



California Wheat Commission Office 1240 Commerce Ave. Suite A, Woodland, CA
CWC Steering Committee Meeting August 27, 2018 (2:00 pm)

Conference Call Attendance

Access Number Participant: = +1 408-638-0968 (US Toll) or +1 646-558-8656 (US Toll)

Participant Passcode/Meeting ID: 466 870 1284

Join by Link: <https://zoom.us/j/4668701284>

	<u>Call In</u>	<u>Attending</u>
1. Scott Schmidt	Yes	
2. Lee Jackson		Yes
3. Ron Rubin	Yes	
4. Steven Windh	Yes	
5. Bill Cruickshank	Yes	
6. Kirk Elholm	Yes	



Steering Committee Meeting Notice

Sent and posted August 17, 2018

Via Teleconference Call

DATE: Monday, August 27, 2018
TIME: 2:00 P.M. - 3:00 P.M.
ACCESS NUMBER: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)
PASSCODE/ Meeting ID: 466 870 1284
Or Join with the link: <https://zoom.us/j/4668701284>
LOCATION: 1240 Commerce Ave. Suite A
Woodland, CA 95776

*Board Members wishing to participate in the meeting VIA TELECONFERENCE CALL must notify Crystal Sandoval via email to (csandoval@californiawheat.org) or by Fax to (530) 661-1332 at least 24 hours prior to the listed meeting. **Failure to do so will disqualify you from participation.***

AGENDA

- I. Call to order/ Roll call/ Establish Quorum Chairman Scott Schmidt
- II. Public Comments
- III. Approve agenda
- IV. Approval of previous meeting minutes from July 9, 2018
- V. Summary from previous meetings
- VI. Discussion of Initiation of California Wheat Strategic Plan
- VII. Recommendations
- VIII. Public Comments
- IX. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Time will be allowed for members of the public to make comments on each agenda item (up to 2 minutes). To make a request for more information, or to make a request regarding a disability-related modification or accommodations for the meeting, please contact Crystal Sandoval at 530-661-1292, or 1240 Commerce Ave., Ste. A Woodland, CA 95776, or via email at csandoval@californiawheat.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. This notice and agenda are available on the Internet at www.californiawheat.org



Accepted by the Commission Board on _____

**CALIFORNIA WHEAT COMMISSION
Steering Committee Meeting
Via teleconference**

MINUTES OF July 9, 2018

OPENING BUSINESS

Call to Order

A meeting of the Steering Committee of the California Wheat Commission was held on Monday, July 9, 2018, via teleconference call. Committee Chairman Scott Schmidt called the meeting to order at 11:05 am.

Roll Call

Roll Call was conducted. Committee members present were:

Scott Schmidt- Chairman
Lee Jackson
Ron Rubin (Left at 11:55 am)
Steven Windh (Left at 11:43am)

A quorum was present.

Introduction of Guests

Guests present for all or part of the meeting included: Nick Matteis, Executive Director, California Association of Wheat Growers; Jorge Dubcovsky, UC Wheat Breeder, Mark Lundy Small Grain Specialist, George Fohner, and Kirk Elholm.

Approval of Agenda

#1: MOTION WAS MADE BY STEVE WINDH AND SECONDED BY LEE JACKSON TO APPROVE THE AGENDA. MOTION CARRIED WITH NO ABSTENTIONS.

Approval of Minutes

#2: MOTION WAS MADE BY STEVE WINDH AND SECONDED BY LEE JACKSON TO APPROVE MAY 31, 2018 STEERING COMMITTEE MEETING MINUTES. MOTION CARRIED WITH NO ABSTENTIONS

California Grown Program

Nick Matteis gave an overview on the California Grown program, and the possibility of the commission being part of it in the future. Nick has been running it for the past 4.5 years, California Grown is a marketing program to promote California commodities. Members are able to use the logo at the retail level, but we would have to look at application for California wheats. Possibly can go in conjunction with the California Wheat brand the commission is already using. Nick proposed to further discuss it at the next board meeting to see if it would be feasible for the commission to participate, either in short term or long-range plan. Claudia and Nick will be meeting with a mill in California in the coming week to discuss their use of both brands California Wheat, and California Grown. Scott would like them to report back to the committee and see how the meetings went.

