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 12\textsuperscript{th} 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
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
MI Wheat: E-newsletter

E-newsletter for farmers, stakeholders

- *Wheat Wisdom* launched in November 2014
- Sign up at [www.miwheat.org](http://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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