

MARKETING

Marketing flexibility is just one of the many benefits winter wheat provides to growers. Winter wheat offers the potential for early movement, timely cash flow during harvest, and more efficient use of storage. Producers can make better marketing decisions by knowing what markets are available plus the standards and marketing details associated with each market option.

Winter wheat has three market options: milling, feed, and ethanol.

Milling

CWRW is utilized as a blending flour in North America, in pan breads and throughout the world in applications that do not require gluten strength. It competes directly with CPS in Canada and HRW out of the U.S. Winter wheat is known for its white flour colour and high flour yield.

Feed

Local feed marketing options may provide superior returns due to early availability. There are a number of buyers including local feed mills, hog operations, and feedlots.

Standards for feed wheat are generally less comprehensive than for milling wheat and vary by purchaser. Growers should check with specific buyers regarding their requirements. CWRW and General Purpose varieties may all be accepted by the feed and ethanol markets.

Ethanol

Winter wheat fits well into ethanol production due to its high starch content. Starch is the source of sugars used to create ethanol. For this reason, purchasers are mainly interested in low protein and high starch content.

Some of the grain specifics for ethanol are:

- Weight: 58 lbs/bu minimum
- Moisture: dry, maximum 15 per cent
- Sprouting: 10-15 per cent maximum

As with the feed market, producers should contact the buyer for more specifics.

More information about marketing winter wheat can be found at www.growwinterwheat.ca.



Western Winter Wheat Initiative

Fact Card

8

MARKETING



Western Winter Wheat Initiative