

2011

ANNUAL

REPORT

KANSAS



WHEAT

Kansas Wheat  
Commission

Kansas Association  
of Wheat Growers



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Kansas Wheat is the cooperative agreement between the Kansas Wheat Commission and the Kansas Association of Wheat Growers, joining together as “leaders in the adoption of profitable innovations for wheat.”

The Kansas Wheat Commission is a grower-funded, grower-governed wheat products advocacy organization working to secure the future of Kansas wheat in the global market through international trade research, export system studies and continually improved varieties of wheat. The KWC is funded by a voluntary, 1.5 cent per bushel assessment for each bushel of wheat produced in the state.

The Kansas Association of Wheat Growers is a voluntary member-governed organization representing wheat growers in planning legislation, advising government and international agencies on matters affecting wheat and providing grass-roots leadership to the U.S. wheat industry. Dues are \$100 per year.

Contact Kansas Wheat at 217 Southwind Place, Manhattan, KS 66503, or call (866) 75-WHEAT.

Check out our Web site at [www.kansaswheat.org](http://www.kansaswheat.org) or e-mail [kswheat@kswheat.com](mailto:kswheat@kswheat.com).



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## KWC Letter: Moving the Wheat Industry Forward

These current weather patterns remind me of growing up in Clark County in the 1950s. Southwest Kansas cattle producers are baling anything they can find to feed the cattle. In west central Kansas, our summer fallow wheat did okay, but many continuous crop fields failed. The fall crops are in jeopardy. Kansas farmers will survive - but there will be a high cost.

We have just finished the most successful export year we've ever had, marketing more than 35 million metric tons (1 billion bushels). The Kansas Wheat Commission has spent more than 50 years working to educate overseas buyers on hard red winter wheat quality and how to purchase it.

Nigeria imported more than 110 million bushels of hard red winter wheat, most of which comes from Kansas wheat farms. The choice to use Kansas grown HRW for this product is in large part due to the foreign market development efforts through US Wheat Associates. Kansas farmers play a huge role in funding those efforts through the Kansas Wheat Commission and the 1.5 cent wheat assessment.

Kansas wheat producers have told us they want new investment in wheat variety research. The most visible

investment the KWC has ever made is taking shape in Manhattan. The future home of the Kansas Wheat Innovation Center, including state-of-the-art research laboratories, a greenhouse and offices for the KWC and Kansas Assn. of Wheat Growers is now under construction. The Innovation Center is a unique partnership between the KWC, K-State and Heartland Plant Innovations and will result in improving genetic choices for Kansas wheat farmers in the next decade.

The wheat industry is a vital part of our state's agriculture production. The Kansas Wheat Commission appreciates your generous support through the wheat assessment. KWC represents all wheat farmers in our state, together we must work to move the wheat industry forward.

Sincerely,

Richard L. Randall, Chairman  
Kansas Wheat Commission



## KAWG Letter: Year in Review

Your Kansas Association of Wheat Growers has been at the forefront of a number of successful endeavors in 2010-2011. This past year we helped take a "Farm-to-Fork" message to Capitol Hill as a part of the second Urban Wheat Field. From there we carried the message of wheat production to the halls of Topeka and the offices in Washington D.C. The farmers of Kansas have a professional staff and team of volunteer producer-leaders working on their behalf to ensure a bright future for wheat producers in our state.

This year represented the third of beginning budget deficits in Topeka, stalled free trade agreements in Washington and the ongoing federal deficit-reduction talks that could have drastic implications for the farm programs that make up our safety net.

Your KAWG Board of Directors voted in 2010 to reduce the size of the board from 18 members to 11 members. The new KAWG board has one director from each district, two at-large directors and two non-voting associate member directors, ensuring the full KAWG membership has a voice at the table.

Membership in KAWG has increased 13% in the last year. As we broaden our membership base, we increase our influence and gain more financial resources to carry a positive message of wheat production. This growth reflects the positive work our association has done and the potential we have in the future.

As the only member-based wheat organization in Kansas, our strength comes from you. I hope you will continue to be a part of our association as we move in the debate surrounding the future of farm policy this fall and through next year.

