

# Australian wheat takes the cake

**NEW MARKET**

## Opportunity



Demand for cakes, biscuits and other sweet products in Asia is increasing, and there is an opportunity for low-protein Australian wheat to take a bigger slice of this market in coming years.

## Response



AEGIC has identified that ANW2 (low-protein noodle wheat) and low-protein ASW probably have similar quality traits to wheat traditionally used for cake and biscuits.

AEGIC is evaluating grain samples and engaging with flour millers in Indonesia and Japan to identify whether ANW2 and low-protein ASW fit their quality requirements for cakes and biscuits.

## Industry impact



Finding a new market for ANW2, which usually has a sharp price drop from ANW, would increase value and thus reduce risk for noodle wheat growers.

Similarly, targeted options for low-protein ASW could increase its value.

Value: if a new 1 mmt market was established, it could generate \$300 million of additional value for growers.