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About CERERE

Through a balanced, multivector network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible enduser materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

BAKING WITH THE ORGANIC WAKELYNS WHEAT POPULATION (OWP) FLOUR

PROBLEM

The heterogeneity of the OWP is its advantage for genetic diversity and environmental resilience and adaptation, but this creates a challenge in baking consistently with it.

SOLUTION

Collaboration between crop and marketing researchers and the Small Food Bakery in Nottingham has optimised ways of baking with the bread and provide recommendations to bakers.

Outcomes

The advice provided will help bakers to adapting techniques to work with and market heritage and diverse cereals that may not comply to standard 'quality' measures.

Practical Recommendation

Recommendations for baking with population or other non-homogenous flour:

- Identify a target market that is interested in the story and unique and variable characteristics of the flour. This is likely to be smaller-scale, artisan bakers and home bakers who can adapt their processes to suit the flour.
- Understand the flour's key characteristics (e.g. flexible and silky) through experience and adaptation of techniques, and discover the 'selling point' qualities of the final product (e.g. nutty, malty).
- For the OWP the story is about resilience and adaptation, rather than heritage, which can be difficult to communicate. Where the story is a complicated idea there must be careful thought on how to communicate this to consumers.
- There should be clarity in about nutritional or health claims of breads using different cereals, and have nutritional analysis done if claiming that it has beneficial properties.
- Do tastings with consumers to find out what they like and don't like about it, and what qualities they are looking for in bread. Providing serving suggestions can be helpful.



YQ population bread at the Small Food Bakery. Source: <http://www.farine-mc.com>

Further Information

Small Food Bakery - <http://www.smallfoodbakery.com/>
 Wakelyns Population - <https://www.agricology.co.uk/resources/populations-diversity-plant-breeding>
 Real Bread Campaign - <https://www.sustainweb.org/realbread/>
 UK Grain Lab (a collaborative initiative between farmers, millers, bakers, brewers, chefs and researchers to work along the supply chain to exchange skills and ideas around using non-commodity cereals) - <http://ofgorganic.org/uk-grain-lab/> @UKGrainLab on Twitter

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Crop: Wakelyns Population wheat

Country: United Kingdom

Related CERERE case study: The Organic Research Centre's Wakelyns's Wheat Population

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Project partners

The University of Reading (United Kingdom), The University of Florence (Italy), Rete Semi Rurali (Italy), Réseau Semences Paysannes (France), Institut National de la Recherche Agronomique (France), The University of Helsinki (Finland), The Irish Agriculture and Food Development Authority (Ireland), Red Andaluza de Semillas (Spain), Formicablu (Italy), Organic Research Centre (United Kingdom), SEGES P/S (Denmark), Institut Technique de l'Agriculture Biologique (France), The University of Debreceni (Hungary).

Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.