Sincerely,

David Schemm, President  
Kansas Association  
of Wheat Growers



## First Cut

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### State Fair Exhibit Promotes 'Farm-to-Fork' Message

A bigger-and-better Kansas Wheat exhibit at the Kansas State Fair drew thousands of visitors who gained a greater appreciation for the “Farm-to-Fork” journey of the Kansas wheat crop.

The Kansas Wheat Commission and Kansas Association of Wheat Growers teamed up for the interactive exhibit, which featured live wheat plants to simulate the various growth stages of Kansas wheat; a miniature grain mill, on loan from K-State, to show consumers how tiny kernels of wheat are processed; and a wheat foods display that illustrated how much food a bushel of wheat produces.

Consumers could win prizes by spinning the Wheat Wheel and testing their knowledge of wheat trivia.

The goal is to connect what happens on a Kansas wheat farm, to the ample quantities of the great food that Kansans enjoy each day.

“Sometimes consumers don’t take the time to think about where their food comes from and all the steps and work involved,” says Cindy Falk, KWC nutrition educator.



### 'Choose My Plate' Promotes Grain Foods



A revised federal Food Guide offers a sensible approach to healthy eating, according to Erin Laurie, a “Speak for Wheat” volunteer spokesperson for the Kansas Wheat Commission. Laurie, a Registered Dietitian from Ottawa and adjunct

faculty member at both Neosho Community College and Ottawa University, says the “Choose My Plate” food guide is a visual tool that can help many Americans understand the components of a balanced meal.

The “Choose My Plate” guide, released by USDA in June, suggests half of each meal should include fruits and vegetables; at least half the grain foods folks consume should be whole grains; and people should switch to using fat-free or low-fat milk. Foods lower in sodium and avoiding sugary drinks also are recommended.

Nutrition-packed grain foods play an important part in a healthy diet, Laurie says. “Grain foods help prevent diabetes and heart disease, and enriched grains contain carbohydrates, protein and folic acid.”

### 'Speak for Wheat' Spokespersons Celebrate 25 Years



The Kansas Wheat Commission’s “Speak for Wheat” spokespersons program celebrated its 25th anniversary in 2010 with an educational bus tour to Fortune 500 milling and baking companies, artisan bakeries and media companies in Des Moines and Minneapolis.

The tour, held in July, featured stops at Meredith Publishing (home of “Better Homes and Gardens” magazine), and General Mills in Des Moines; plus Cargill’s Horizons Flour Mill, the Saint Agnes Bread Company and Turtle Bread Company in Minneapolis.

In its 25 years in existence, more than 90 Kansans, including men and women; farmers and non-farmers, have served as volunteer “Speak for Wheat” spokespeople, according to Cindy Falk, nutrition educator for the Kansas Wheat Commission. The bus tour was an opportunity to learn more about how Kansas-grown wheat is used to feed the world.

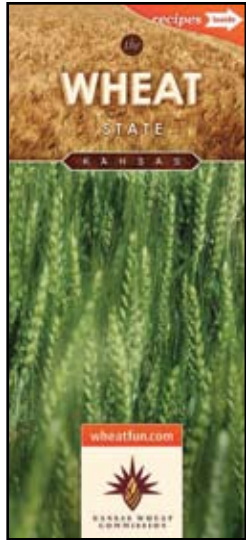
Jean Ann Trout, Satanta, said the trip enabled her to network with other Speak for Wheat spokespersons from across Kansas. “Ideas gained from this trip will be very helpful in promoting wheat,” Trout says. “The Kansas Wheat Spokespersons are very professional and I am proud to be a member of this group.”



### Travel Brochure Highlights Kansas Wheat Industry

Motorists traveling through Kansas have a new resource to teach them about the state's wheat industry.

A four-color brochure called "Kansas: The Wheat State," created by the Kansas Wheat Commission, is chock full of information about the history of wheat in Kansas, the progression of wheat growth stages throughout the year, and nutrition facts about wheat. The brochure also contains four wheat food recipes, a word scramble game and references a dedicated web site, "wheatfun.com," where folks can learn more about the Kansas wheat industry.



Members of the Kansas Wheat Commission staff distributed the brochures to the Kansas Tourism Centers in Goodland, Belle Plaine, Belleville and Kansas City, plus many museums and travel destinations throughout the state.

### Quality is Bright Spot in 2011 Wheat Crop

Despite farmers planting more than 8.8 million acres of wheat in fall, 2010, wheat industry experts in May projected a crop totaling 262 million bushels, the lowest production since 1995.

