

# Marketing a genetically diverse wheat: YQ in the UK

## Problems

It has been possible to market genetically diverse populations of cereal seed under the EU implementing decision 2014/150/EU. However, cereal processors can be cautious of the variability found in such populations. It is also necessary for grain markets to develop and create demand for the seed.

## Solutions

ORC Wakelyns Population is a genetically diverse wheat that has been bred under organic conditions in the UK to maximise both yield and quality parameters. This has earned it the nickname 'YQ'. Interest in the 'story' of YQ grain, beyond standard quality measures such as protein content, has allowed an added-value market to develop with one bakery leading the way on wholegrain sourdough bread production. YQ grain is now integral at the bakery and an alternative grain movement has grown in the UK, in part inspired by YQ.



**Figure:** Attendees at the UK Grain Lab 2017 learn how to make wholegrain sourdough bread with ORC Wakelyns Population flour. (Photo: ORC)

## Practical recommendations

When developing a genetically diverse crop, it is important to consider its function and value across the whole value chain. Collaboration with seed companies, grain traders, millers and bakers is necessary for successful marketing. This can create reliable interactive processes, yet official monitoring of quality and safety remain important.

## Further information

1. Bickler et al. (2018) Marketing of a genetically diverse wheat (ORC Wakelyns population): Lessons learnt and routes forward. [SYMPOSIUM ON BREEDING FOR DIVERSIFICATION Abstract Booklet P22 \(P. 122 – 124\)](#).
2. [The rise of an alternative grain movement in the UK: Guardian newspaper article](#)
3. [The UK Grain Lab](#)

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