value Chain*

## *Our Funders*

- Government of Canada



- Project Partners







# Cigi: *Working with the Value Chain*



Practical knowledge and experience with Canadian wheat, pulses, barley, oilseeds, special crops

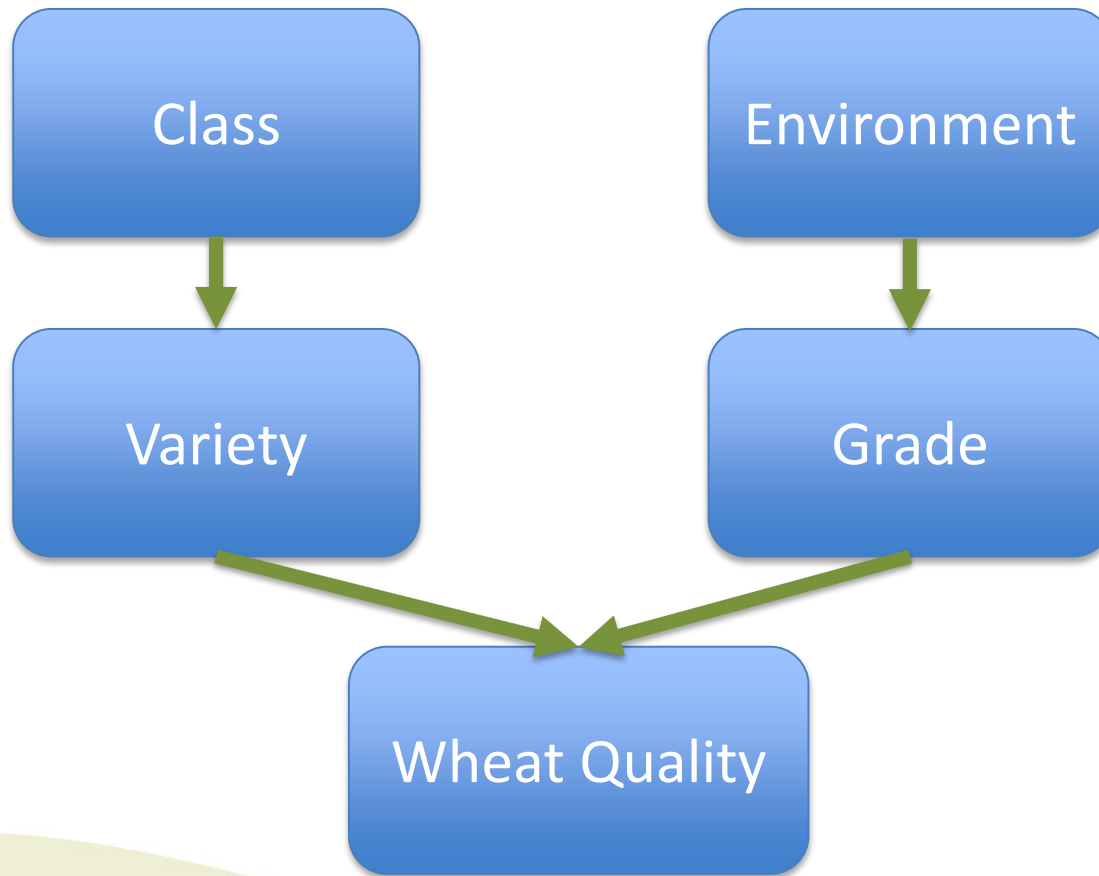


[Cigi Facilities Video](#)

# Wheat Classes

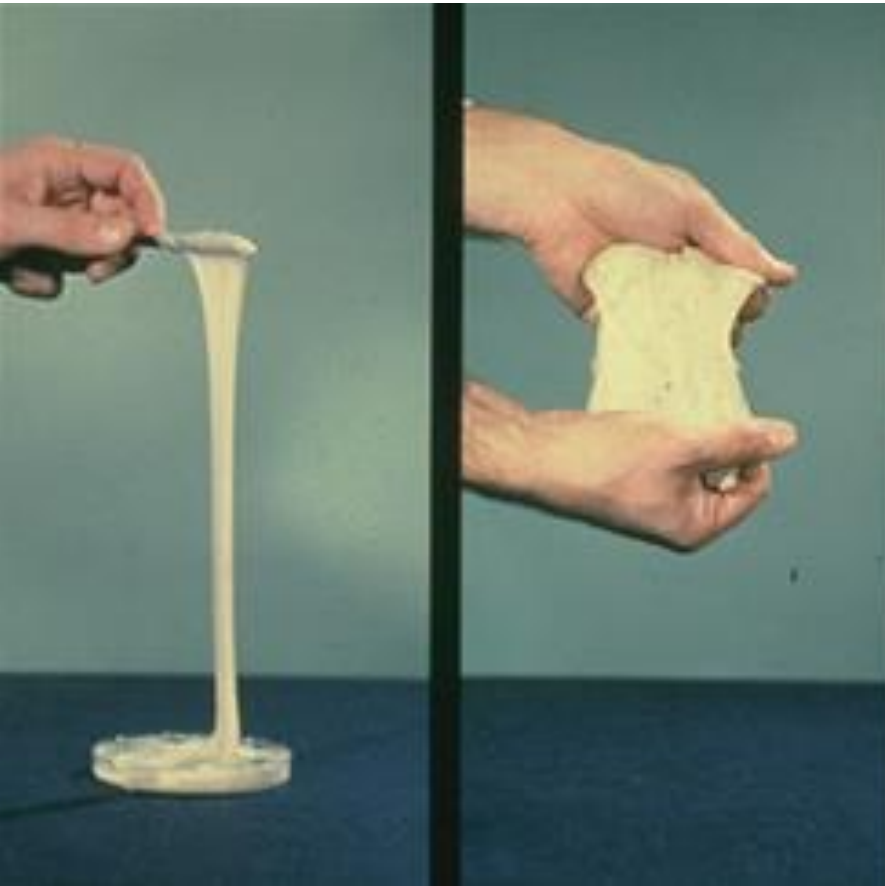
- **CWRS - Canada Western Red Spring**
- CWHWS - Canada Western Hard White Spring
- **CWAD - Canada Western Amber Durum**
- CWRW - Canada Western Red Winter
- **CPSR - Canada Prairie Spring Red**
- CPSW - Canada Prairie Spring White
- CWES - Canada Western Extra Strong
- CWSWS - Canada Western Soft White Spring
- CWSP - Canada Western Special Purpose
- CNHR - Canada Northern Hard Red