The final count won't be in until August, but the actual number figures to be slightly better than estimates. Early on, farmers were reporting better than expected yields, based on the 2011 Kansas Wheat Harvest Reports. Still, the average yield per acre will fall far short of the 45 bushels per acre farmers experienced in 2010.

Quality of the 2011 crop also was above average, by most counts. Protein ranged from 9 to 19 throughout the state, with protein projected to average above 12.5. Test weights averaged above 60 pounds per bushel throughout the state, except for areas of north central and northwest Kansas, which were hit with late-season rain showers.

### Inaugural Yield Contest Pays Out \$3,000

Three Kansas wheat producers earned \$1,000 cash prizes by winning their respective divisions of the inaugural Kansas Wheat Yield Contest. Winners were announced in August. The Kansas Wheat Commission, Kansas Association of Wheat Growers and BASF were the contest's major sponsors.

"The Kansas Wheat Yield Contest was created in order to encourage farmers to maximize yield on a small plot of acreage, in hopes we could learn specific management practices that pay dividends," says Justin Gilpin, CEO of the KWC and KAWG. "Farmers responded by maximizing yields and return on investment."

Winners were:

• Danee Helvey, Ellsworth, Central Kansas, 94.36 bushels per acre (*Top Right*)



• Jon Buehler, Scott City, Western Kansas, 93.31 bushels per acre (*Middle Right*)



• Alvin Schmedemann, Junction City, Eastern Kansas, 52.40 bushels per acre. (*Bottom Right*)



Each of these winners earned \$1,000 and a cash prize for their efforts.

In 2011, additional sponsors have joined the Kansas Wheat Yield Contest, including Specialty Fertilizer Products, the Kansas Wheat Alliance, Kansas Grain Inspection Service, AgriPro and Syngenta, each of which offered additional potential cash awards. The 2011 Contest also features a Quality Initiative that pays \$250 for the sample with the best mill and bake scores, as conducted by Kansas State University's Wheat Quality Laboratory.





## Checkoff Funds Focus on Finding Disease Resistance

Through the 1.5 cent-per-bushel Kansas wheat checkoff, K-State Plant Pathologists identify disease resistant lines of wheat and provide disease resistance ratings of new and existing varieties. Plant Pathologist Bill Bockus has a three-year project called, "Disease Phenotyping: Determining the Reaction of Wheat Lines to Important Diseases."

The Kansas Wheat Commission contributes \$30,000 annually to Bockus' research, which includes operating the Kansas Intrastate Nursery. These are plots located throughout Kansas where Bockus inoculates advanced breeding lines, or potential new wheat varieties, with a host of common plant diseases. He then checks (or phenotypes) these lines to see whether they possess disease resistance. The new K-State variety Everest emerged from the nursery with improved resistance to fusarium head blight and Barley Yellow Dwarf.



Bockus says BYD was the most devastating disease to the 2011 Kansas wheat crop, causing 30-50% yield loss in some fields throughout the state. The virus is spread by aphids or greenbugs and normally causes damage to fields in eastern Kansas; in 2010-11, these infestations were more widespread.

Diseases cost Kansas wheat farmers \$380 million per year. The Hard Winter wheat plant pathology team, which includes researchers at K-State's Manhattan campus, the K-State Ag Research Center in Hays and the USDA Ag Research Service in Manhattan, have past success on which to build.

When Bockus came to K-State in 1978, central Kansas farmers were often plagued by a fungus called Cephalosporium Stripe, which could reduce yields up to 50%. Bockus worked with wheat breeder Joe Martin to find resistance; that resulted in the variety Arkan, the first variety resistant to Cephalosporium Stripe. Now, Cephalosporium Stripe is almost gone.

From one year to the next, you never know which disease will affect wheat producers. What you can be sure of is that wheat checkoff funds are invested into finding solutions to these challenges.

## KWC Breaks Ground on Wheat Innovation Center



The Kansas Wheat Innovation Center in Manhattan will be a hub for developing new varieties and new technologies for wheat, helping ensure the prosperity of Kansas wheat farmers.

