



MICHIGAN WHEAT PROGRAM

P.O. Box 25065
Lansing, MI 48909

1-888-WHEAT01 (943-2801)
www.miwheat.org

Michigan Wheat: Our Mission and Future

David Milligan, Chairman

Jody E. Pollok-Newsom, Executive Director

MWP: The Mission



To promote a **viable, thriving and growing** Michigan wheat industry which includes...

- input suppliers,
- seed producers,
- growers,
- millers,
- end users and consumers.

MWP: The History

- Summer 2011: Voted in by growers
- Late 2011: Board appointed, 1st meeting
- May 2012: Assessment collection began
- 2012: Funded 1st research
- 2013: Began grower communications
- September 2014 – First consumer activity



Michigan Wheat: The Facts

- MI ranks **12th** in **US winter wheat** production. (Kansas #1)
- MI produces 2.4% of US wheat
- MI wheat yield, all classes = 40 mill. bu.
 - **MI avg.** yield = **76 bu./Acre** (2012)
 - US avg. yield = 47.2 bu./Acre (2012)



Michigan Wheat: The Facts

- MI produces soft white & soft red winter wheat
- **White wheat acreage** is decreasing, red wheat increasing.
 - 1993, ratio white to red: 70:30
 - 2011, ratio white to red: 40:60



MI Wheat: The Uses



Soft red winter wheat

cookies

cakes

donuts

pastries



Soft white winter wheat

cereals

cakes

cookies

crackers

MI Wheat: Processing, Value-Added

Michigan's top-line millers...

Kellogg

Kraft

Nabisco

General Mills

Chelsea Milling

King Milling

Knappen Milling

Mennel Milling

Star of the West Milling



MI Wheat: Consumer Education

Countering media misinformation

- Consumer misunderstanding
Jimmy Kimmel Live on GMOs
<https://www.youtube.com/watch?v=EzEr23XJwFY>
- Anti-gluten information
 - “wheat belly” book
 - “brain grain drain”
- Consumer misunderstanding
Jimmy Kimmel Live on gluten
<https://www.youtube.com/watch?v=AdJFE1sp4Fw>



MI Wheat: Consumer fact-finding

Breakfast on the Farm.

- Asked lots of questions.
- “What are your thoughts about wheat?”

Answered lots of questions.

- “What is this?”
- Gluten frustration
- Gluten information

We asked visitors to vote on our look.

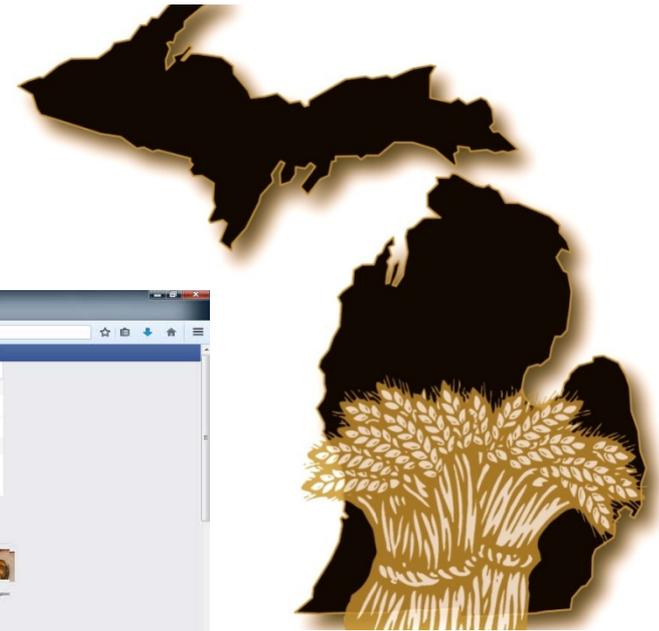
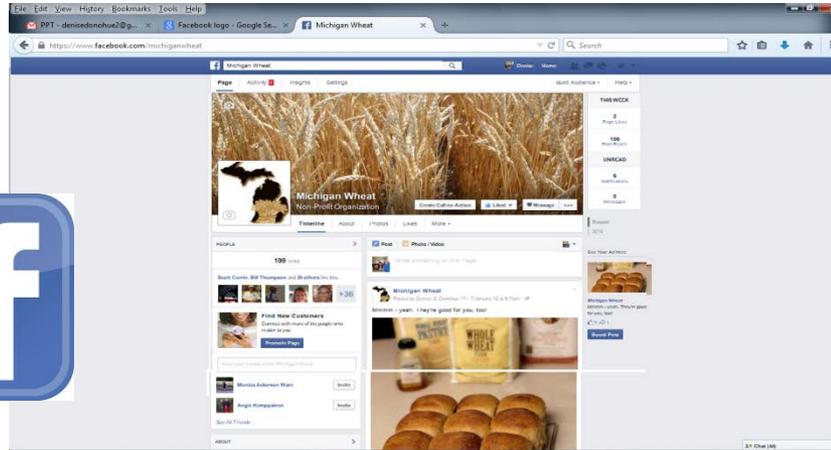


