

Division of Marketing  
Agricultural Development and Diversification (ADD) Program  
1989 Grant Final Report

Grant Number 04037

**Grant Title** Sunrise Milling Flour & New Products Project (Phase 1)

**Amount Awarded** \$18,600.00

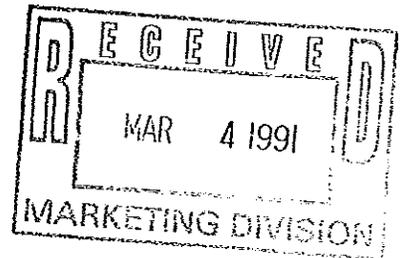
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## Report for Phase I of Sunrise Milling

### - - Increased Product Line

Numerous inquiries for corn and muffin products has led Sunrise Milling to research, formulate and test these products. Incorporating many commodities currently used in the remainder of the product line. Through the formulation and testing process of the breading/batter mix, we were able to gain additional uses for the mix. A great deal of information was gained in the research and testing of various muffin mixes.

### - - Installation of New Equipment

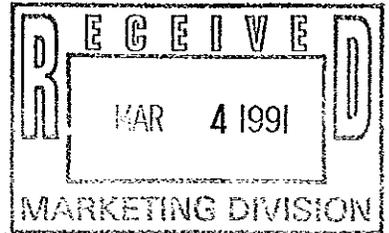
A few new processing pieces have been added to the manufacturing process, they include: Stone Mill, Hobart Scale and a Automatic Thread machine. Each piece added and future additions will make us more efficient and improve quality control.

### - - Increase Number of Bushels

We have increased the number of bushels purchased. Several bushels were received in 1990, but the commodities brought in did not meet qualifications. However, they did receive local cash bids for their grains. We will be contracting additional bushels for 1991 harvest season.

### - - Create Markets for Variety of Grains

Created markets for Triticale use. In future we look to create markets for food grade corn.

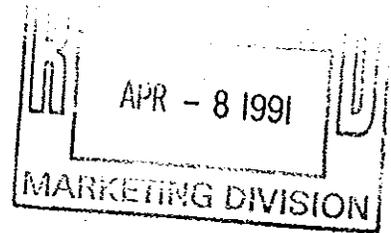


Additional benefits we've found, were to test and expand the use and variety of commodities. A great test marketing tool, was to participate in the State Fair Consumer Testing booth to receive consumers input on new products.

Other valueable tools included the creation of recipe cards, new brochures and a sell sheet to assist in upcoming 1991 shows. We've been able to hire a local facility for the mentally handicap to apply our muffin labels and increase our Sunrise Milling staff. We also offer summer intern programs within the company.

Some unexpected success includes: how well received the muffin mixes have been while learning what appeals to consumers, and how packaging makes the product! Looking for new concepts on the project were gained through research and testing.

The future of this project is to create a third muffin mix and continue to look for avenues that will value add to the product line and its commodities. Continued future demand for agricultural products and varieties while expanding employment opportunities.



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Marketing Division  
Dept. of Ag., Trade & Consumer Protection  
P.O. Box 8911  
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FROM: Sunrise Milling  
210 Shell Ln  
Johnson Creek, WI 53035

RE: Final Report for Phase I of contract #~~5778~~ <sup>4037</sup>

A. Objectives:

1. Increased Product Line

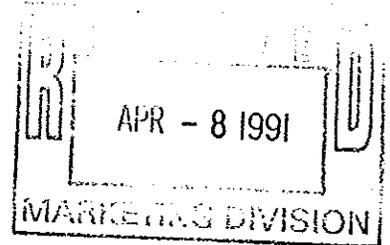
Besides offering whole grain cereals, pancakes mixes, and a variety of whole grain flours, Sunrise Milling had seen a need to increase its product line. Numerous inquiries for corn and muffin products led us to research, formulate and test these products. The increased product demand would require additional production by our producers. Current producers are paid a premium of \$.20 to \$1.00 per bushel for quality products. Premiums are also paid for organically grown commodities. We have incorporated many commodities currently used in the remainder of the product line. Through the formulation and testing process of the breading/batter mix, we were able to gain additional uses for the mix. A great deal of information was gained in the research and testing of various muffin mixes. Two of three muffin mixes were formulated. A third is in limbo.

2. Installation of New Equipment

New processing method will open up additional markets for us and make our current production lines more efficient. New equipment to improve quality control is a must for continued growth. A few new processing pieces have been added to the manufacturing process, they include: Stone mill, Hobart Scale and a automatic thread machine. Each piece added and future additions will make us more efficient and improve quality control.

3. Development Plans for Flour Mill

Investigation on the feasibility for a commercial flour mill had begun. Met with Codema Inc., Minneapolis, MN and a leading flour expert to discuss the next step of this project. Cost of the project would be in excess of \$1,000,000. Still investigating

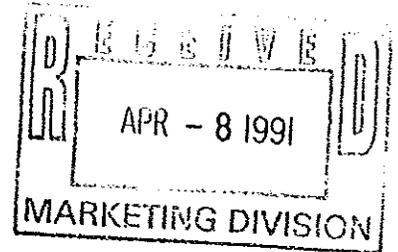


4. Three Year Plan for Sunrise Milling  
The three year plan for Sunrise Milling will require increased purchases from our producers each year for phase I. Phase II will require purchases of 2,250,000 bushels per year for the mill to produce 4,000 CWT of flour per day. Didion Inc., through its six locations in the state, currently purchases 1,600,000 bushels. We will have to improve our bid to attract producers from a greater area in order to originate the additional wheat. Several bushels were received in 1979, but the commodities brought in did not meet qualifications. However, they did receive local cash bids for their grains. We will be contracting additional bushels for 1991 harvest season.

5. Create Markets for Variety of Grains  
Our present and future product line will need different grains. To producers, these specialty crops will help them diversify their farm operations. As with our other speciality crops, producers are paid a premium when selling to Sunrise Milling. We have created markets for Triticale use and in the future look to create markets for food grade corn.

B. Review of Plan of Work:

1. Researched and collected other batter/breading mixes.
2. Formulated fish batter and began testing.
3. Researched and collected various muffin mixes.
4. Created and finalized artwork and packaging for fish batter.
5. Received and tested new muffin packaging.
6. Created new brochure.
7. Tested and finalized two muffin formulations.
8. Created and received labels for muffin packaging.
9. Created promotional pieces recipe cards, brochure and nutrition statements.



C. Other Findings

Additional benefits we've found, were to test and expand the use and variety of commodities. A great test marketing tool, was to participate in the State Fair Consumer Testing booth.

Another important factor was the valuable tools created such as recipe cards, new brochures and a sell sheet of the product line: all to assist us in our upcoming 1991 show list. We've also been able to hire a local facility for the mentally handicapped to apply our muffin labels and increase our Sunrise Milling staff. We also offer summer intern programs within the company.

D. Unexpected Success

Some unexpected success includes: how well received the muffin mixes have been while learning what appeals to consumers, and how packaging makes the product! Looking for new concepts on the project were gained through research and testing. Exposure to various distributors in many different markets of the food industry.

E. Future of the Project

The future of this project is to create a third muffin mix and continue to look for avenues that will value add to the product line and its commodities. Continued future demand for agricultural products and varieties while expanding employment opportunities.