

FUTURE OF THE MILLING INDUSTRY (OVERVIEW OF UPCOMING CHANGES AND CHALLENGES)

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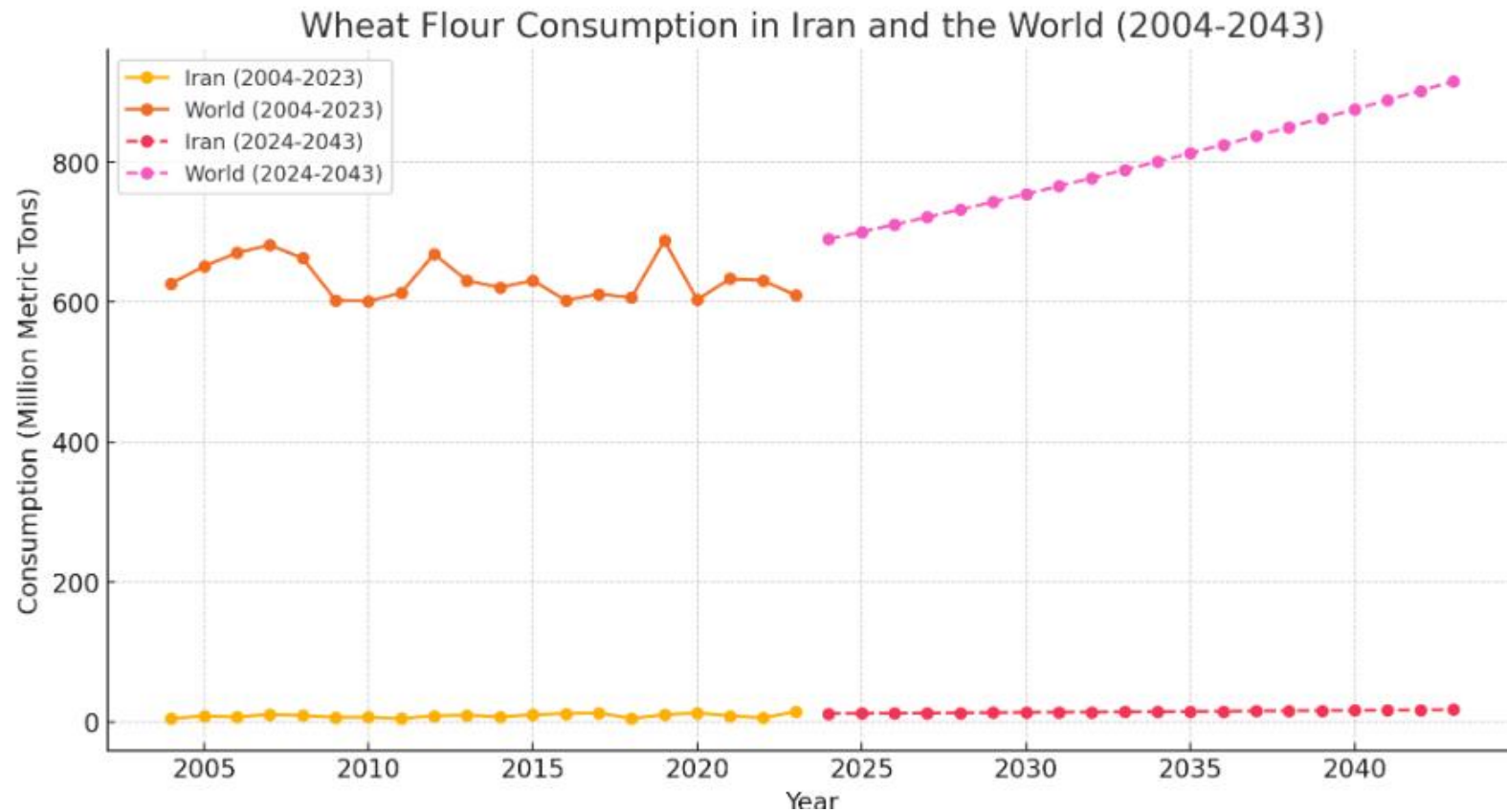
- Member of the Board of Directors, Association of Flour Mills of Iran
- Chairman of the Board, Tehran Bakhtar Flour Factory
- CEO, Asia Grain Development Trade Company

October 2024

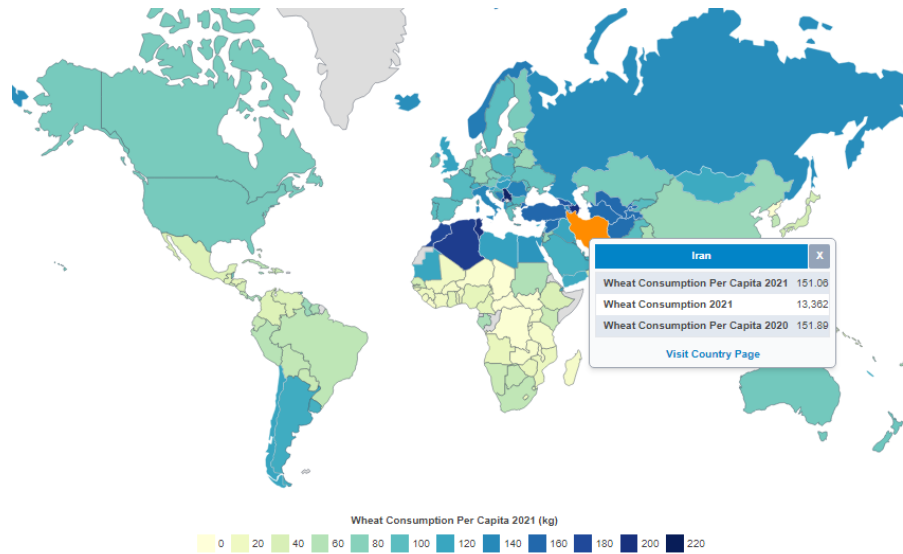
Key Topics

- **Why is Predicting the Future of Milling Important?**
- **The role of new technologies in the milling industry**
- **Consumer behavior in the future of milling**
- **The impact of formulated flours and nutraceuticals**
- **Supply chain management**
- **Sustainable agriculture and maintaining sustainability**
- **E-commerce**
- **Financing**

WHY IS PREDICTING THE FUTURE OF MILLING IMPORTANT?