On July 12, ground was broken on the Kansas Wheat Innovation Center, which features 25,000 square feet of state-of-

the-art research and greenhouse space and 15,000 square feet of office space for staff members of the Kansas Wheat Commission and Kansas Association of Wheat Growers. Additional office space will be leased to other entities.

The research facility will also house some of the operations of K-State's world-renowned Wheat Genetics and Genomics Resource Center (WGGRC).

"One tenant will be HPI's Advanced Breeding Services Unit, which has developed a doubled haploid laboratory that can reduce wheat variety development time from about 12 years to possibly five years," says Kansas Wheat CEO Justin Gilpin.

The KWIC is being built on three acres adjacent to the Grain Science and Industry Complex, on land being leased from Kansas State University. The Manhattan-based architect firm Bowman, Bowman and Novick, Inc., designed the facility; Coonrod and Associates, Wichita, is the project's construction manager. It is expected to be completed by summer of 2012.

The cost of the KWIC project is \$8.3 million and will be funded mostly by wheat check-off funds collected from Kansas wheat producers. Additional sources of funding include grant money from the Kansas Bioscience Authority and private fundraising.



## KWC Budget Set at \$4.20 Million

Income received each year by the Kansas Wheat Commission depends upon the size of the state's wheat crop. In FY 2011, farmers produced 360 million bushels of wheat, down from 369 million bushels in FY 2010. The FY 2011 budget was set at \$4.20 million.

The Commission collected about \$5.7 million from the voluntary Wheat Assessment, and refunded \$358,216.

Each year, the budget is subject to approval by the Commission, which aims to keep a year's reserves on hand.

### Industry Investments

The Kansas Wheat Commission's annual budget includes investments in Public

Issues, Research, Domestic Marketing, International Marketing and Special Projects. Highlights of some of these investments are listed below.

### International Marketing

About half the wheat produced in Kansas is exported. The KWC is an avid advocate of programs and initiatives that support international trade; these are a few of them:

U.S. Wheat Associates (\$954,800). The industry's export market development organization, USW works in 90 countries on behalf of wheat producers. Producer check-off funds are matched 3-to-1 by federal dollars.

International Grains Program at K-State (\$150,000). IGP educates international leaders about U.S. grains through technical training and assistance programs in storage and handling, milling, marketing and processing.

Plains Grains, Inc. (\$24,357.71). A five-state marketing pool including Kansas, Texas, Oklahoma, Colorado and Nebraska; PGI issues harvest quality reports and other services to help educate foreign buyers on the progress and quality of the region's wheat crop.

Trade Teams (\$7,748.04). International buyers who visit Kansas through a partnership with U.S. Wheat Associates meet farmers who grow the wheat and learn about crop quality and characteristics.

### Producer Outreach

Keeping wheat farmers abreast of KWC activities is important. The Commission uses a mix of print, broadcast and electronic media delivery:

Annual Reports and Newsletters (\$62,906). Quarterly newsletters and the annual report are published in the *High Plains Journal* and *Kansas Farmer*.

Radio and Television (\$40,112). Weekly radio programs on KFRM and KBUF radio are augmented with the KWC's sponsorship of the Ag AM in Kansas television program. The KWC also participates in several special media projects as they develop.

Kansas Ag Statistics (\$25,000). The KWC funds data collection for the Wheat Quality report and helps publicize the findings.

### Domestic Marketing

The KWC strives to teach consumers how to use wheat foods in their diets, offset negative publicity and educate on how wheat is grown, milled and packaged. Here are a few of our major domestic outreach projects:

Urban Wheat Field (\$22,070). An initiative of the Wheat Foods Council, the UWF targeted consumers in Washington D.C. with a unique, interactive farm-to-fork exhibit. The KWC is a member of the WFC.

### Kansas Wheat Commission Financial Statement (unaudited) July 1, 2010- June 30, 2011

Beginning Cash Balance	\$4,959,227
FY 2011 Revenues	
Wheat Assessment Collected	5,719,265
Other Income (sales of promotional items, Grants, operating activities, etc.)	127,988
Sponsorship Income	62,750
Interest Income	85,126
Total FY 2011 Revenue	<b>\$5,995,129</b>
Refunds to Producers	(358,216)
FY 2011 Expenditures	
Special Projects	(21,000)
Public Issues- Food Aid	(126,951)
Research	(1,292,313)
Domestic Marketing	(1,055,873)
International Marketing	(1,366,235)
Administration	(233,006)
Kansas Wheat Innovation Center	(378,554)
Total FY 2011 Expenditures	<b>(\$4,473,932)</b>
Ending Balance	<b>\$6,122,208</b>

\*This financial statement is an unaudited document.



