

Public Education

The 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.

The OWC also supports the development and utilization 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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THE OKLAHOMA WHEAT
COMMISSION
*at work for Oklahoma's
wheat producers*



THE OKLAHOMA WHEAT COMMISSION

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

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

Producers determine our priorities

The OWC is entirely producer controlled. Oklahoma wheat producers elect their fellow producers to serve as commissioners.

Once nominated in district elections, commissioners are then appointed by the Governor of Oklahoma to serve a five year term. Five Oklahoma wheat producers make up the board of commissioners.

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 the OWC are allocated to the Oklahoma Wheat Research Foundation, as required by law. In addition, the 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 include:

- 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

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

U.S. Wheat Associates (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 19 state wheat commissions, and matching contributions from the USDA Foreign Agricultural Services, USW conducts market analysis, trade servicing, technical assistance and consumer promotions in 130 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.

AT WORK FOR OKLAHOMA'S WHEAT PRODUCERS