# Factors Affecting Quality





# Gluten



**Gliadin**

**+**

**Glutenin**



**Gluten**

# Gluten Strength = Protein Quality

All loaves baked from flour with the same protein content

Better protein quality  
(gluten strength)



# **New Crop Missions**

## ***Team Canada Approach***

**Cereals Canada**

**Canadian International Grains Institute**

**Canadian Grain Commission**

**Grain traders**

**Producers**

- Represents the entire Canadian value chain
- Includes independent science-based assessment
- Includes science-based regulatory body
- Complete package for our customers

# 2017 New Crop Missions

## Confidence in Canadian Brand

- Inform end use customers of the quality of the 2017 crop
- Inform customers of the evolution of the Canadian industry
- Answer customer questions and concerns
- Bring customer feedback to Canadian value chain
- Maintain and build relationships

*If we are not present in these key markets our competitors will be speaking for us*

# 2017 New Crop Missions

## Who and Where

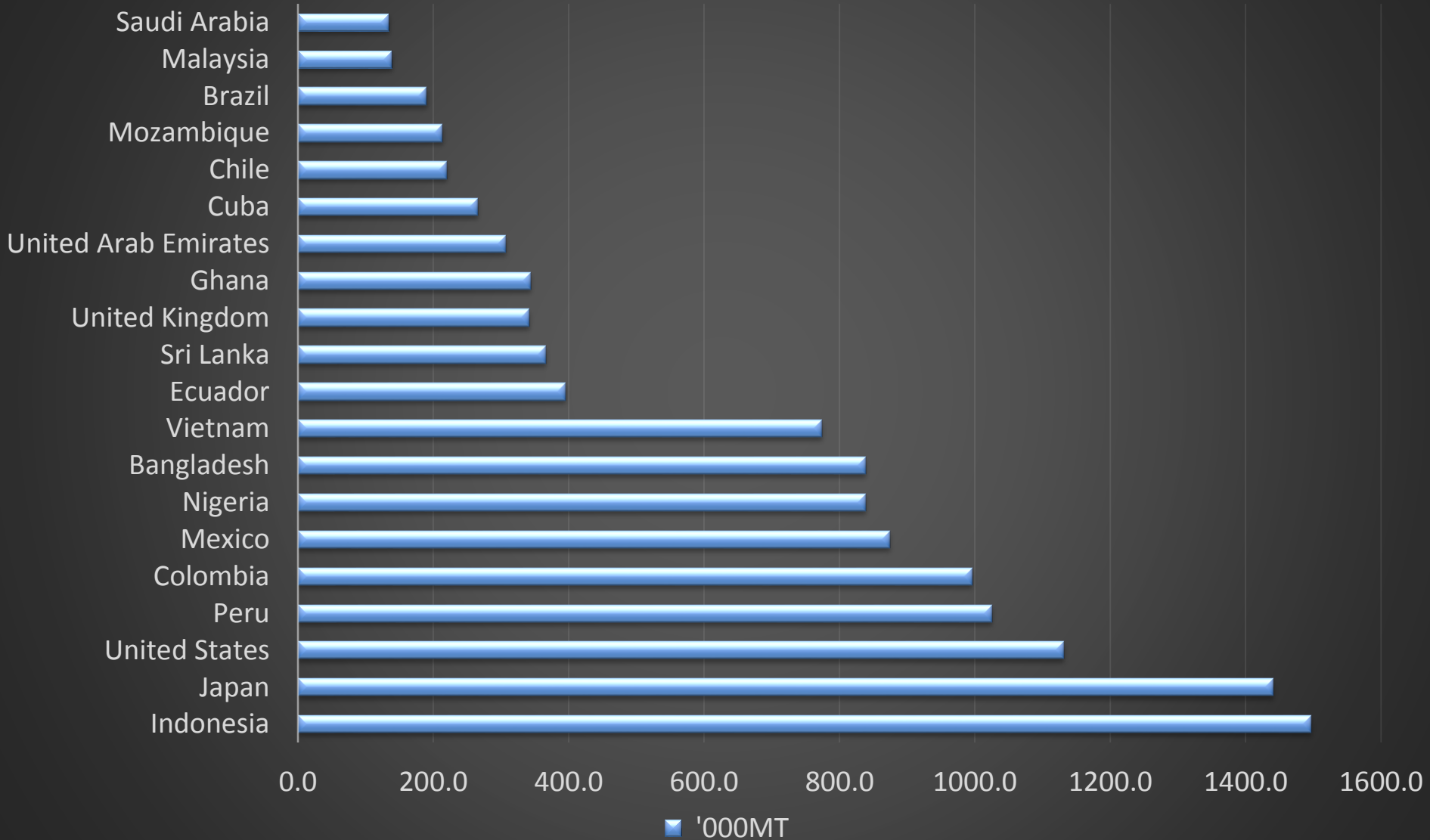
- Millers, bakers, pasta makers, owners and managers of mills, technical specialists, government buying agencies, traders.
- Over 20 countries in:
  - Asia
  - Latin America
  - Europe
  - Gulf and North Africa



