

OPENING TALKS

THE ECONOMIC AND MARKETING IMPLICATIONS
OF EXCESSIVE DON IN WHEAT.

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ABSTRACT

This presentation/paper draws on a number of existing studies on the economic implications of DON on the wheat marketing system. It synthesizes much of this work in a foreword looking presentation. Specific topics include: 1) background on how DON impacts marketing of wheat in the US and other countries; 2) a description of how the current market deals with excessive DON; 3) prospective changes occurring that will impact the demand for reduced DON (notably the impacts of new EU regulations); and 4) discuss challenges and opportunities of new and competing technologies for reducing the incidence of SCAB.