MI Wheat: On Facebook

Building a **consumer following**:

- Provide accurate information, 3x/week
- **Sell the positives** of wheat, wheat products
- Chime in on national issues
- Highlight **science-based** wheat information
- Debunk national coverage
- New **recipes**

Friend us!



MI Wheat: @ MI Restaurant Show

Partnered with commodity organizations

Utilized **up and coming chef**

- New pork-wheat recipe and demo

Introduced:

wheat berries

- Samples
- **How milled**
- Gluten information

Samples/handouts

- Cookies
- **Gluten info**
- **Wheat 101**
- **Wheat**



MI Wheat: @Taste of Home Show

Partnered with **WSGW** radio.

Booth highlighted...

- Facebook “Like Us” **stickers**
- Promoted **recipes**

Grower involvement

- “**How I grow it.**”
- **Healthy**

Samples and handouts

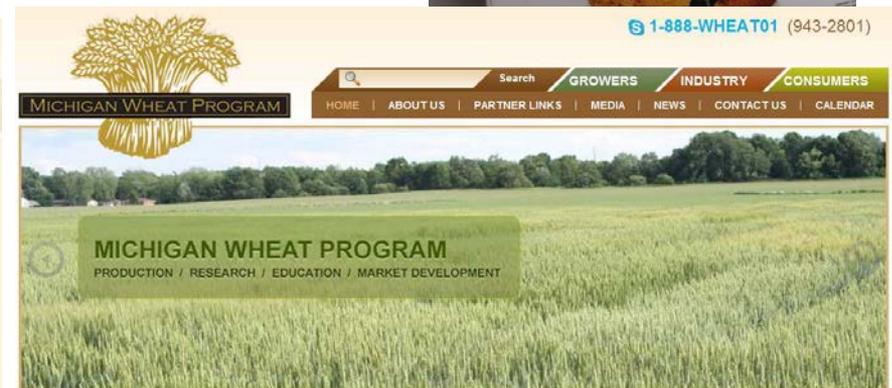
- **Gluten information**
- **Wheat 101**
- **Wheat**
- **Pretzels and Pop-Tarts®**



MI Wheat: Online

Website revisions launch soon.

- www.miwheat.org
- Consumer page
- Links to other organizations
- Gluten info
 - *Consumer Reports*, Jimmy Kimmel



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MI Wheat: Wheat-positive pieces

Positive coverage:

- MSUE gluten piece
- **McDonald's®** publication
- MI Ag Magazine
- Breakfast on the Farm
- MI Ag Council
- *Consumer Reports*

WHEAT FILL-IN

Michigan Wheat Farmers plant between 600,000 and 700,000 acres of wheat each year. Those acres make 40 million bushels of wheat. That much wheat can make over 50 billion cookies!

Fill in the blank letters for each food made with wheat. When you're done, use the letters to figure out the secret word.

1 _ R A P

2 _ O T C A K E S

3 C O O K I _ S

4 B R E _ D

5 B I S C U I _

The secret word is

1 2 3 4 5

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P.O. Box 20205
Lansing, MI 48200
1-800-MI-WHEAT (643-2011)
www.mhwheat.org

McDonald's
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AMERICAN WHEAT

MI Wheat: E-newsletter

E-newsletter for farmers, stakeholders

- *Wheat Wisdom* launched in November 2014
- Sign up at www.miwheat.org
- Brief info on events, issues, research
- Special farmer news
- Archived on website
- E-news linked to more info

Please forward to others!



MI Wheat: The Future

- Continue current consumer work.
- Further develop **communication links** to share information.
- Monitor media for anti-wheat/gluten info.
- **Grow relationships** with food industry partners.
- Grow presence in **consumer information**.

MI Wheat: For More Information

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Jody E. Pollok-Newsom
Executive Director

- jody@miwheat.org
- 517-625-WHEA (9432)
- 1-888-WHEAT01 (943-2801)
- 517-490-0280 (cell)
- 517-625-6061 (FAX)
- www.miwheat.org