

WORLD GRAIN[®]

The International Business Magazine for Grain, Flour and Feed

August 2008

Regional Review:

Does the CIS hold key to
global famine problem?

**India improving grain
production, storage**

Focus on Poland

**U.S. hit with sudden
container shortage**

Flour art museum debuts flour sack collection

WITTENBURG, GERMANY — More than 1,600 flour sacks from some 110 countries are currently on display at the flour art museum in Wittenburg, Germany.

“Our customers — millers from around 110 countries — have sent us over 1,600 individual items which we have given a place of honor here,” said Volkmar Wywiol, owner of Mühlenchemie GmbH & Co. KG. “We regard this as a tribute to all millers, for they make an impressive contribution to supplying the world’s population with food. The Wittenburg collection is unique in the history of company museums in that we are exhibiting our customers’ products and not our own.”

The idea originated 10 years ago on the beach in Dubai, when Wywiol came across a flour sack from one of his customers. He felt the illustrations and motifs on the sacks told of the significance of wheat around the globe. The first sack found on that beach is exhibited in the reception area of the museum.

For more, visit <http://www.flour-art-museum.de/english/index.html>.



Volkmar Wywiol at the new Flour Art Museum in Wittenburg, Germany. Photos taken by Andreas Koeckert.

Caravan expands marketing efforts with new hires

LENEXA, KANSAS, U.S. — Caravan Ingredients has named two individuals to new roles in the company’s marketing department.

Jim Wells has joined Caravan as insight manager. In his new role, Wells will be responsible for helping develop products and programs that appeal to Caravan’s end consumers.

Prior to joining Caravan, Wells worked in consumer research for nine years at Spectra Marketing and Information Resources, Inc.

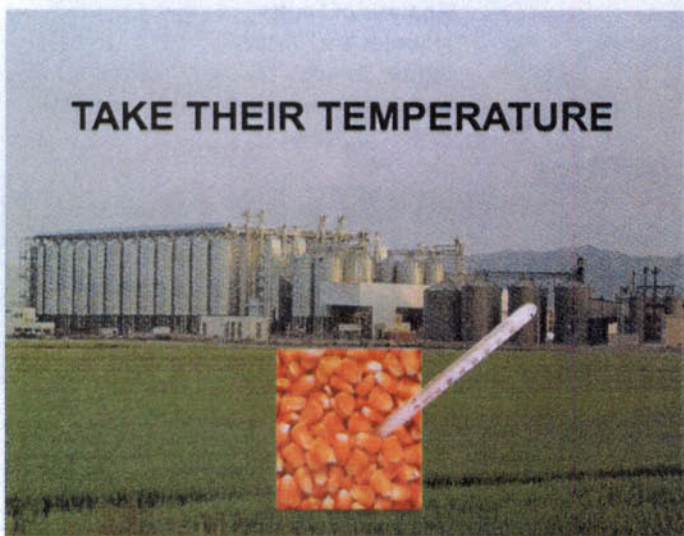
Jennifer Dehn has been named innovation process manager. Dehn, who joined Caravan in 2002 as a food scientist working in the innovation center, will help oversee the implementation of the innovation process throughout Caravan and accelerate new growth opportunities.

“These roles are designed to complement our trade marketing activities through category management and new product support,” said Kerrie Medlicott, marketing director for Caravan.

TEMPERATURE CONTROL SYSTEM FOR GRAIN STORED

DO NOT TAKE RISKS WITH YOUR CEREALS

TAKE THEIR TEMPERATURE



GESCASER, S.A.
C/ SANT PERE, 1
25100 ALMACELLES (SPAIN)
Phone: (34) 973 74 06 95
Fax: (34) 973 74 13 49
E-mail: gescaser@gescaser.com
www.gescaser.com

For more information, see Page 70.

THE HIGHEST TECHNOLOGY IN GRAIN DRYING

WWW.SECADORASMEGA.COM.AR

MEGA
SECADORAS DE GRANOS
GRAIN DRYERS

BELGRAND 79 - 6070 - LINCOLN (B) - REPUBLICA ARGENTINA
TEL. 54 2355 432380 / 781 - INFO@SECADORASMEGA.COM.AR

For more information, see Page 70.

August 2008 / **World Grain** / www.World-Grain.com