

Okarche Wheat Grower Daniel Crossley Shares His Eye-Opening Experience Visiting the Wheat Marketing Center

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Daniel Crossley, Okarche wheat producer looking at tortilla evaluations with Hard Red Winter wheat at the Wheat Marketing Center.

Daniel Crossley of Okarche, Okla. is a fifth-generation wheat farmer with property in both Canadian and Kingfisher Counties. During a recent trip with the Oklahoma Wheat Commission to the Wheat Marketing Center in Portland, Ore. for the 2019 Wheat Export and Technical Marketing Producer Workshop, Crossley had the opportunity to learn a great deal about the different varieties of wheat produced around the country and how the WMC works with the industry to help identify each region's best marketing opportunities. He sat down with Radio Oklahoma Ag Network Farm Director Ron Hays to talk about his experience during this trip and the takeaways he gleaned from it. You can

listen to their complete conversation by clicking or tapping the LISTEN BAR below at the bottom of the page.

“For somebody who has grown up in Oklahoma dealing specifically with HRW wheat, it was just really an eye-opening experience seeing all the variations and classes of it and what that stuff goes toward,” Crossley said. “It’s amazing that even though it’s all wheat flour, the different variations and what it can actually go to.”

Crossley learned that the WMC helps the industry organize the various wheat varieties available today and identifies their specific and unique characteristics. Through that process, the WMC also helps determine which products and markets each variety is best suited. It can also advise producers on how to improve or change their agronomic practices in order to maximize their crop’s potential marketing opportunities.

“It was amazing to learn and start a conversation of you know, ‘are we going after the right things? Do we need to be more protein focused? You know etc. and figure out what route we really need to focus on,’” he said praising the WMC for its wealth of knowledge and education outreach. “I think education is key in helping people understand what we’re working toward and hopefully opening up greater marketing opportunities. With these resources we can hopefully take our wheat more toward a specific direction as opposed to just trying to get a stand, make it to harvest and get it to the elevator. Really find out what the market is going for and try to get it to something else that quite frankly will get us more money in our pockets.”