

# Wheat Marketing Center - Connecting Growers and Customers through Education and Research

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The Wheat Marketing Center (WMC) completed a major rebranding effort in 2017 in order to improve its communication with stakeholders and to more effectively market its technical training courses and share key research results. Changes include a new website, updated educational displays, and a new logo.

**New Website:** [www.wmcinc.org](http://www.wmcinc.org)

The new website, launched October, is designed to showcase WMC's unique capabilities including the Wheat Innovation Lab with its pilot scale cracker/biscuit, Asian noodle, and tortilla production lines [see Photo #1]. The home page also features videos explaining key analytical equipment and provides links to current events. Coming soon to the bottom of the home page will be a virtual tour of whole facility.



**Photo #1.**

The About Us tab includes lots of key information, including history of the Wheat Marketing Center and important role played by the seven charter state wheat commissions (including Oregon). Darren Padgett represents Oregon Wheat Commission (OWC) on the WMC board and current serves as Secretary.

## New Displays:

The educational displays in the hallway outside the WMC play an important role in explaining basic facts about the wheat market to wheat stakeholders and to

## Why Does This Matter?

- ▶ WMC is funded by OWC to conduct critical education, research, and marketing programs
- ▶ Provides key technical outreach to wheat customers all over the world
- ▶ WMC provides a unique facility and expertise to customers and growers

members of the general public. After close to thirty years with the old displays [Photo #2], it was time to update and refresh the educational displays in the hallway outside our office. With the help of our charter states and partners, we unveiled the new displays in October. There are five new screens and tablets, each covering a different part of the story of wheat and the Wheat Marketing Center: [Photo #3]

- Panel 1 – Welcome to the Wheat Marketing Center
- Panel 2 – All About Wheat and Wheat Quality
- Panel 3 – Moving Wheat from Farm to Market
- Panel 4 – Promoting U.S. Wheat Around the World
- Panel 5 – Our Global Customers

State-of-the-art technology allows the panels to be updated and enhanced without a major rebuild.



**Photo #2.**

Along with the rebranding projects, WMC has remained focused on its core mission of improving the understanding of how U.S. wheat can be used in end products to meet the changing demands of global customers. Grower workshops, crop quality testing, technical training, and research comprise the key programs.



**Photo #3.**

### 2017 Crop Quality Project

WMC completed this multifaceted project in October. With funding from the three PNW commissions, WMC collected and analyzed hundreds of harvest samples. Data was reported in the following ways:

- Weekly harvest reports
- Annual PNW Soft White Quality Report
- Annual USW Crop Quality Report (WMC provides SW and HWW data)
- PowerPoint presentations for USW crop quality tour

Crop quality reports are available on the WMC website.

### Grower Workshops

WMC has hosted workshops for growers from Oregon, Washington, Idaho, and Montana in recent months. These sessions provide a snapshot of the world wheat market and explain the quality demands of customers who buy wheat from PNW ports. See the Media Gallery on the WMC website for recent photos.

### Research Projects

WMC staff and Visiting Scholars conduct research to help wheat farmers respond to harvest challenges and take advantage of market opportunities. Research results can all be found on the WMC website. Current projects include:

- **Identifying Soft White Wheat Functional Characteristics for Saltine Crackers**

**Funding Partners: Idaho Wheat Commission, Oregon Wheat Commission, Washington Grain Commission**

**Project Summary:** In response to interest from customers in Latin America, WMC is working to identify soft white wheat functional characteristics for use in saltine crackers, with a focus on optimal protein levels and predictive tests for flour selection.

**Status:** Wheat samples have been milled and analysis is underway.

- **Developing Instant Noodles with Aleurone-Fortified Flour**

**Funding Partner: Chinese Academy of Sciences**

**Project Summary:** Scientists confirm that isolated aleurone is preferable to full bran because it contains higher levels of the most beneficial nutrients. WMC is investigating its impact on dough properties and instant noodle quality by substituting aleurone flour for refined wheat flour with the goal of developing an acceptable product formulation for consumers.

**Status:** Gary Hou presented the project findings to funding partners in China last month. The results were promising and may lead to additional product development work.

### Technical Training

Each year, the Wheat Marketing Center conducts a series of technical training courses which utilize WMC's pilot scale equipment and staff expertise. Hands-on training enables customers to gain first-hand knowledge and understanding about the value of U.S. wheat quality in end products. Courses are organized by WMC and in partnership with U.S. Wheat Associates.

### Summary

Innovative research topics, state-of-the-art equipment, technical short courses, and quality analysis are utilized by the Wheat Marketing Center to meet the ever-evolving challenges facing the wheat industry. With the addition of the new educational displays and updated website, WMC is well-positioned to address the challenges of the next thirty years.

