

# The Oklahoma Wheat Commission

## Public education

OWC works to educate the public about wheat production and industry operation through educational programs like the Junior Wheat Show, the Best of Wheat bread baking contest and various Oklahoma farm shows.

OWC also supports the development and use of materials produced by the Wheat Foods Council emphasizing the importance of wheat in a balanced, healthy diet.



Your wheat checkoff contribution supports the future of Oklahoma Wheat.

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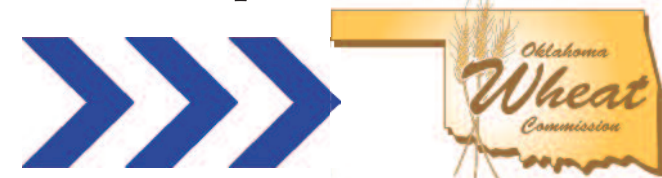


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*At work for Oklahoma's  
wheat producers*



# At work for Oklahoma's wheat producers



In 1965, the Oklahoma Wheat Resources Act established the Oklahoma Wheat Commission (OWC), and with it, the framework for wheat producers to invest in product promotion.

OWC promotes greater use of wheat in domestic and international markets through research, market development and public education. OWC's budget is based on crop production and producer participation.

## Producers determine our priorities

The Oklahoma Wheat Commission is composed of members elected by their peers from five wheat production districts across the state. Members of the commission are residents of Oklahoma and are actively engaged in growing wheat.



## Commissioner's responsibilities

- Developing policy and programs
- Overseeing the implementation of policy and programs
- Approving budget expenditures
- Directing the funding of research, market development and public education
- Representing district producer interests
- Promoting Oklahoma wheat

## Research

Twenty percent of all producer funds collected by OWC are allocated to the Oklahoma Wheat Research Foundation, as required by law. In addition, OWC supports numerous wheat research projects conducted by Oklahoma State University Division of Agricultural Sciences and Natural Resources, all aimed at ensuring the future of Oklahoma wheat.



## Specific areas of research

- Wheat breeding and genetics
- End use quality
- Production techniques
- Non-food uses of wheat
- Nutrition education of consumers
- Utilization of wheat flours

## Increasing product value

- Building strategic alliances with our key customers
- Funding research for recommended varieties created at OSU
- Promoting our wheat into the domestic and international markets



## Market Development

OWC is committed to ensuring the competitiveness of Oklahoma wheat in national and international markets. OWC invests producer contributions to market development through U.S. Wheat Associates (USW) and the Wheat Foods Council.

USW is the export development organization representing the United States wheat industry. USW promotes global exports by demonstrating the consistent quality, reliability and availability of U.S. wheat. With the support of 17 state wheat commissions and matching contributions from the USDA Foreign Agricultural Services, USW conducts market analysis, trade servicing, technical assistance and consumer promotions in more than 100 countries.

The Wheat Foods Council uses various national promotions to raise consumer awareness about the important role wheat-based foods play in a healthy, balanced diet. Producer contributions are matched dollar for dollar by milling and baking industries in support of the Council.