## Nigeria Retains Status as Top Wheat Importer

The relationship between Nigerian millers and Kansas wheat farmers continues to benefit both parties. In the marketing year 2010-11, Nigeria's milling industry imported some 3 million metric tons - or more than 110 million bushels - of Hard Red Winter wheat from the United States. Much of that wheat was shipped from ports in the Texas Gulf and originates in Kansas.



"No country has ever imported that much Hard Red Winter wheat from the United States," says Justin Gilpin, CEO of Kansas Wheat. "The longstanding friendship between these two countries just continues to pay dividends."

Nigeria is the only country that imports all six classes of wheat and was the top overall buyer of U.S. wheat in 2009-10. The nation's milling industry - home to some of the largest flour mills in the world - has benefited from milling expertise and technical training from the U.S. Wheat Associates, a farmer-funded marketing agency that receives matching funds from wheat farmers through state checkoff assessments. U.S. Wheat opened an office in Lagos, Nigeria, in 2001; thus, Nigeria is loyal to U.S.-origin wheat. U.S. Wheat's expertise has helped Nigeria's flour millers develop a unique type of pan

bread, which is one of the most common and inexpensive sources of food for Nigerians.

For the past several years, a trade team of Nigerian milling professionals has come to Kansas to gain a firsthand look at the wheat crop in the field, plus obtain research and marketing briefings. U.S. Wheat and the Kansas Wheat Commission organize the visits.

In addition to its educational value, trade teams can also provide specific opportunities to increase demand for U.S. wheat. For example, as result of contacts made on a trade team visit in 2008, Flour Mills of Nigeria, the world's second largest miller, began importing U.S. hard white wheat to produce specialty blended flour. Today, Flour Mills of Nigeria is the world's leading hard white wheat importer, purchasing 140,000 MT in 2010-11.

Rajesh Gaggar, head of procurement and logistics for DUFIL Prima Foods in Ota, Nigeria, says his company holds 75% market share of the nation's rapidly

expanding instant noodle market. The United States continues to offer the most consistent supply of high-quality wheat, which is necessary to produce a high-quality product for Nigeria's people. Gaggar's company buys 500 tons of wheat per day.

"When you talk about food, a consistent supply is more important than anything else," says Gaggar, who notes that political instability in some African countries is due in large part to the lack of inexpensive food.

Gaggar says the U.S. Wheat Associates' trade assistance and training programs have been instrumental in helping the Nigerian noodle market grow and develop. U.S. Wheat matches grower investment dollars two-to-one with federal money. All of it goes toward marketing wheat grown by American farmers.

"U.S. Wheat does a great job. Without their assistance, we would not be able to use U.S. wheat. Other nations are far, far behind what the U.S. Wheat Associates does," Gaggar says.





## FY 2011: An Exceptional Export Year

The marketing year 2010-11 was exceptional for U.S. wheat exports, according to Chad Weigand, market analyst for the U.S. Wheat Associates.

More than 35.3 million metric tons (MMT), or 1.1 billion bushels, of U.S. wheat were exported, a 56% increase from 2009-10 and the highest levels since 1992-93.

Weigand says exports gained momentum due to weather concerns around the globe. Drought and wildfires in Russian and Ukraine prompted an export ban and quotas for those two countries, respectively.

“Because the importers that were counting on Black Sea supplies are kept informed through the 15 overseas offices for U.S. Wheat Associates, they knew they could rely on the U.S. wheat supply to meet their needs immediately and throughout the marketing year. In just one month, USDA’s U.S. export projection jumped more than 40% to 32.7 million metric tons,” Weigand says.

“That number continued to grow as additional weather problems affected the Canadian, German and Australian wheat crops.”

The largest growth in 2010-11 export sales came from the Middle East/East Africa region. U.S. wheat imports for Middle East/East Africa reached 8.7 MMT this year, compared to 1.5 MMT last year. The top buyer of U.S. wheat in 2010-11 was Egypt, with purchases reaching 4 MMT in 2010-11. Iraq also relied heavily on U.S. supplies in 2010-11, importing 1.3 MMT compared to 305,000 metric tons (MT) in 2009-10.

