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.
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.