# Top – Canadian Spring Wheat Markets 2016-17

'000 Metric tonnes

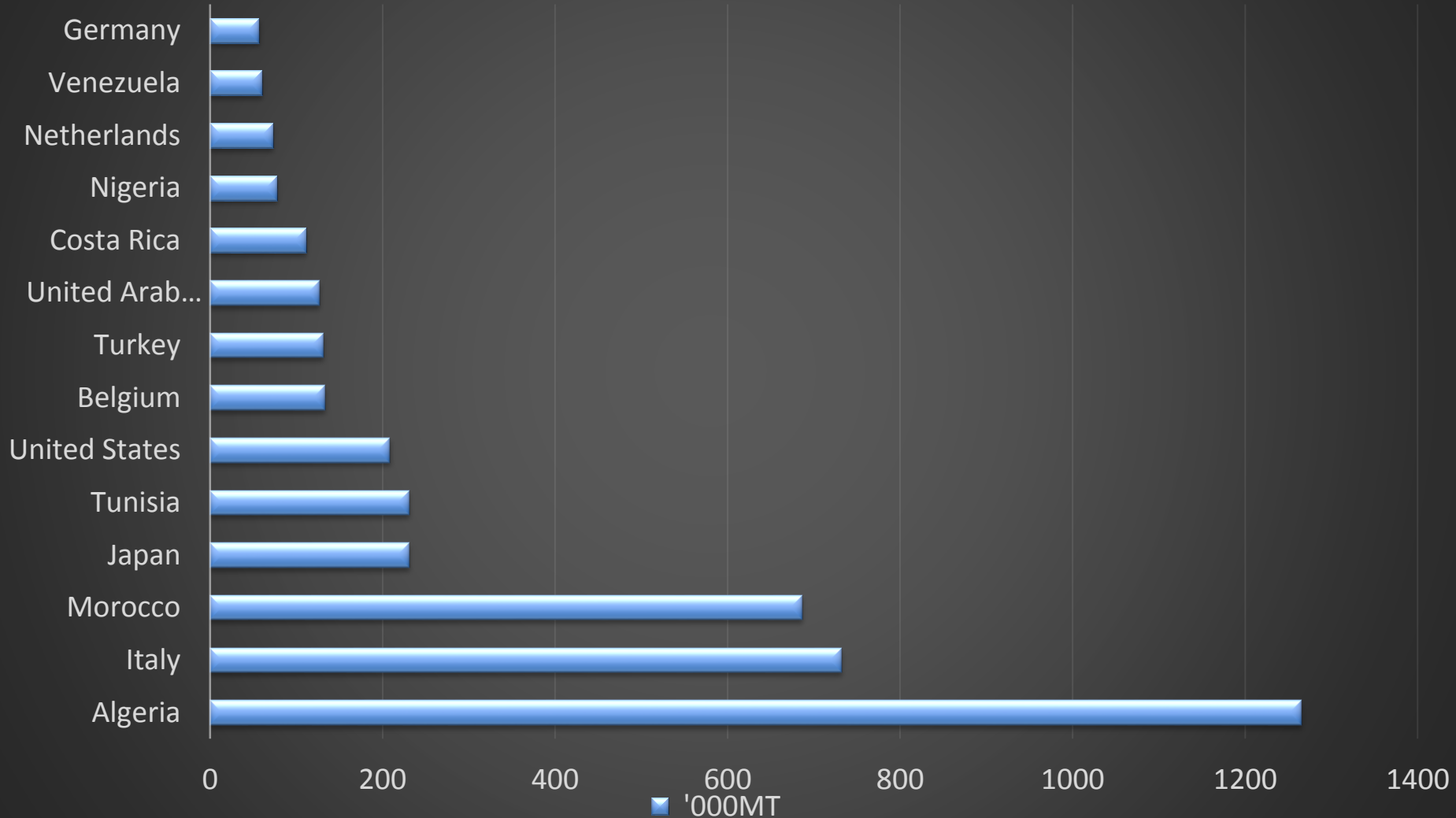
Source: CGC

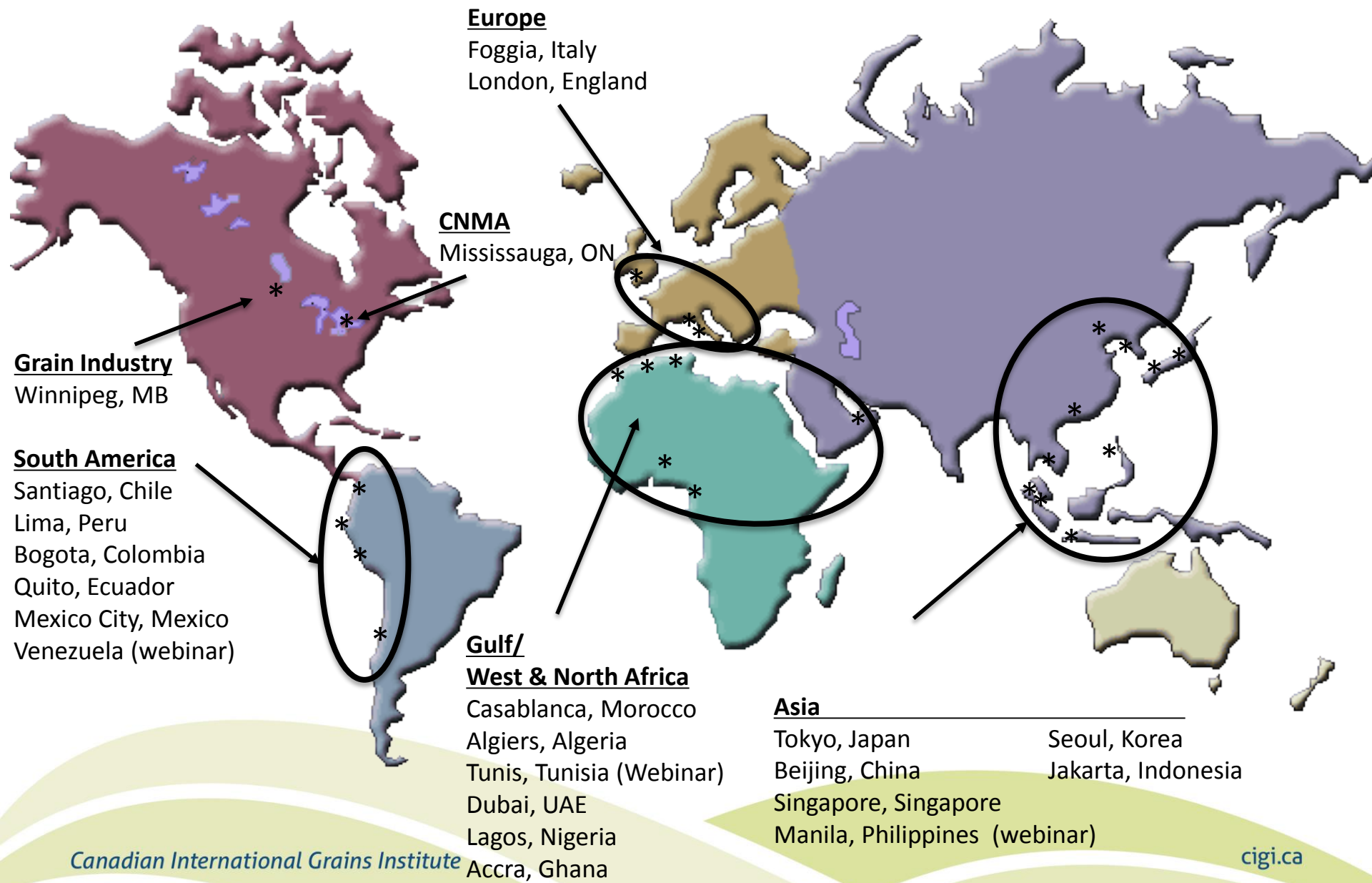


# Top – Canadian Durum Wheat Markets 2016-17

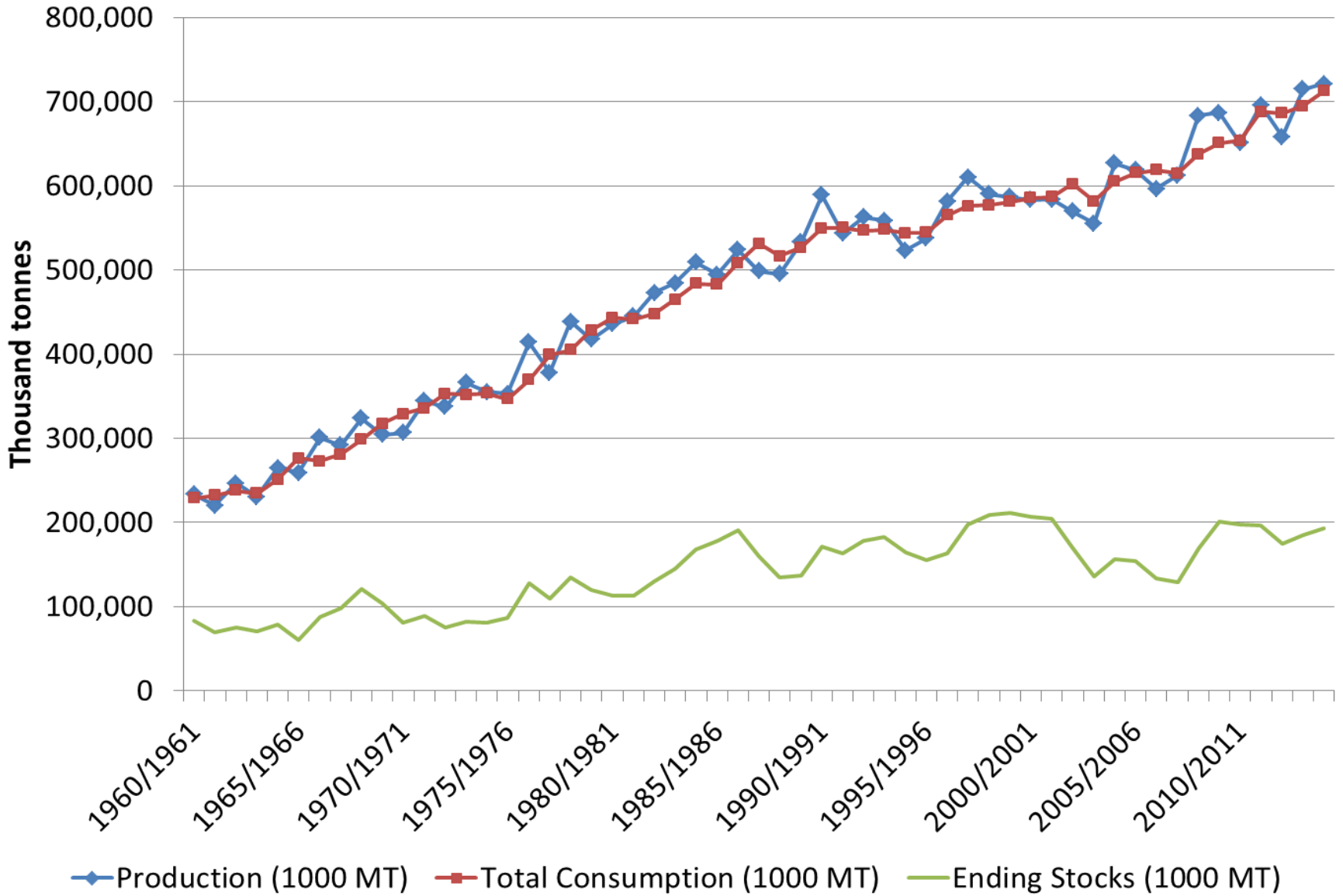