Summary of Previous Meetings

Claudia gave an overview on topics from the previous meeting. She brought the idea of using social media to promote California wheat. She already is using the social media sites as time allows to promote California wheat. Scott mentioned that he has interacted with someone that does social media for a company at a part time basis, and it has really helped to bring them more traffic to their website. He feels it is something to look into the future and hire someone to do social media for the commission, there is a lot of people out there that we can look into hiring for not a lot of money that can fit in into our tight budget. Claudia agrees with Scott that it would be good to hire someone to take care of it, since it is very time consuming. She is not able to commit the time it would require, since her time is tied up with her executive director duties.

California Wheat Trademark

Claudia gave an overview on trademarking the California wheat logo. Trademarking the logo can be a useful marketing tool with a potential low cost, but high impact. The cost would be approximately between \$2000 to \$3000. We currently are working with a mill that we have given permission to utilize the logo to include it in their packaging. If we moved forward it will become a Certification Mark to authorize permission; which will indicate specific parameters that would have to be met for use. She also mentioned potentially working with a pasta manufacturer to use the logo on their products, they are already using California wheat in their products. Scott mentioned it should be included at the next board meeting for approval. Lee asked if the logo would be available to everyone using California wheat, and how would we differentiate for quality. Jorge mentioned that in order to address this issue there has to be a few steps taken. First to establish the preferred variety list that would differentiate those varieties acceptable and not acceptable based on quality. Those quality wheats can benefit from the use of the logo. Jorge mentioned we would have to add a stamp or something to set apart the higher quality wheat. Claudia agreed it would be used when setting up the parameters for the trademark of the logo. Jorge further explained what the preferred variety list is intended for. It will consist of three simple classifications, were statistical data will be used to analyze and place varieties in each category. Further there will be subcategories for best quality varieties for specific products for example bread. It will be presented at the collaborator meeting to get feedback from industry. George asked if the preferred variety list would differentiate from the California wheat logo. Jorge answered it will be separate the logo would be for all California wheat not considering quality. The list would complement the logo for when its marketed so there is a reference point for what California wheat has to offer. Scott agreed it's a great idea to approach it that way and mentioned if there would be a possibility to charge for use of the logo. Claudia mentioned at this time we don't charge for use of any of our logos, Arizona does charge for the use of the desert durum logo in their region. It is a very small

charge having to do with laws in their area. Further discussion took place about the trademark, and the variety classifications in the preferred variety list. The lab can use the classification information in conjunction with their expertise to do blends for customers as a fee for service.

Marketing

Claudia spoke about the commission having their first open house, which was very successful. We had a good turn out with people from different parts of the industry. She also spoke about one of the growers that attended the open house from California that is setting up his own mill and cleaning facility where he can do small batches. It would allow him to process his own wheat, and service customers needing smaller volumes to satisfy their operation. She also visited Hayden Flour Mills in Arizona that is also has a similar operation where they also mill small batches. They are able to provide their product on a smaller scale to artisan bakers which comes at a premium.

Scott mentioned that it would be beneficial for California wheat if we can put together a good management practices, and wellness program. There are some examples he mentioned, for example a tomato wellness website. We can do something similar for wheat and provide that website link in products that use our logo. Claudia agreed it is a good idea and thought mark can provide input on the matter. Mark agrees it is a good idea, and we would have to consider the diverse amount of wheat growers in California, and a reasonable time frame to get the program in place. Lee mentioned a program he helped put together in 2006 small grains manual which was composed of 14 sections to accommodate the vast diversity of growers. It need updating, mark mentioned it is something they will work on in the future when the resources are available. Scott mentioned the best management practices program would be more of a generic document put together just for California wheat, that can be done utilizing a lot of the research that is already out there. Further discussion took place about the program, and how to execute it. Mark mentioned he could take on the program with more funding from the commission and hire a student to take on the project or someone already on his staff. His funds are already tied up in running the small grains program as it stands. Mark will be putting together a budget for it for the next meeting. Claudia gave a quick recap of the meeting, and the next steps moving forward.

Meeting adjourned at 12:08 pm.

