2018-19 Annual Report

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Wheat Marketing Center (WMC), located in the historic Albers Mill building in Portland, OR, is dedicated to improving the well-being of present and future generations of U.S. wheat farmers and worldwide consumers by conducting wheat utilization research projects and delivering dynamic educational programs in partnership with other international technical and educational organizations.

**Wheat Innovation Lab**

With the generous support of several state wheat commissions, Wheat Marketing Center acquired pilot scale production lines that enhance its research, product development and technical training capability. The Asian Noodle Line includes a vacuum mixer, dough sheeters, five reduction rolls, slitter, steamer, fryer, and dryer. It replicates the commercial noodle production and is very suitable for technical training, research and product development purposes. The Cracker/Biscuit Line, one of only two in the world, can be adapted to many types of products, including saltine crackers, snack crackers, Marie-style semi-sweet biscuits, and various types of rotary cookies. WMC also has a tortilla line, a bagel maker, and a fully equipped bake lab.

The Wheat Innovation Lab is the first stop for the many visitors to the Wheat Marketing Center. The ability to demonstrate cracker, Asian noodle and tortilla production clearly demonstrates how different wheat classes are used (alone and in blends) and how wheat quality impacts end product quality.

**Research Highlights**

WMC’s research projects focus on the end use quality of U.S. wheat, improvement of whole-wheat flour products, and enhancement of nutritional benefits in wheat foods. Often, research topics are chosen in response to harvest challenges and/or market opportunities. Recent projects include:

- **Soft White Wheat Functional Characteristics for**
- **Evaluation of Different Tea Extracts on Noodle Textural, and Functional Properties**
- **GlutoPeak Method for Gluten Strength in Whole-Wheat Flour**
- **Substituting Soft White Bran for Hard Red Wheat Bran in Whole Wheat Noodles**
U.S. wheat competes in the world market based on its high quality and reliable supply. Each year, Wheat Marketing Center joins other quality laboratories from around the country in testing and documenting the quality characteristics of the current crop. In cooperation with elevators and grain facilities in Idaho, Oregon and Washington, harvest samples of PNW wheat are collected and sent to WMC where tests are performed and results reported weekly throughout the harvest season. In addition to this weekly testing, WMC produces an in-depth Crop Quality Report on soft white wheat (funded by the PNW wheat commissions) and provides data on soft white and hard white wheat for the comprehensive USW Crop Quality Report. WMC also participates in regional evaluations of new varieties being considered for release. WMC also coordinates the testing of National Wheat Yield Contest samples.

To accommodate requests from customers for confidential assistance, WMC Lab Services, a for-profit entity, was established to conduct proprietary research, lab analysis and training. WMC Lab Services provides a range of services including quality testing, cracker/biscuit, Asian noodle, tortilla, and other product development on our pilot scale production lines, and customized training for technical staff. Under a lease agreement, WMC Lab Services reimburses Wheat Marketing Center for facility and staff use. WMC Lab Services is governed by a separate board of directors.

In 2001, Wheat Marketing Center (WMC) initiated a scientific technical exchange program for Visiting Scholars to perform research on selected topics. Scholars have come from many key markets, including Japan, Taiwan, Philippines, China, and Korea. Since the program’s inception, WMC has hosted 26 Visiting Scholars from ten countries.

The Visiting Scholar program invites highly-skilled researchers from key world markets to WMC. The Visiting Scholars engage in specific research projects jointly defined by the scholar and WMC to support the interests and objectives of WMC’s partners. Such exchanges not only strengthen relationships and create networks with current and emerging technical leaders but also build foundations for better recognition of the comparative advantages of using U.S. wheat in existing and new product markets.

Interested researchers may apply to: info@wmcinc.org.
2019 Calendar of Events

Grower Workshops

Jan. 7  Idaho Growers’ Workshop
       Sponsored by Idaho Wheat Commission
Jan. 7-10  Nebraska Growers’ Workshop
          Sponsored by Nebraska Wheat Board
Jan. 22-25  North Dakota Growers’ Workshop
          Sponsored by North Dakota Wheat Commission
Feb. 7-8  Oregon Growers’ Workshop
          Sponsored by Oregon Wheat Commission
Feb. 26- Mar. 1  Montana Growers’ Workshop
             Sponsored by Montana Wheat and Barley Committee
Jun. 6  Idaho Wheat Commission
       Legislative Tour
Jul. 10  Iowa Farm Bureau Tour
Jul. 30  Kentucky Farm Bureau Tour
Jul. 24-26  Oklahoma Growers’ Workshop
          Sponsored by Oklahoma Wheat Commission
Dec. 3-5  Washington Growers’ Workshop
          Sponsored by Washington Grain Commission

Courses

USW Courses
Mar. 20-21  Western White Workshop for Japan Flour Millers Association
Mar. 28– Apr. 3  Philippine End Product Collaborative
May 20-24  Korean Noodle Flour Blending Course
Jun. 3-7  China Contracting for Wheat Value Workshop
Jul. 1-5  Korean Baking Course
Jul. 8-12  Korean Contracting for Wheat Value Workshop
Jul 29-Aug. 2  Taiwan End Products and Flour Study Team
Aug. 12-16  Nigerian/Tanzanian Whole Wheat Baking Course

WMC/BAKERpedia Courses
May 29-30  Flour & Ingredient Quality
Aug. 7-8  Flatbreads & Tortillas
Oct. 2-3  Trend Spotting
Dec. 9-10  Bread Fermentation
Dec. 12  Lamination

Board of Directors

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