With the Australian wheat supply down due to quality and logistical issues, the South Asian region had the second largest increase in U.S. wheat imports in 2010-11. South Asia purchased 3.9 MMT, up 38% from 2009-10. Imports by Indonesia, where Australia traditionally has a 55% market share, reached 840,000 MT, a 59% boost from 2009-10. Purchases by the Philippines, the largest U.S. wheat buyer in the region, climbed from 1.6 MMT to 1.9 MMT, the highest level in the past 10 years.

“Looking to 2011-12, USDA projects continued strong demand for U.S.

wheat. USDA currently projects 2011-12 exports at 28.6 MMT, just above the 10-year average of 28.3 MMT,” Weigand says. “However, as the Black Sea drought and the supply shock of 2010-11 prove, the final results depend on weather, government actions and many other factors. One thing the world’s wheat buyers do know: U.S. wheat remains ‘the world’s most reliable choice.’”



## Hard White Wheat Exports Increase Slightly



In the 2010-11 wheat marketing year, Hard White wheat exports increased to 140,739 metric tons, compared to 131,133 metric tons the year prior, according to Steve Wirsching, director of U.S. Wheat’s Portland office.

Just as it is for Hard Red Winter wheat, Nigeria continues to be the largest export market for U.S.-grown Hard White wheat, which continues

to be in high demand in the African country. Nigeria imports enough wheat of all classes each day to fill a 100-car unit train.

Kansas is the third largest Hard White-producing state, growing about 5.5 million bushels, behind Idaho and California. Collectively, U.S. farmers produced about 13.5 million bushels of Hard White Winter wheat.



## More Than Just Baking at the 2011 National Festival of Breads

The National Festival of Breads returned to Wichita, June 25, to celebrate its relationship between farmer and consumer, plus highlight the art of baking bread at home.

This biennial contest, sponsored by the Kansas Wheat Commission, King Arthur Flour, Inc. and Fleischmann's yeast, featured educational opportunities alongside the baking competition.

The eight finalists participated in a "Farm-to-Fork" tour featuring lunch at a local wheat farm, wheat harvest and

tours of a grain elevator and flour mill to teach contestants about the journey taken by wheat from the field to the grocery store shelf.

Mary Kay Allen, a National Festival of Breads finalist, grew up on a farm and was impressed by the complexity of the flour milling process. "I will definitely appreciate it more the next time I pick up a bag of flour," Allen said.

Ryan Speer, a partner in Steve Jacob Farms, allowed the finalists to ride in a combine and experience wheat harvest firsthand in an effort to teach the finalists about wheat production.

On June 25, the National Festival of Breads opened to the public. While the finalists spent the majority of the day baking their breads, baking demonstrations and a variety of vendors were on hand for the public to enjoy.

"This contest was designed to promote the wheat and milling industries and encourage home baking," said Cindy

Falk, nutrition educator at the Kansas Wheat Commission, and contest coordinator. "I think we were very successful in accomplishing each of these goals."

New to the festival this year was the Share Our Strength "Great American Bake Sale," featuring items donated by local Wichita bakeries, Kansas 4-H members and the contest finalists. All proceeds from the bake sale were added to those from Saturday night's National Festival of Breads awards banquet auction to total more than \$2,000, which will assist the Share Our Strength organization's efforts to end childhood hunger in Kansas.

Top prize was awarded to Gale Collier of Redmond, Ore., with her Quick Raisin Granola Breakfast Rolls. Collier received \$2,000 cash, an expense paid trip to the King Arthur Flour Baking School in Norwich, Vt., and a year's supply of Fleischmann's Yeast.



## Urban Wheat Field Takes Kansas Wheat to Capitol Hill

The second Urban Wheat Field, held Sept. 23-24 near the Capitol Building in Washington, DC, brought together segments of the wheat industry for a "farm-to-fork" educational opportunity.