Respectfully submitted,

Crystal Sandoval, Office Assistant

Accepted by the Commission Board on _____, 2018

Scott Schmidt, Steering Committee Chairman

California Wheat Strategic Plan - Updates

Short Term

1. CA Wheat Brand
 - a. CA Wheat logo Mark – to be approved by the Board to provide the go-ahead to attorney Jill England to help with the submission of our logo to the Trademark offices. The document will be a Certification Mark which needs to include our suggestions of use of the mark.
 - b. Promotion is already happening by meeting with mills, and end-users. We will expand our brand awareness through communication outlets such as social media. Report on our first meeting with Miller Milling. Miller Milling requested that the Commission includes in the agreement exceptions for using our brand/logo when there are issues with low acreage in certain years.
 - c. Partner with CA Grown to help promoting CA Wheat. Nick Matteis will present the different options at the Board meeting.
2. California Wheat Classification
 - a. Work in progress already – initial stage of this project with UC Davis wheat researchers and the CA Wheat Lab.
 - b. Presentation of our work and obtain feedback at the upcoming Collaborators Meeting. We have invited Dr. Craig Morris from USDA In Pullman, WA to give us guidance during our meeting with millers and breeders the day before of our Collaborators meeting, as well as present at the meeting.
 - c. Decisions will be made after our meeting to move forward with recommendations to implement the wheat classification.
3. Social Media
 - a. Proposal with ideas and budget.
 - b. Social media will include: branding, wheat nutrition, bloggers (bakers, chefs, etc), Commission and other industry related activities. And many other marketing and educational related items.

Intermediate and Long Term

1. Good Management Practices
 - a. Mark Lundy sent information about Walmart's efforts: (<https://www.walmartsustainabilityhub.com/project-gigaton/agriculture>) and we will discuss this at our meeting. Mark also made comments that we will need to provide specific direction on the issues we want him to address. Sustainable Wheat Program? What do we think our goals should be for such a program? Do we have any interest by industry on such programs? Still many questions to ask and find answers.
 - b. Publication and education about the outcome of the results to growers and others.
 - c. Mark's program is helping to bring information to growers to help them achieve a more precise and sustainable management program. We could utilize this for marketing and branding purposes, but there is still working to do in this area. We will make sure we communicate this effectively to growers and others.

August 24, 2018

STORY 1

A new era in the milling and baking industry has begun

By Claudia Carter, CWC Executive Director

For the last year, I have traveled and visited many mills, bakeries, and other wheat related facilities. The adventure began to better understand a market that is changing and moving faster than before. California is full of innovation, and the wheat market is becoming part of this venture.

The consumer in California is not only looking at the strawberry label which says California Grown; but also, is looking at the flour and loaf of bread they are buying that says made with California Grown wheat. As an example, the new product from the company Rudi's bread features our Sacramento Valley wheat grower Fritz Durst and Community Grains as the miller. The bread is labeled as Sacramento Valley and a story about our wheat grower and the miller is on the package

(<https://www.rudisbakery.com/organic/product/whole-wheat-bread-made-with-sacramento-valley-whole-grain-flour/>). The wheat is costumed milled for specific bread products.

Another visit I did was to Arizona to Hayden Flour Mills. First, owner Jeff Zimmerman took me to one of the Italian Restaurant in town Pizzeria Bianco Forno A Legna (<http://www.pizzeriabianco.com/>) owned by Mr. Marco Bianco. I enjoyed a delicious fresh pasta and artisan bread made with Hayden Flour Mills semolina and flour, respectively. Mr. Bianco spoke about how much he appreciates his partnership with Mr. Zimmerman, through this partnership he is able to acquire semolina for his pasta, flour for his bread, and for their delicious crostini. Hayden Flour Mills sells their flour as well as their delicious cookies and crackers at Whole Foods and they are expanding their product line to pasta as well. Hayden Flour Mills works directly with the grower, Mr. Steve Sossaman. Mr. Sossaman established recently a wheat cleaning facility next to the mill as part of their partnership to continue developing their business. To see more about Hayden Flour Mills visit: <http://www.haydenflourmills.com/>; and Sossaman Farms: <https://www.facebook.com/sossamanfarms/>

What did I learn from all my visits and conversations? I gathered that California possess an enormous opportunity for millers to establish an all California Wheat grown and milled flour to satisfy many bakers looking already to use their flours; which can be labeled made with California Wheat. The many bakers I have spoken to or have contacted me asking about where they can find flours milled with 100% California Wheat continues to increase, and I perceive a tremendous opportunity for mills to be established in California to satisfy many of their needs.

The California Wheat Commission's goal is to help our wheat growers promote and increase the demand for wheat they grow. We are working hard toward establishing a California Wheat Classification system designed to help all our wheat industry to identify wheat suitable for their needs: for growers, millers, and end-users. During our upcoming California Wheat Collaborators meeting at UC Davis we will present the work that our Lab Manager, Teng Vang and our UC Davis wheat researchers have been putting together to develop a list. This is just the beginning and as our wheat industry continues to evolve, we believe we should be ready to assist them with all the tools they will need to make this happen.

