



Wheat Marketing Center Hires New Technical Director

October 2, 2018

Portland, Oregon – The Wheat Marketing Center (WMC) is excited to announce the selection of Dr. Jayne Bock as the new Technical Director. Starting in late October, Dr. Bock will lead WMC’s research and technical training efforts focused on demonstrating the value of U.S. wheat produced across the country. WMC Managing Director Janice Cooper said, “Dr. Bock was selected after a lengthy international search. She possesses an excellent set of research skills, technical expertise and communication abilities that will help move WMC programs in new and exciting directions.” Cooper is particularly pleased that Bock has a depth of experience with soft wheat quality and end products, including crackers and biscuits.

Bock earned her B.Sc. and M.Sc. in Food Science at Kansas State University and her Ph.D. in Food Science at University of Wisconsin – Madison. She spent several years at the University of Guelph as an Adjunct Professor and, more recently, as Global Technical Leader with Brabender Instruments and consulting with Chopin Technologies. She is an experienced research leader with a specialty in grain and flour quality. Bock is also active in wheat industry associations, including AACCI, and has co-authored an impressive list of refereed publications. “I enjoy the challenge of communicating complicated technical issues to diverse audiences and am very excited to be joining the WMC team,” said Bock.

WMC Board Chairperson Bill Flory, an Idaho wheat grower, looks forward to welcoming Bock at the upcoming board meeting on October 18th in Portland. “WMC’s technical expertise in research and product development is highly respected around the world. Dr. Bock’s background and experience are an excellent fit to help WMC meet the evolving challenges of our customers and wheat producers,” said Flory. “Jayne will be a great addition to our existing group of dedicated professionals.”

The Wheat Marketing Center, created in 1988, acts as a bridge between wheat growers and customers. WMC is a technical crossroads of the wheat world linking wheat producers, consumers, millers and end product manufacturers. WMC provides: technical training for customers on improving end product quality, grower workshops focused on the importance of wheat quality, innovative research, product development, and crop quality testing services. WMC is funded by seven state wheat commissions from Idaho, Oregon, Washington, Colorado, Montana, Nebraska, and North Dakota, and is located in the historic Albers Mill Building in Portland, OR. For more information, please go to www.wmcinc.org.

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