



## News Release

FOR IMMEDIATE RELEASE  
August 19, 2014

FOR MORE INFORMATION  
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### **Nebraska Wheat to participate in Raising Nebraska at the State Fair**

Grand Island, NE – After four years of hosting the interactive “World of Wheat” display in the Exhibition Building of the Nebraska State Fair, Nebraska Wheat will change locations and participate in the new Raising Nebraska exhibit.

Nebraska Wheat, the cooperative partnership between the Nebraska Wheat Board (NWB) and the Nebraska Wheat Growers Association (NWGA), will work with multiple other commodity organizations and companies in Raising Nebraska to help tell the story of Nebraska agriculture on a broad scale instead of just telling the story of wheat. While many of the pieces from the “World of Wheat” won’t exist at this year’s fair, Nebraska Wheat’s tradition of serving fresh-baked cinnamon rolls, bread and cookie samples will continue. However, instead of preparing the samples in the Mobile Baking Lab, Nebraska Wheat will bake out of a brand new kitchen built in Raising Nebraska. Nebraska Wheat will also continue to operate a tabletop threshing machine that demonstrates the inner workings of a combine and a hand mill that allows fairgoers to see how wheat becomes flour.

“Telling agriculture’s story to consumers is an important part of Nebraska Wheat’s mission,” said Royce Schaneman, NWB executive director. “Too many people today think food comes from the grocery store. Participating in Raising Nebraska will allow us to continue sharing the message on where food really comes from.”

In addition to baking samples, several Nebraska Wheat farmers will serve as farming “experts,” allowing fairgoers to ask them questions about their farming operations and practices. Nebraska Wheat will also host several baking demonstrations on the cooking stage in Raising Nebraska. On the weekends (the first Friday, Saturday, Sunday, and the final Saturday, Sunday,



Monday) from 12:00-1:00 p.m. and 3:00-4:00 p.m., fairgoers can learn how to make cinnamon rolls from the fair at home. During the Largest Classroom Days, Nebraska Wheat will partner with the Midwest Dairy Association and teach kids how to prepare healthy, delicious snacks in 5-minute presentations. Five consecutive presentations will be given starting at the top of each hour. Presentations will begin at 10:00 a.m., with the final set starting at 2:00 p.m.

Those with questions about Nebraska Wheat's participation in Raising Nebraska or the Nebraska State Fair may contact the office at (402) 471-2358.

The Nebraska Wheat Board administers the check-off of 0.4% of net value of wheat marketed in Nebraska at the point of first sale. The board invests the funds in programs of international and domestic market development and improvement, policy development, research, promotion, and education.

The Nebraska Wheat Growers Association is a non-profit, membership-based organization that works to improve and stabilize the profitability of the Nebraska wheat producer. NWGA works to do this by representing Nebraska's wheat producers in state and national policy and providing educational opportunities to producers and consumers.

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