



News Release

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FOR MORE INFORMATION
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Nebraska Wheat decides to forgo participation in state fair

Lincoln, NE— After nearly a decade of educating consumers and providing wheat treats, Nebraska Wheat will not participate in the 2016 Nebraska State Fair.

Several factors contributed to the organization's decisions, but two primary factors included budgetary concerns and educational impact. "We have had to reprioritize our participation in events based on the return of investment and the ability to share the message of wheat production with consumers," said Nebraska Wheat Board chairman Brent Robertson.

Nebraska Wheat, a cooperation between the Nebraska Wheat Board (NWB) and the Nebraska Wheat Growers Association (NWGA) began serving wheat treats at the state fair in 2007. In 2009, the organization debuted its "World of Wheat" display that told the story of wheat from field to flour. The interactive exhibit grew over the next five years to include multiple hands-on activities like milling wheat, a table threshing machine, interactive quiz games and actual wheat farmers who would visit with fairgoers. The display's highlight included the Mobile Baking Lab which gave away fresh cinnamon roll, bread and cookie samples. Nebraska Wheat also participated in the Raising Nebraska building for two years, serving wheat treats, doing cooking demonstrations and providing hands-on milling and threshing activities for kids.



“Participating in state fair was always a highlight for our board and membership,” said NWGA president Randon Peters. “We’ll miss getting to interact with the students and public at the fair, but we look forward to sharing the message of wheat in some other upcoming events.”

Nebraska Wheat will participate in the Husker Harvest Days in Grand Island on September 13-15, 2016. They will also have a modified version of the “World of Wheat” display, including the Mobile Baking Lab, at the AKSARBEN Stockshow & Rodeo in Omaha on September 22-24, 2016. Those with questions about events Nebraska Wheat is participating in may contact the office at 402-471-2358.

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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