

California WHEAT COMMISSION

CWC Wheat Bulletin

June 12, 2014

CWC Chairman Roy Motter Becomes Chairman of US Wheat Associates



Dan Hughes, a wheat farmer from Venango, NE (right) passes the chairman's gavel to Roy Motter.

Roy Motter, wheat farmer from Brawley, CA, and current chairman of the California Wheat Commission, took the reins as Chairman of the U.S. Wheat Associates (USW) Board of Directors at the organization's annual meeting on June 11, 2014, in Omaha, NE.

“Attending USW meetings and conferences in Latin America, South Asia and Europe, I am continually impressed by the quality of the USW staff and their work,” Motter said. “I am honored to continue representing all U.S. wheat farmers overseas, sharing the message that we grow the most reliable supply of high quality wheat in the world.”

In discussing California's interest in international markets, Motter noted that, "California exports about one quarter of its crop, which helps maintain healthy demand overall." Motter is a managing partner of Spruce Farms, LLC, a diverse operation in California's Imperial Valley that includes Desert Durum®, lettuce, onions, sugar beets, alfalfa hay, and Sudan grass.

USW is the industry's market development organization working in more than 100 countries. Its mission is to “develop, maintain, and expand international markets to enhance the profitability of U.S. wheat producers.” The activities of USW are made possible by producer checkoff dollars managed by 19 state wheat commissions and through cost-share funding provided by USDA's Foreign Agricultural Service. For more information, visit www.uswheat.org or contact the CWC.

Longtime Lab Director Sam Huang to Retire; New Lab Director Claudia Carter Hired

Sam Huang, who has served as the Commission's only Milling and Baking Quality Lab Director since 1986, is planning to retire on June 30, 2014. Mr. Huang was hired by then-Executive Director Bob Drynan to implement the Commission's wheat quality improvement initiative through the creation of an end-use quality lab. Working closely with the wheat breeding program at UC Davis, UCCE specialists and farm advisors, and wheat growers

around the state, the lab was instrumental in improving California's wheat quality.

Mr. Huang led the annual crop quality testing effort that includes collecting samples of the leading varieties from around the state, performing a series of quality tests culminating in baking bread or making pasta. The results are published in annual reports for growers and customers and incorporated into USW's national crop quality report. California is the only state wheat commission with its own quality lab.

After an extensive search, the Commission has hired Claudia E. Carter to be the new lab director. Claudia spent two years in the durum quality lab at North Dakota State University and recently completed her Masters degree in Cereal Science at NDSU. In addition to leading the annual crop quality testing effort and continuing to provide testing services for commercial customers, Claudia looks forward to expanding the role of the lab in explaining the importance of wheat quality in making bread, pasta and other wheat food products.

Please join us in thanking Sam for his many contributions on June 30. Call the Commission office for details.

Korean TV Documents CA Wheat

The Commission was recently contacted by the Los Angeles bureau of a national South Korean television station. They were working on a documentary about wheat production and wheat foods and wanted to visit the Commission office and lab to ask questions and gather information. Commission staff spent a morning explaining the basics of California wheat production, the Commission's role and priorities of funding research and market development, the importance of wheat quality, and why wheat foods are so central to the American diet.

Next, we went to Dixon to visit local wheat farmer and Commission Vice Chairman Erik Freese.



He answered many questions about wheat production, the impact the drought, and his favorite wheat food (pizza!)

Like their American counterparts, Korean consumers are very interested in knowing more about where their food comes from and who is growing it. Wheat foods are becoming more popular, especially among younger Koreans.

US Botanical Gardens Celebrating Wheat

Wheat weavers, farmers, bakers, millers and educators will greet visitors to the United States Botanic Garden (USBG) on Saturday, June 14 as part of the Amber Waves of Grain Family Festival.

The Festival runs from 10:00 a.m. to 2:00 p.m. and highlights the USBG's summer exhibit on the history and beauty of wheat. The festival includes hands-on activities for children, live wheat weaving, baking demonstrations – including samples, hand-crank flour mills and a tabletop threshing machine as well as a mixing activity illustrating the function of different

wheat classes and flours.

In addition to USBG staff and volunteers, participating groups include farmers from Maryland and Kansas as well as representatives from the American Bakers Association, Home Baking Association, Kansas Association of Straw Artists, Kansas Foundation for Agriculture in the Classroom, Kansas Wheat Commission, Maryland Grain Producers Utilization Board, National Association of Wheat Growers, Nebraska Wheat Board, North American Millers' Association, Wheat Foods Council and U.S. Wheat Associates.

The Amber Waves of Grain exhibit will continue to feature wheat on the outdoor terrace until Oct. 13. The exhibit also honors the addition of Dr. Norman Borlaug to the National Statuary Hall Collection in the United States Capitol on March 25, the 100th anniversary of his birth. In addition to the outdoor exhibit, a panel exhibit highlights Dr. Borlaug's research in the USBG's West Gallery.

Dr. Borlaug is credited with sparking the Green Revolution and saving more than 1 billion people from starvation through his development of high-yielding, semi-dwarf wheat. Borlaug was awarded the Nobel Peace Prize in 1970 for his work. Several Borlaug varieties are on display as part of the USBG exhibit. (*Press release courtesy of USW.*)

California Wheat Harvest Underway

Harvest is well underway in California. Though the crop is small, due to the drought and related market issues, early reports indicate good quality in most regions. The Commission will start its annual testing in the next few weeks as the samples start coming in.