



# Wholegrains and new business opportunities - reformulation, new products and markets

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# Our vision

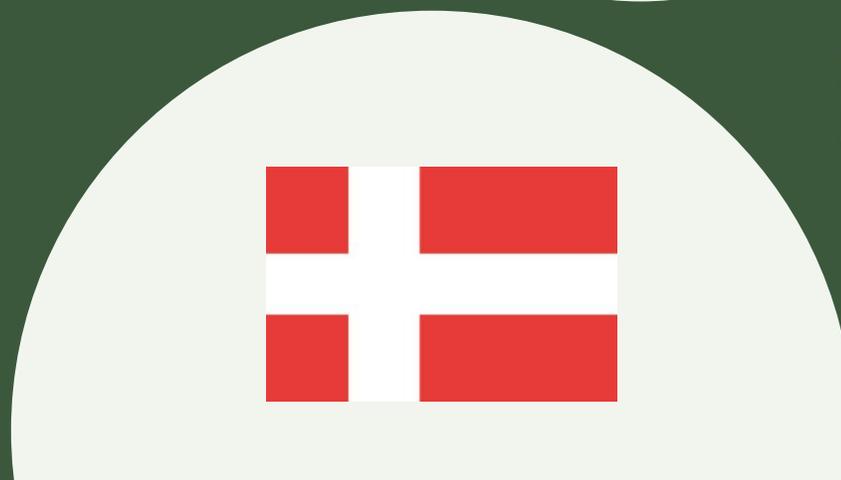
## Sustainable grown flour in Denmark

### Quality and taste

We only produce products that we would give to our own children. To us this means products with focus on quality, taste and natural ingredients

### Danish and sustainability

We aim towards a 90% target that the grain for Valsemøllen's products are grown, harvested and milled in Denmark – and always with care for people, environment and climate



# Our Mills



## Esbjerg

- Founded in 1899
- Produces around 95,000 tons flour, klid and kernels on a yearly basis
- Wheat and rye mills, steam tower and popper
- Mixer for flour mix

## Køge

- Build in 1989
- Produces around 77,000 tons flour and oat on a yearly basis
- Wheat, rye and oat mills

## Svendborg

- Became part of Valsemøllen in 2007
- Produces around 15,000 tons oat + 4,000 tons legumes (yellow peas etc.) on a yearly basis
- Pea mill (Green Life & yellow peas) as well as an oat mill





# We work with sustainability based on three focus areas



## Respect for our raw materials

- Responsibility programme
- NaturAks Danish (no straw shortener)
- Organic
- Verified sustainability check



## Responsible for own mills

- No waste
- Circular thinking
- Less and more green energy
- CO2 neutral mills



## Partnerships is the way forward

- **Wholegrains association**
- Climate friendly diets
- Plant based eating habits
- Less food waste
- Customer partnerships

## Why did Valsemøllen participate in the foundation of the wholegrains partnership back in 2007?

- Wanted to contribute to the public health
- Part of the company's sustainability strategy – health/whole grain
- Possibility to strengthen the product portfolio with whole grain – consumers and food service
- Strong communication platform incl. logo
- Value in partnership through common goals and large ambitions within the health area



FuldKornspartnerskabet

# Success stories – whole grain

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All segments





## Whole grain: Good for climate and public health

- Approximately 25% of Valsemøllen's branded portfolio is marked with the whole grain logo
- More than 50% of Valsemøllen's branded portfolio contains whole grain
- All products out of Valsemøllen not marked with the whole grain logo has been added whole grain – minimum 5% - raising the bottom level
- Private label also works with the health trend and thereby also with whole grain

65  
products  
in 2021





# Whole grain is the future ingredient

## Climate & public health

- EAT Lancet
- New nutritional advice for health and climate
- Climate friendly diet

## Holistic health

- Healthy and natural ingredients
  - Healthy intestinal flora
  - Plant based food – 2020s -> the new plant decade
  - Focus on good basic food
  - Avoid food waste and think circular -> sustainable use of the whole grain
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Healthy enjoyment – no compromise on taste -> **Whole grain the natural ingredient in product innovation**



## Whole grain and baking



### Challenges

- Poor baking qualities
- Lower volume and more compact breads
- Dryness
- Taste – bitterness
- Availability of raw material



### Solution

- Product innovation
- Special grinding of the flour
- Special baking aiding products
- New types of grain raw materials
- White wheat





# Retail and food service

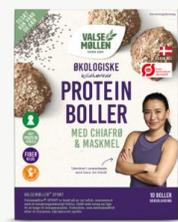
## Wheat

- Light coloured whole grain wheat - 100 percent whole grain flour
- PowerWheat whole grain wheat - 100 percent whole grain flour
- Ready mixes
- Whole grain in basic wheat flour

## Rye

- Whole grain rye flour
- Ready mixes

## Partnerships on private label



# VALSEMØLLEN RETAIL ORGANIC STONE GRINDED WHEAT FLOUR

## New wheat flour to conscious consumers

- ✓ Good baking ability
- ✓ Danish, organic flour
- ✓ With 20% whole grain – a products – with the same good baking abilities, as you know them
- ✓ Grinded on a CO2 neutral mill
- ✓ Grinded on a stone grinder for better taste and a more rustic texture

→ **Ensure an even better basic flour – a little more whole grain and more sustainable**



Same good baking quality  
as always

NYHED



## Special flour - wheat PowerWheat

- Strong whole grain wheat flour suitable for baking
- Special developed grinding technique
- Shell and kernel is separated and being mixed after grinding
- NaturAks (no straw shortener), Danish and organic



# On the way towards more whole grain

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We truly believe that whole grain is a sustainable food for the future

Thank you for your time





[www.valsemollen.dk](http://www.valsemollen.dk)



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[Valsemøllen – Når du elsker at bage](https://www.facebook.com/valsemollen)