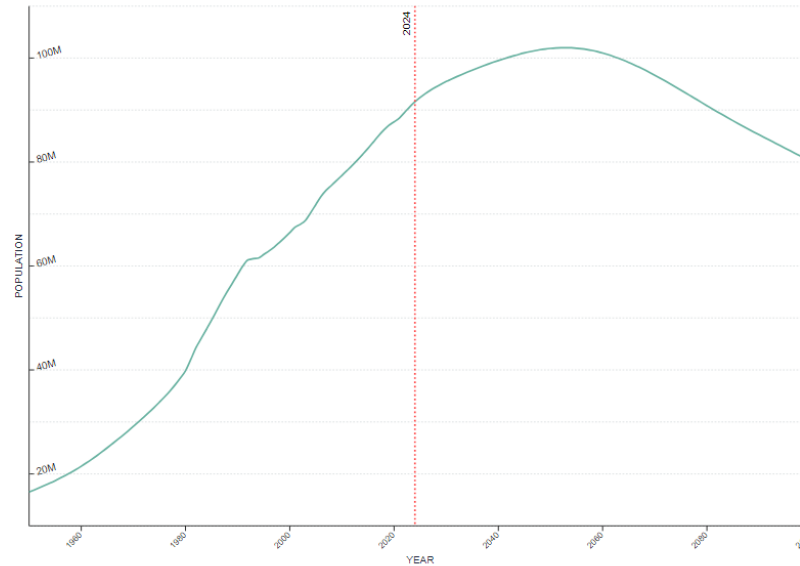


WHY IS PREDICTING THE FUTURE OF MILLING IMPORTANT?



Wheat Consumption by Country 2024

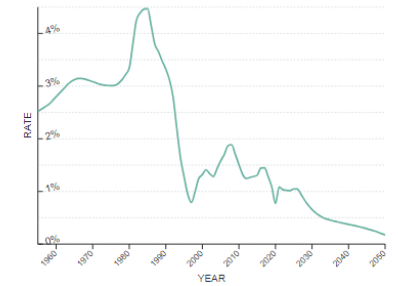
Iran Population 2024 (Live)
91,795,887



Population Rank	17
Growth Rate	1.02% (104th)
2024 World Percentage	1.14%
Density	56.23/km ² (157th)
Land Area	1,622,500

The current population of Iran is 91,795,887 based on projections of the latest United Nations data. The UN estimates the July 1, 2024 population at 91,567,700.

Iran Growth Rate



THE ROLE OF CONSUMER BEHAVIOR



- **INCREASING DEMAND FOR GLUTEN-FREE PRODUCTS**
- **EDUCATIONAL MARKETING**
- **PREFERENCE FOR LOCAL AND INDIGENOUS PRODUCTS**
- **GENERATIONAL CHANGES AND EVOLVING TASTES**
- **PRODUCT CUSTOMIZATION**
- **GREATER FOCUS ON QUALITY AND PRODUCTION**
- **TRANSPARENCY**
- **PACKAGING INNOVATIONS**
- **RISING DEMAND FOR HEALTHIER AND MINIMALLY PROCESSED PRODUCTS**
- **INCREASED DEMAND FOR VALUE-ADDED PRODUCTS**
- **FOCUS ON SUSTAINABILITY AND SOCIAL RESPONSIBILITY**

THE ROLE OF NUTRACEUTICALS AND FORMULATED



Types of formulated flours: enriched with vitamins, protein flours, gluten-free flours, probiotic, and prebiotic flours

Medicinal flours: compounds that positively affect metabolism and act as dietary supplements

Personalized medicinal flours

Use of nanotechnology and biotechnology in flour production

THE ROLE OF SUPPLY CHAIN MANAGEMENT



- **Supply risks: diversifying suppliers and using local sources**
- **Inventory management: mechanization and planning**
- **Data analysis: using Big Data for demand analysis and market prediction**
- **Strategic relationships: building long-term partnerships with suppliers and distributors**
- **Innovations in logistics: using IoT and blockchain for transparency and efficiency**

THE ROLE OF SUSTAINABLE AGRICULTURE



Main Goals:

- Preserving biodiversity
- Improving soil and water quality
- Enhancing productivity and reducing waste

Key Points:

- Use of pesticide-free cultivation methods
- Application of techniques like cover cropping and crop rotation
- Providing high-quality raw materials
 - Reducing costs
- Social and economic sustainability

THE ROLE OF E-COMMERCE



Importance:

- Access to global markets
- Cost reduction
- Enhancing customer experience

Impact on the Milling Industry:

- Online product sales
- Access to information
 - Data analysis
- Digital marketing

Future Opportunities in E-Commerce:

- Market expansion
- Innovation in business models
 - Advanced technologies
 - Social platforms

THE ROLE OF FINANCING



- **Developing new financing models:** such as cooperative agreements and crowdfunding for sustainable projects
- **New technologies:** using blockchain and smart contracts for transaction transparency and security
- **Government support:** regulatory and financial assistance
- **Education:** training farmers and millers on financial management and online non-cash exchanges

THANKS FOR YOUR ATTENTION



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