



## **PRESS RELEASE**

### **For Immediate Release**

Lincoln, NE  
September 26, 2008

### **For More Information Contact:**

Royce Schaneman, Executive Director, 402.471.2358  
Zoe Olson, Public Information Officer, 402.471.2358

### **Nebraska's Amber Waves of Grain in New York City**

Ten days and counting to the “Urban Wheat Field” in New York City and Nebraska Wheat representatives Nebraska Wheat Board member Brent Robertson and wife Amy of Elsie, Executive Director Royce Schaneman, and Public Information Officer Zoe Olson are making final preparations for the trip. The Wheat Foods Council and sponsors from all areas of the wheat industry will unveil the Urban Wheat Field in the heart of the Big Apple, October 6 to 8. The event, open to the public from 9 a.m. to 5 p.m. EST daily, will be located at the intersection of Water Street and South Street in New York City. The exhibit will showcase the different stages of a growing wheat crop, from early season green plants to the amber waves of grain at harvest time.

An artist's rendering of the event is available for viewing on the Nebraska Wheat website at [www.nebraskawheat.com](http://www.nebraskawheat.com) and the Wheat Foods Council website at [www.wheatfoods.org](http://www.wheatfoods.org).

The Urban Wheat Field brings the farm-to-fork journey of the America's most consumed grain to life to educate people about all things wheat including agriculture, milling, baking and nutrition. The farm-to-fork journey is brought to life with various exhibit components including a quarter-acre wheat field and full-size combine representative of agriculture; a functioning mill and tabletop, hand-operated flour grinders representative of milling; a cooking demonstration counter and bread-baking oven representative of baking; and a wheat nutrition lab representative of nutrition.

###

301 Centennial Mall South – 4<sup>th</sup> Floor • PO Box 94912 • Lincoln, NE 68509  
Phone: 402.471.2358 • Fax: 402.471.3446 • E-mail: [wheat.board@nebraska.gov](mailto:wheat.board@nebraska.gov)  
[www.nebraskawheat.com](http://www.nebraskawheat.com)

