

# Ocrim

## hosts milling event

In order to highlight its link with the city, the company's roots, the tradition and the people of Ocrim S.p.A. working toward a common goal, Ocrim on Sept. 23 hosted an event called "WHEAT, FLOUR AND..." at its headquarters in Cremona, Italy. The day began with a welcome to all participants by the Managing Director Alberto Antolini.

After a short speech, there was the delivery and customization of a roller mill in a limited edition to one of Ocrim's most loyal customers and the screening of a video focused on three main concepts:

- Red color, as a symbol of Italian excellence and the primary color on Ocrim's logo.
- Tradition, the result of a deep knowledge of the art of milling in which Ocrim has taken its roots.
- Innovation, which is developed in the most modern technology.

For many years Ocrim has been spreading the "Italian made" message, and the company noted it has been making investments all over the world in order to create high quality innovative and competitive products. Ocrim said that its 2012 growth, innovation and expertise results were "very satisfactory."

During the event, agreements with two major players in the agricultural-food sector were also announced. The first



Vance Taylor, president and general manager of North Dakota Mill, left, and Alberto Antolini, managing director of Ocrim, share the stage.

by Meyer Sosland

### Italy-based milling equipment manufacturer thanks its customers, partners and friends in the global agricultural-food sector

was a close collaboration with AXOR of Cento (FE), a pasta processing line manufacturer that will generate significant synergies for both companies, as well as to complete a commercial offer.

The second agreement was between the International Association of Operative Millers (IAOM) School and the Ocrim Milling Technology School concerning staff training. IAOM and Ocrim will collaborate to host a series of professional courses at the Ocrim Milling Technology School. Ocrim said this initiative will allow the transfer of knowledge and increase the level of know-how in the international milling industry.

The day continued in the Silvia Paglierani Conference Room where four leading speakers from the international milling industry participated in a roundtable discussion entitled: "The Milling Industry between Globalization and Food Habits Trends." This portion of the event was designed to examine changes in the global milling sector.

Ocrim noted the speakers shared their knowledge on the major change factors and the new politics of innovation needed to face the international milling sector evolution.

There were also demonstrations held by master bakers from all over Italy. This portion of the event was organized to help the visitors and employees understand the important role Ocrim and flour milling play in the chain of the global grain-based foods industry, in which the company noted it operates with great sense of social responsibility. WG

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