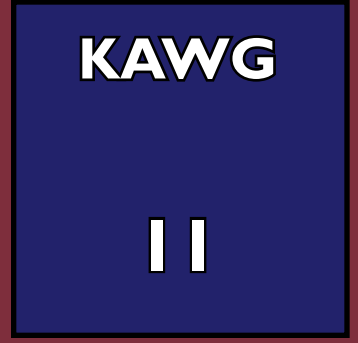
The football field-sized exhibit featured a quarter-acre of wheat, representing the stages of wheat growth from emergence to maturity; miniature mills that allowed consumers to see how wheat is broken down into flour; baking demonstrations and a grocery store display promoting a diverse array of wheat foods and products. Consumers attending the Urban Wheat Field could walk away with samples of food and whole-grain flour, plus an assortment of nutrition information.

Meeting consumers who had little knowledge of farming or wheat foods and being able to clarify wheat production and milling questions was a unique experience, according to Brian Linin, Kansas Wheat Commissioner from Goodland. Linin was one of a dozen volunteers from the Kansas wheat industry to help the Urban Wheat Field, which was sponsored by the Wheat Foods Council, of which Kansas Wheat Commission is a member.

Shireen Husain, a Washington, DC citizen originally from Los Angeles, said that to be able to walk through a live wheat field and touch the plants, kernels of wheat and flour, is a tremendous opportunity.

"Now that I have my own kitchen and I'm doing my own thing and try to find wholesome ingredients, the Urban Wheat Field gave me a better picture of that. I am interested in how real food is grown in America and how it ends up on our table," Husain said.





## New Directors Come Aboard KAWG

Justin Knopf and Eric Sperber joined the KAWG Board of Directors in Fiscal Year 2010. Sperber, manager of Cornerstone Ag in Colby, joins as an associate member. Sperber considers



this to be a pivotal time for winter wheat and he wants to be involved in policy regarding quality and

acre competition which he believes will determine the long-term sustainability

of the wheat industry. Eric and his wife, Rhonda have four children.

Justin Knopf, Salina, became District 5 director following the death of Bruce Otte. Knopf is partner in a diversified Saline County farm operation that includes wheat, alfalfa, corn, soybeans and sorghum.

Knopf says this is a defining moment for the wheat industry. "The wheat industry is being redefined thanks to renewed interest in wheat research by private companies, the start of public and private collaborations, and increasing demand for food," he says.

"It is important to gather input from other wheat producers and communicate their interests and my own to provide direction and input on the future of the wheat industry."

Knopf is active in the Kansas Farm Bureau and the Central Kansas Extension District.



A 2000 graduate from K-State, Justin and his wife, Lindsey have two children.

## KAWG Establishes 11-Member Board of Directors

In January, the Kansas Association of Wheat Growers finalized a plan to reduce the size of its Board of Directors from 17 to 11. Nine farmer-members and two associate members will sit on the board of directors.

According to KAWG by-laws, producer members are "...actively involved in the production of the crop." Associate members are not; nor do they have voting privileges.

Under the reorganization plan, one KAWG member will represent each

of the seven current districts. These directors are voted in by membership in that district. Two at-large members are chosen by the board of directors; two associate members are chosen by the organization's associate membership.

"Associate members have been dues-paying members for years but have never had a seat on the board of directors. Giving our associate partners a voice in the KAWG decision-making process broadens the discussion and adds an industry

perspective that otherwise we may not receive" said Dalton Henry, KAWG's director of government affairs.

"The decision to restructure the KAWG board was not made lightly," added KAWG President David Schemm, a Sharon Springs farmer. "The KAWG has a rich tradition of representing all Kansas wheat farmers. Our goal is to continue that tradition with a more streamlined and effective decision-making process."

## Monthly Newsletter Expands Communication Reach

Current KAWG News and timely information to help members are the goals of the new "KAWG News" newsletter, mailed monthly to members of the Kansas Association of Wheat Growers.

The newsletter, generously sponsored by the Kansas Wheat Alliance, augments the weekly KAWG E-Newsletter and is intended to give timely, regular information to KAWG members.

"While many associations are doing away with printed newsletters, KAWG leadership believes the 'KAWG News' is a way to keep our members informed, adding value to their membership," says Dalton Henry, director of government affairs.

KAWG Membership costs \$100 per year; log onto [KansasWheat.org](http://KansasWheat.org) for more information.



# Coming in 2012:

## Kansas Wheat Innovation Center



Check out our website: [www.kansaswheat.org](http://www.kansaswheat.org)

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