'000 Metric tonnes

Source: CGC





# World Wheat Consumption, Production and Ending Stocks



Source: International Grains Council  
Million Metric Tonnes

# World Wheat Supply and Disposition

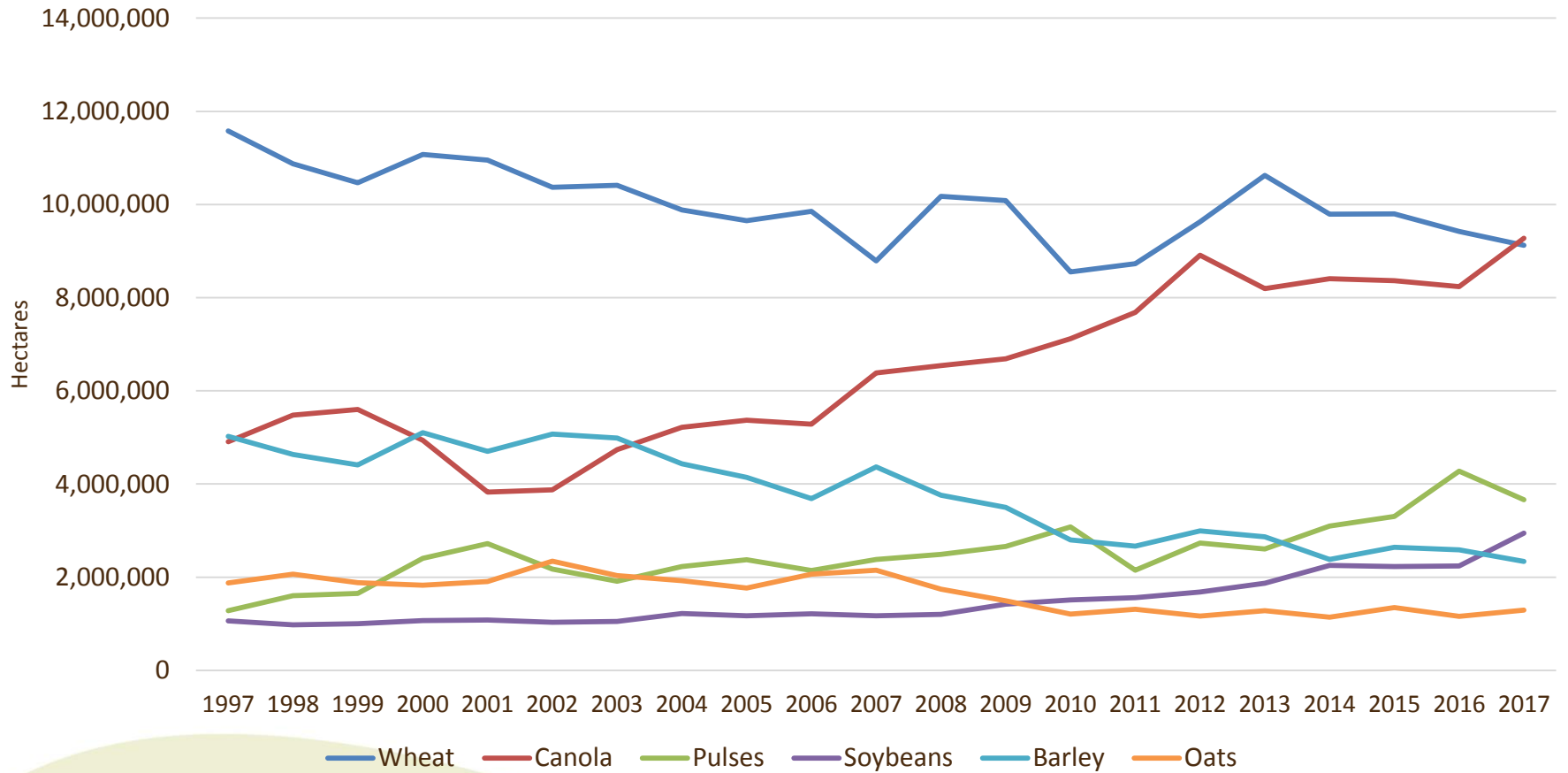
Million Metric Tonnes

	2015/16	2016/17 (est.)	2017/18 (f'cast)	% $\Delta$ Y/Y
Production	736	754	749	- 0.7%
Total Supply	942	978	991	+ 1.3%
Consumption	718	736	742	+ 0.8%
End Stocks	224	242	249	+ 3.0%

