



News Release

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Nebraska Wheat expands Bake and Take event

The Nebraska Wheat Board (NWB) and Nebraska Wheat Growers Association (NWGA) are celebrating Bake and Take month by bringing the Mobile Baking Lab to the Triumph of Ag Expo in Omaha, March 6-7, 2012 to serve free cinnamon rolls.

Wheat organizations around the country have celebrated Bake and Take during the month of March for nearly 40 years. The purpose of the event is to combine wheat nutrition and education with community service by baking and sharing wheat foods.

Traditionally, NWB celebrates by providing cinnamon rolls to state leaders and other members of the agriculture community. However, this year the organization is expanding the event by partnering with NWGA to bake and serve cinnamon rolls at the Triumph of Ag Expo.

“Our board enjoys Bake and Take because they like sharing that wheat production doesn’t end with the farmer,” said Royce Schaneman, NWB executive director. “By working with the Nebraska Wheat Growers Association and using the Mobile Baking Lab, we can expand this event into another area of our state and reach many new people.”

“Participating in the Triumph of Ag Expo will let us connect with other agriculture people and explain wheat’s role in agriculture, as well as what we as an association are doing with the



Mobile Baking Lab to promote agriculture’s role in food to the public,” said Dayton Christensen, NWGA president.

In addition to free cinnamon rolls, visitors to the Triumph of Ag Expo booth will be able to visit with wheat farmers, farmer’s wives and NWB and NWGA staff about topics ranging from wheat production, wheat as a rotational crop and wheat’s role in the diet.

Those interested in participating in Bake and Take in their own community may contact the Nebraska Wheat office for free stickers and recipe cards. This year’s recipes include low-fat apple spice bars and dark chocolate drop cookies.

The Nebraska Wheat Board administers the check-off of 0.4% of net value of wheat marketed in Nebraska at the point of first sale. 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 non-profit, membership-based organization that works to improve and stabilize the profitability of the Nebraska wheat producer. NWGA works to do this by representing Nebraska’s wheat producers in state and national policy and providing educational opportunities to producers and consumers.

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