

# Tours Showcase Field to Fork for Idaho Wheat Growers

Through the support of Idaho's wheat growers, the Idaho Wheat Commission is able to host two tours that are designed to show wheat growers, field men, and industry partners where Idaho's wheat goes after it leaves the field. The Pacific Northwest (PNW) Export Tour is held each January and the Domestic Marketing Tour is held on even years.

Last June, nine growers, industry partners, IWC commissioners and staff members participated in the Domestic Marketing Tour. The program included stops at Grain Craft in Blackfoot, Ardent Mills in Ogden, Utah, Union Pacific Railroad Roper Yard in Salt Lake City, Utah, Aspen Mills Bakery in Ogden, Pepperidge Farm in Richfield, Utah, and a final stop at Monsanto in Soda Springs.

The group met with Shrene White at Ardent Mills, who explained the extensive research Ardent Mills has conducted into consumer trends. Later the group was able to see how those trends transfer to the small, family owned and artisan baking companies like Aspen Mills Bakery and how production practices at similar baking businesses compare to and compete with the overwhelming quantities produced by wheat foods giants like Pepperidge Farm.

In January, 19 growers, industry partners, IWC commissioners and staff members participated in the



Tour participants get a hands-on experience with the process of testing wheat quality and making dough before turning the dough into noodles. Pictured here: Bon Lee, WMC; Zak Miller, Idaho Farm Bureau; Steve Riggers, Craigmont; Joe Anderson, Genesee; Dan Lakey, Soda Springs; Devon Zenner, Nez Perce; Dr. Jayne Bock, WMC; Clinton Kinghorn, Idaho Falls.



L-R Brogan Darrington, Declo; Blaine Jacobson, IWC; Jeff Van Orden, Blackfoot; Jerry Brown, Soda Springs; Daren Hall, Director of Terminal Operations Union Pacific; Taylor Duncan, Rupert; Gilbert Hofmeister, American Falls; Kyle Larson, Soda Springs; Tyler Searle, Rexburg.

PNW Export Tour in Portland, Oregon. Discussions with Jayne Bock, Technical Director at the Wheat Marketing Center, and the hands-on quality testing exercises provides unique insight into wheat production and wheat quality and how wheat quality is such a significant factor in global demand of Idaho wheat. The Wheat Marketing Center is a facility whose mission it is to bridge the gap between growers and consumers through technical training, grower workshops, research, product development, and crop quality testing. The Wheat Marketing Center promotes and demonstrates the superb quality of wheat grown in the PNW for global products, and the participants on the PNW Export Tour were able to experience those efforts first hand.

In addition to the Wheat Marketing Center highlights of the tour included conversations with Kristin Meira, Executive Director of the Pacific Northwest Waterways Association, and Kevin Brice, Deputy District Engineer for Programs and Project Management with the U.S. Army Corps of Engineers. The group were also able to participate in a tug boat tour of the Willamette River with Shaver Transportation and stopped at the TEMCO



life. Craig retired from Thresher Artisan Wheat after a 32-year career.

Craig was loved and admired by those with whom he worked and traded. Greg Murdoch, with Wada Farms, says its rare in today's world to work with the same individual for 32 years and not only consider them a good business partner but a great friend. "Craig has meant the world to me and I have the upmost respect for him and the life he's lived."

Dean Dreher said, "The human race has one really effective weapon: laughter." This is Craig Goodwin to a T. "Whenever I was around Craig we would either be laughing with each other or at each other. For instance, I was in his office negotiating on grain prices. Craig had a horn sitting on his desk. I ask him about it and he said it was a horn. Well, my curiosity got the better of me and I blew into the horn. My face was covered in powder. The laughter that day was on me, but either way the laugh made you feel better from the experience. When under Farmers Merchant Craig moved from operations to buying I wondered what they were thinking. After six months of dealing with Craig as a buyer I wondered how they ever ran the office without him! Craig is a very good friend, a super human being; he touched a lot of people's lives in a good way, including mine." ■

## Craig Goodwin Excellence in Agriculture Legacy Scholarship

In honor of Craig's legacy of integrity, work ethic, and eternal optimism even in the face of hardship Thresher Artisan Wheat is establishing a \$500 scholarship. This \$500 scholarship will be available to Sophomores or higher in college that have completed 1 year of school in an agriculture-related field by January. It will be available to students attending 4-year or 2-years schools in Idaho. Preference will be given to students who have been involved in FFA and 4H and have maintained a GPA of 3.5 or above. The Craig Goodwin Excellence in Agriculture Legacy Scholarship will be awarded during our annual Seed Days event in January/February. Deadline for application will be November 1st.

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