Source: International Grains Council  
Million Metric Tonnes



# Estimated Seeded Area in Canada



Source: CANSIM Table 001-0010

Canadian International Grains Institute

cigi.ca

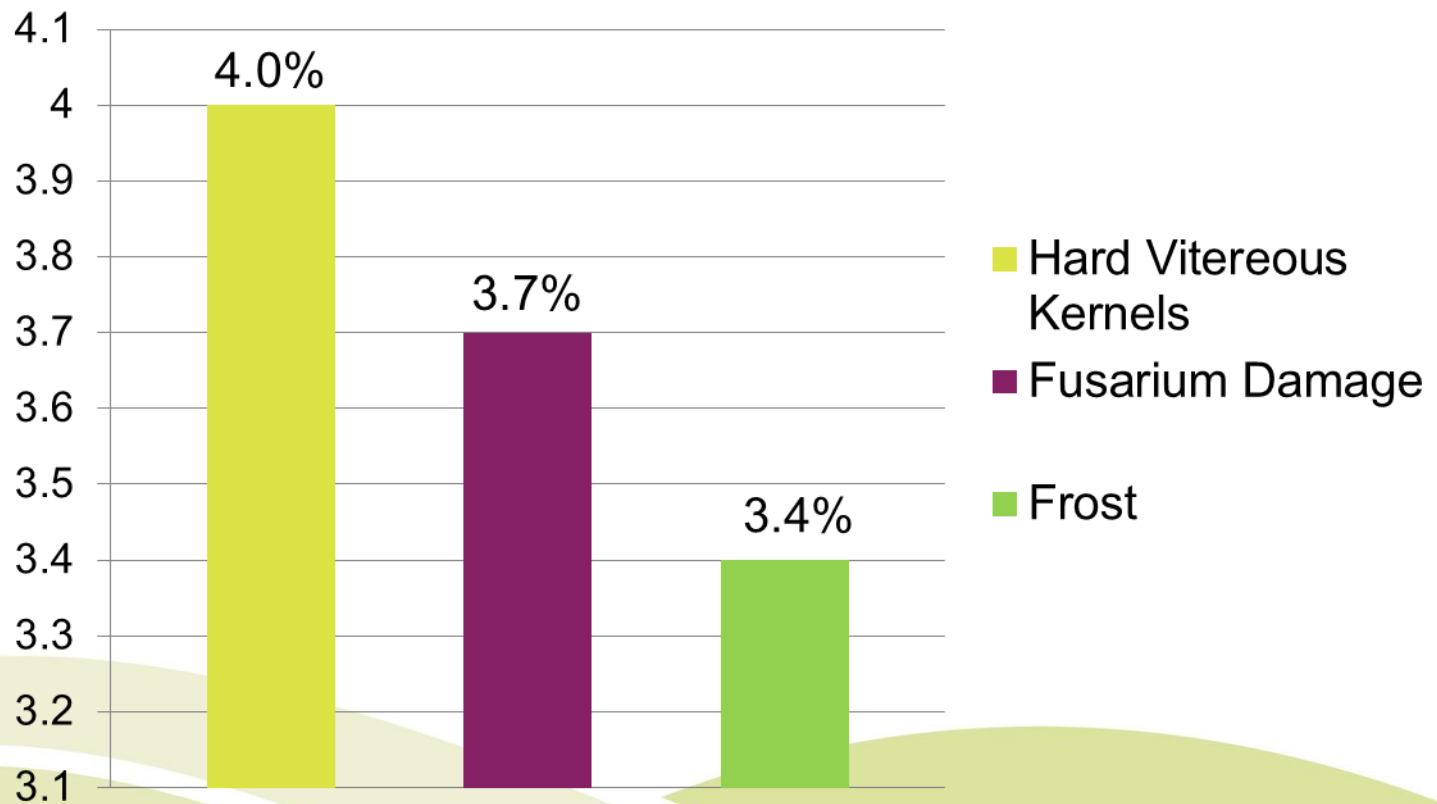
# Canadian Major Crops, Estimated Production

			Metric Tonnes
	2016	2017	% $\Delta$ Y/Y
Wheat (excl. durum)	23,966,800	25,022,000	+4%
Durum	7,761,800	4,962,200	-36%
Canola	19,600,500	21,313,200	+9%
Soybeans	6,552,100	7,716,600	+17%
Barley	8,783,600	7,891,300	-10%
Pulses	8,442,700	7,178,900	-15%
Oats	3,194,600	3,724,200	+17%

