



PRESS RELEASE

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Nebraska Wheat Growers Association Announces Bake and Take Festivities

Members of the Nebraska Wheat Growers Association (NWGA) delivered 250 cinnamon rolls to state senators, and other state, local and national government offices on Tuesday, March 17 during their annual promotion of Bake and Take month and as a part of National Ag Week March 15-21.

NWGA members also took advantage of Nebraska Wheat's new mobile baking lab by baking 62 loaves of whole wheat bread that NWGA President Scott Osler, Vice President Shawn Sullivan and Public Information Officer Zoe Olson delivered to the Matt Talbot Kitchen. "We are proud to grow quality wheat for our families and the world," said Osler. "We're pleased to be able to share this blessing with others during these tough economic times and to remind people that baking wheat foods at home is nutritious, delicious and a great way to stretch the food budget." Sullivan pointed out that baking at home is both educational for kids by teaching math and nutrition and good economical family entertainment. "There's just something about working together creating bread or cookies and the aroma that comes with it that makes a family feel good. It's about being together," said Sullivan.

Begun in 1970, Bake and Take is observed annually on the last Friday and Saturday of March. Many organizations participate in Bake and Take Days as a community service project to demonstrate their care and concern for the elderly or shut-ins in their communities. Individuals can use this opportunity to do something special for a teacher, neighbor or friend. Nebraska Wheat recommends participants obtain permission from shelters, nursing homes or other institutions before delivering baked goods.

MORE

Each year NWGA with support from the Nebraska Wheat Board (NWB) distributes brochures and stickers to 4-H and school groups who bake and distribute wheat foods in their communities. This year, over 1400 brochures and stickers have been requested and distributed throughout the state.

Bake and Take Days can bring joy to both the giver and receiver of the baked goods. Visiting with the recipient when delivering a home-baked item can be one of the most rewarding aspects of the event. Participants can obtain free recipe pamphlets and stickers to place on packages of home-baked goods by contacting the NWGA or NWB. The recipe brochure is also available on-line at www.nebraskawheat.com. Photos of Bake and Take deliveries as well as other Nebraska Wheat activities can also be found on the website.

In addition to the Bake and Take promotion, both NWB and NWGA held board meetings in Lincoln. NWGA also hosted its first in a series of educational event for wheat producers “Growing Winter Wheat in Nebraska – Optimizing Winter Wheat Production for Nebraska, the U.S. and the World”. The event was attended by 30 individuals and included presentations from University of Nebraska experts in wheat breeding and production. Presenters include Dr. Stephen Baenziger, Dr. Tom Clemente, Dr. Stephen Wegulo, Dr. Gary Hein and Lancaster County Extension representatives Mr. Tom Dorn, Ms. Lisa Jasa and Dr. Gary Hergert. Tours of the Wheat Quality Lab and UNL greenhouses where wheat crossing is occurring were included in the day’s activities.

The second educational event in the wheat producers’ series will be held June 10, 2009 in Gering, NE. The NWGA will meet on June 11 in Gering and the NWB will meet on June 11 and 12 also in Gering. All meetings are open to the public. Information on all Nebraska Wheat activities can be found on the website or by calling 402.471.2358.

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