

UNDERSTANDING the DEMOGRAPHICS and TRENDS in the INDONESIA FLOUR MILLING MARKET

with FRANCISCUS WELIRANG

FEED MILLS in **INDONESIA**
currently CAPACITY of **\$25M**

\$8M CONSUMED

BIG SURPLUS

PRODUCERS
must UNDERSTAND
WHAT
is the WHEAT
Demand Tomorrow

CAKE
BISCUITS of
"BREAD"

THEY WANT
HEALTHY
and
THEY are
WILLING
to **PAY!**

with **ONLY**
CHANGE
of GENERATION
is **Changing Demand**



ELECTRONIC ORDERING

ME

END USER
is
INFLUENCING DEMAND

MILLENNIALS
60% of **INDONESIA**

THEY BUY

Experience
NOT Product

The Australian Grains Industry Conference

2019