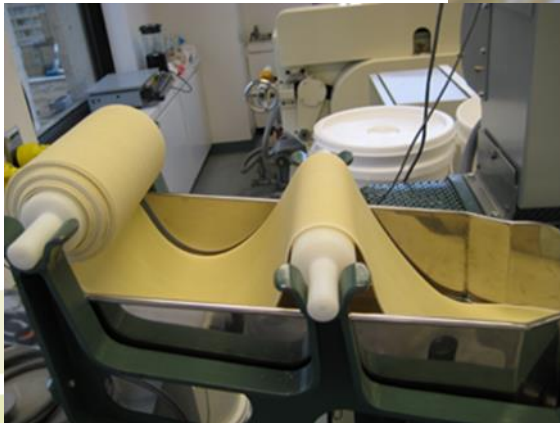
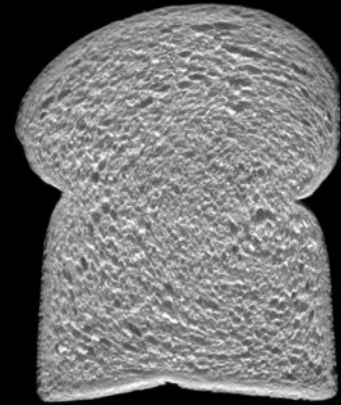
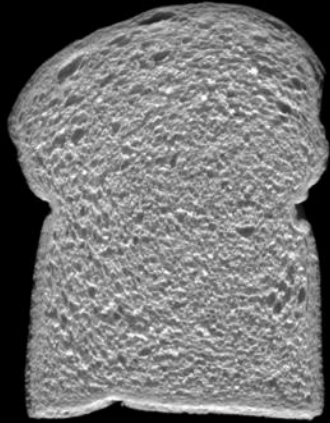
Source: CANSIM Table 001-0017

