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New wheat marketing center technical director gets her 'dream job'

Matthew Weaver Oct 19, 2018



Jayne Bock is the new technical director at the Wheat Marketing Center. She begins Nov. 1.
Wheat Marketing Center

The new technical director of the Wheat Marketing Center says she's gotten her "dream job."

Jayne Bock takes over the position Nov. 1. She replaces Gary Hou, who departed April 30 after more than 22 years with the center.

Bock spoke by telephone with the Capital Press while in Portland for the Oct. 18 center board meeting.

“It’s this beautiful blend of academia and industry, where I really get to pursue my passion for education and teaching, while also doing a research component as well,” she said.

The job allows Bock a closer connection to the people who will be using her research, she said.

The center already has a reputation for excellence in the technical aspects of wheat production, Bock says, noting she wants to build on that reputation.

Her main goal is to connect farmers with their customers, making sure breeders and farmers understand quality from the perspective of millers and bakers.

Bock’s family has grown wheat for several generations in Kansas. When she was younger, she thought she wanted to become a veterinarian, but realized she didn’t have a strong stomach for “massive amounts of blood.”

She instead studied feed science, a way to have a peripheral involvement with animals, while working with “something I enjoy and am passionate about on the grain side,” later moving into the food aspect of grain.

Bock received her bachelor’s and master’s degrees in food science at Kansas State University and her Ph.D. in food science at the University of Wisconsin-Madison. She worked as an adjunct professor at the University of Guelph and more recently as global technical leader with Brabender Instruments and as a consultant with Chopin Technologies.

The center serves farmers, with technical assistance and training or with research, and helps overseas buyers learn about the benefits of using U.S. wheat, Bock said.

“I’m very passionate about wheat, education and research, so this is really a dream job for me,” she said. “I’m really excited to be able to get started and really help the U.S. wheat industry move forward as a whole.”

