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How can we influence the food industry?

Why sorghum is rarely used in the gluten-free industry



What the food industry wants

Solution

Standardised ingredients to ensure repeatable formulas, especially in baking.



Research is needed on **sorghum varieties**: starch profiles, protein fractions and tannins.

Reduction of hydrophobic characteristics to ensure easy mixing and clean labels (no emulsifiers, excess added starches).



Gelatinisation and grinding with variable degrees of crushing and particle sizes depending on the use in production.

Availability of uncontaminated (gluten) grain or flour all year round



More farmers involved, no contamination during harvesting, drying or cleaning.

Why sorghum is rarely used in the gluten-free industry



Without R&D

Whole sorghum: unsuitable for the production of puffed snacks, pasta, breakfast mixes (pancakes, waffles, biscuits), rancidity of fatty acids.



Solution

Hulled sorghum: stable over time, does not go rancid, extended shelf life

Raw flour: hydrophobic behaviour, reduced shelf life



Pregel flour: stable, standardised, shelf life of up to 8 months



Above all, we must create demand among consumers

How can we do it?

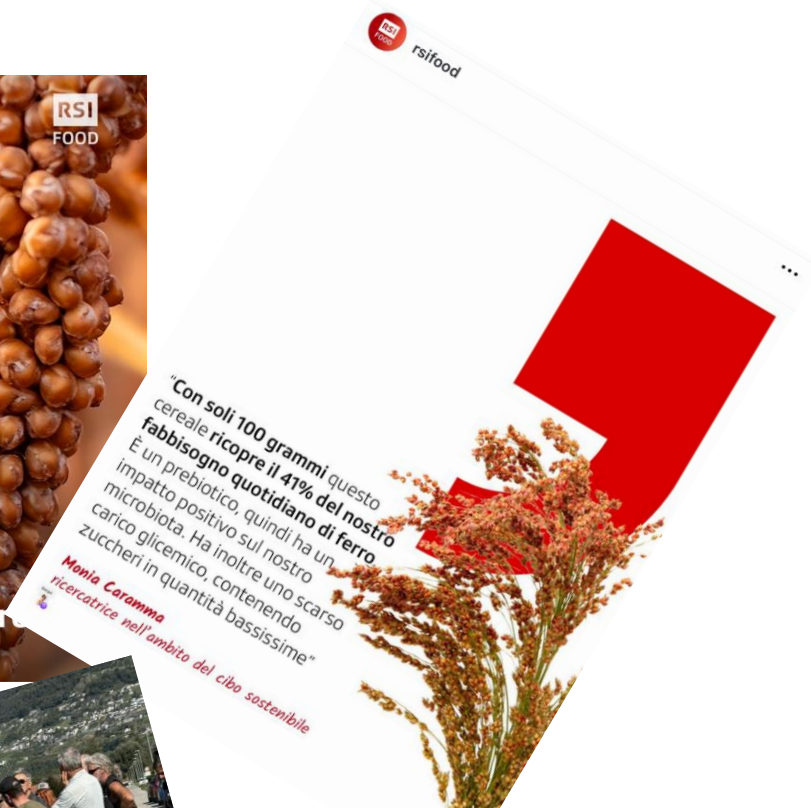
Communication is the key

Social media, medical or specialist conferences, food industry trade fairs: our communication must be widespread at all levels.



Curiosità

Sorgo: il cereale del futuro
(che viene dal passato)



Ri-Sorghum impact on consumers

In one year, the Ri-Sorgo project attracted the attention of WWF Switzerland, which included sorghum in its 30 Future Foods list. It has also sparked interest from national television (RSI), farmers and consumers.



Ri-Sorghum impact on consumers

The Ri-Sorgo Project also has an important impact on the food industry: we want to demonstrate that processing sorghum is possible.

All we need to do is change our perspective and get R&D directors out of their comfort zone.





We must tell to the food industry:

« Sorghum, it's easy »



THANK YOU

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