# 2017 CWRS Highlights

- Over 95% graded #1 and 2
- Average Protein - 13.1%

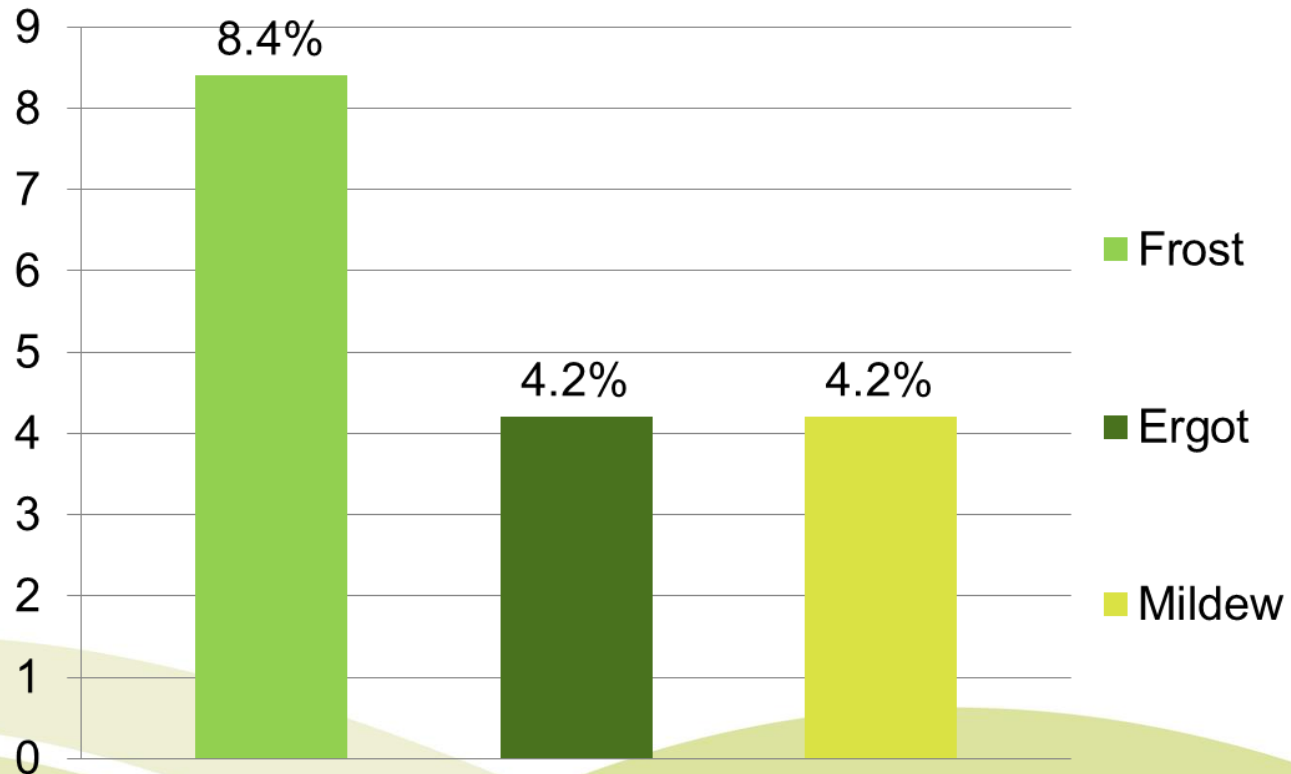


# No. 1 CWRS



# 2017 CPSR Highlights

- Over 90% graded #1 and 2
- Average Protein - 12.1%

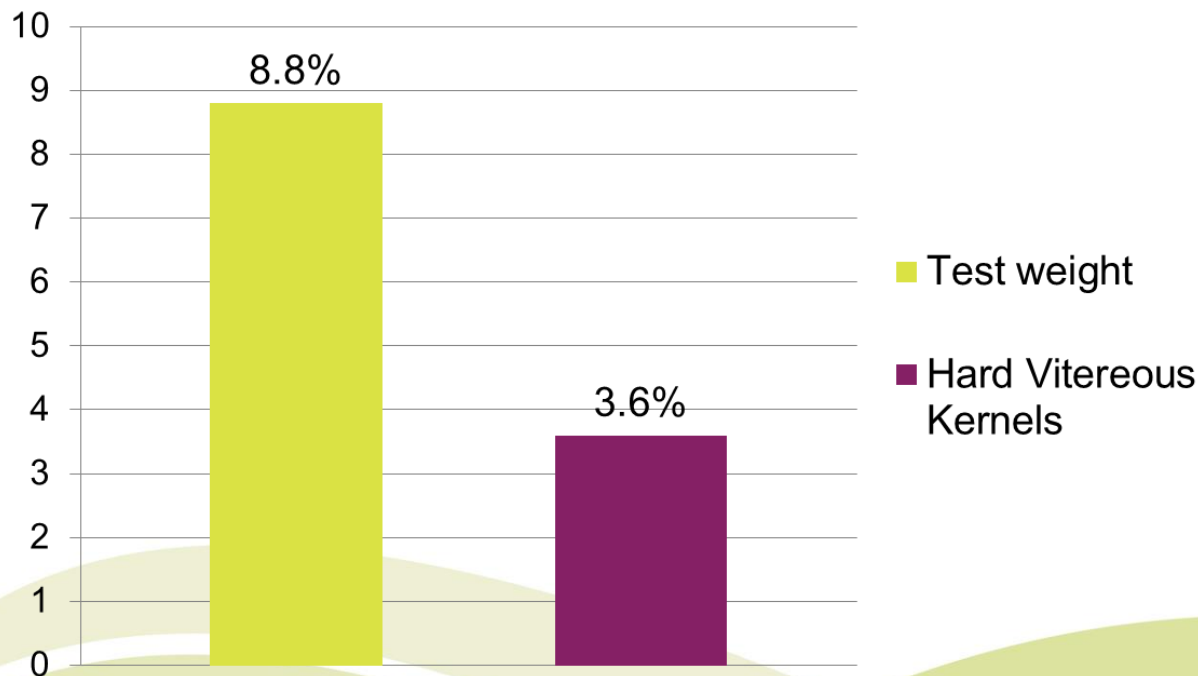


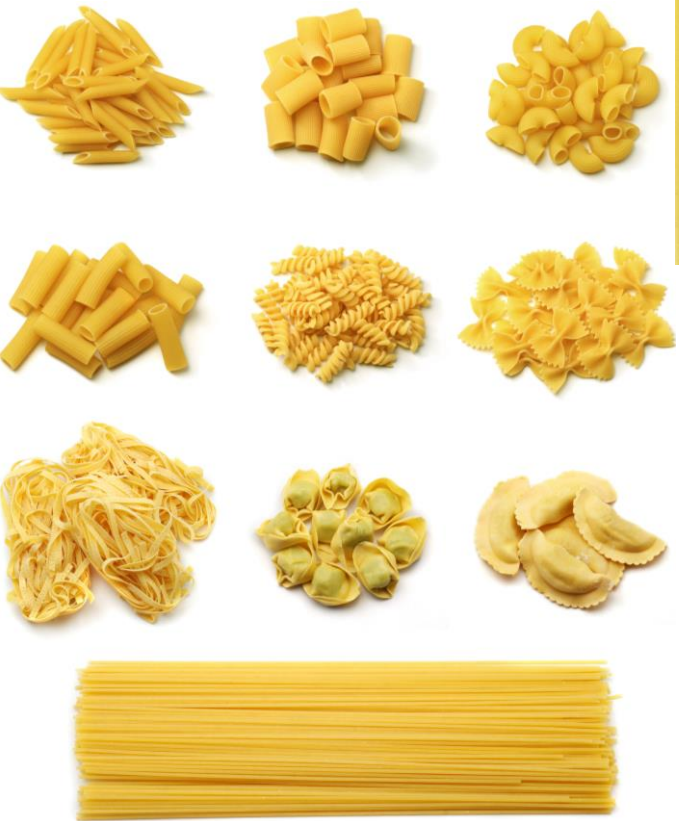




# 2017 CWAD Highlights

- Over 90% graded #1& 2
- Average Protein - 13.6%





**CWAD**



**CPSR**



# What did we learn?

- Canadian wheat still highly sought after
- Customers want:
  - ✓ Quality
  - ✓ Consistency
  - ✓ Performance
  - ✓ Timely delivery

# What did we learn?

- Customers eager to explore other Canadian wheat classes
- U.S. remains an aggressive competitor. Russia becoming more so.
- Trust that Canada will continue to develop profitable varieties
- Customers want to hear from producers



# Identifying Market Opportunities: West Africa (Nigeria)

- Investigative Missions
- Technical Exchanges
- Technical Missions
- New Crop Missions
- Multiple Projects - based on crop/country







# Identifying Market Opportunities: Bangladesh







# Identifying Market Opportunities: increase in imports

Source: CGC

'000 Metric tonnes

Country	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Bangladesh	742.9	707.0	1027.2	1455.5	838.2
Nigeria	481.1	488.3	818.8	586.5	838.7

# Summary

- Canada is one of the largest producers and exporters of high quality wheat in the world.
- Wheat from western Canada can be used to produce many different end-products.
- Canadian wheat is known around the world for its high and consistent quality.



# Domestic Programs

- Combine to Customer Programs
- Grain Grading Workshops
- Canadian Grain Industry Program

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