



## **PRESS RELEASE**

### **For Immediate Release**

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### **Nebraska Wheat Serves at Two Washington DC Events**

On Thursday, September 23 and Friday, September 24 a live wheat field, approximately one-quarter of an acre in size, sprouted from the streets of Washington DC in an effort to promote food literacy via farm-to-fork wheat education. The Nebraska Wheat Board (NWB) and Nebraska Wheat Growers Association (NWGA) along with fellow members of the nation's wheat industry united to deliver an authentic experience to consumers and elected representatives during the Wheat Foods Council's second Urban Wheat Field on Maryland Avenue in sight of the U.S. Capitol.

Experts in the areas of wheat agriculture, milling, baking and nutrition guided visitors through each phase of wheat's life cycle, while engaging them in hands-on activities and demonstrations. Nebraska Wheat representatives to the Urban Wheat Field included Brent and Amy Robertson of Elsie, Shawn Sullivan of Wallace, Scott and Debbi Osler of Elsie, Royce Schaneman of Lincoln and Zoe Olson of Lincoln. Brent Robertson serves on the NWB and is Secretary/Treasurer of the Wheat Foods Council. Sullivan is President of NWGA and Scott Osler is Past-president of NWGA. Schaneman is Executive Director of NWB and Olson is Executive Director of NWGA and serves as Public Information Officer of NWB.

NWGA with sponsorship from NWB brought its Mobile Baking Lab to the Urban Wheat Field. Nebraska Wheat representatives baked cinnamon rolls for Thursday's opening reception for Congressional representatives, staffers and the media. Representative Collin Peterson of Minnesota who serves as Chairman of the House Agriculture Committee provided opening remarks. During the reception, Nebraska Wheat representatives were able to meet with some of Nebraska's Congressional representatives and their staffers who visited the Urban Wheat Field.

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On Saturday, September 25 Sullivan, Osler and Schaneman participated in the 2010 Barracks Row Fall Festival at the Marine Barracks in DC by preparing and serving snicker doodle cookies and pasta samples to festival visitors.

“The Urban Wheat Field was a good outreach tool for urban residents to see how food gets to their fork from the farm,” said Sullivan. “We were extremely proud to provide high-quality food samples to the men and women serving in our military at the Barracks Festival. It was a great opportunity to do something good for our armed forces.”

The Urban Wheat Field was designed to help people better understand wheat’s production process and nutritional value by enabling them to experience the farm-to-fork journey. Brent Robertson stated, “The Urban Wheat Field provided an opportunity to articulate a positive agricultural experience to an urban audience. Nebraska was well-represented in many areas of the event.” To learn more, visit Nebraska Wheat’s website at [www.nebraskawheat.com](http://www.nebraskawheat.com) or the Wheat Foods Council’s website at [www.wheatfoods.org](http://www.wheatfoods.org).

The Nebraska Wheat Board administers the one and one-quarter cent per bushel excise tax levied on wheat marketed in Nebraska. The Board invests the funds in programs of international and domestic market development and improvement, policy development, research, promotion and education.

The Nebraska Wheat Growers Association is a dues-paying, voluntary membership organization that represents Nebraska’s wheat producers on state and national policy issues. It sets membership policy on matters vital to producers’ interests such as soil and water conservation, transportation, the environment, production, the Farm Bill and crop insurance.

The Wheat Foods Council is a nonprofit organization formed in 1972 to help increase public awareness of grains, complex carbohydrates, and fiber as essential components of a healthful diet. The Council is supported voluntarily by wheat producers, millers, bakers, and related industries.

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