Finally, we have our California Wheat logo ready to be used by millers, bakers, or any other end-users ready to promote their products made with California Wheat. If you would like to learn more about our logo and request permission to use it, please contact me at carter@californiawheat.org or call to 530-661-1292.

August 24, 2018

STORY 2

Our wheat growers innovate, we would like to share their stories – Sagouspe Farms, Los Banos, CA

It was a nice hot day in June when I decided to visit our friend Corky Sherwood from Sherwood Grains in Los Banos, CA. Corky planned an entire day for me to learn about Los Banos region and everything he knows about wheat producers from Los Banos. Corky is full of stories and I truly enjoyed the education he gave me about history of wheat grown in that region. Wheat production used to be higher than what it is today, as it is the case of most regions in California.

In Los Banos you will find, among other crops, Almond trees, cotton, walnuts, cherries, and many more. The story I want to tell you, wheat is the star for one Almond grower we visited named Jean P. “Skip” Sagouspe III. In November 2017, Skip had an almond orchard that reached ~23 years since it was planted. (Note: According to Mike Curry of Johnson Farms, “it is anticipated that about 40,000 acres of almond trees will be pulled annually given current planting rates” from Western FarmPress). After Skip consulted with Corky, he decided to incorporate chipped almond trees into the soil prior to planting his wheat. He applied two irrigations, one at early stage and another later in the season. He also decided NOT to apply any nitrogen, leaving the field without fertilizer. This was part of his efforts for soil conservation.

When he told me the story about that field, I told him that he will not make a good protein level suitable for bread baking. He planted one of our Hard Red Winter variety WB9229. I was certainly curious, and I told him to send me pictures of his field and that I would like to test the wheat after harvested for quality. With Corky’s help, I received the wheat in early July. Photos speak for themselves, please see grower Skip’s story and his wheat field below.



Photos provided by Skip Sagouspe of wheat development variety WB9229 planted Fall 2017

August 24, 2018



Photo: On the left is Wheat grower Skip Sagouspe and on the right is Corky Sherwood.

How was the Wheat Quality of Skip's wheat?

To our surprise, the wheat quality was excellent! The wheat Protein Content was 13.5% (at 12% moisture basis), moisture content was 8%, test weight was > 65 lbs/bu. Flour quality was excellent for bread baking, with high water absorption (> 66%), high dough stability (> 20 min), and as the final baked product showed > 1000 cc in bread loaf volume (loaf volume higher than 900 cc is desired). Skip is happy to share this information with the wheat industry and with our wheat growers who might decide to try this approach as a good management practice.

For more information about the complete Wheat Quality results, please see below:



Photo: Pup loaf made with WB9229 Sagouspe – high loaf volume and nice crumb texture.

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WB9229 Skip's wheat quality results:

Customer Sample ID#	WB 9229 - Sagoupe
CWC ID#	Sample HR-126
Grain Analysis	
Moisture (%)	8.20
Protein (%) 12% MB	13.53
Ash (12% MB)	1.35
Test Weight (lb/bu)	65.24
1000 Kernel Weight (g)	43.86
Weight (mg)	42.00
Diameter (mm)	3.02
Hardness	69.54
Falling No. (Sec)	403.00
Kernel Sizing	
L/M/S	90/10/0
Experimental Milling (Refined)	
Flour Extraction (%)	71.08
Bran Extraction (%)	20.28
White Flour Analysis	
Moisture %	14.80
Protein (14% MB)	12.27
Ash (14% MB)	0.41
Wet Gluten (14% MB)	33.61
Gluten Index	94.75
Farinograph	
Absorption %	66.7
Development Time (min)	29.3
Stability (min)	26.9
M.T.I. (BU)	26
Time to Breakdown	35.8
Alveograph	
P (mm)	132
L (mm)	91
W (10 ⁻⁴ joules)	445
P/L Ratio	1.45
Mixograph	
Absorption %	68.8
Mixing Peak Time (mins)	3.5
Mixing Peak Height (m.u.)	65
Score (1-8)	4
Baking Analysis	
Bake Absorption%	67
Mixing time (min:sec)	3:30
Bread Volume c.c	1017.5
Bread Symmetry (1-10)	9.0
Crumb Grain & Texture (1-10)	8.0
Dough Handling (1-10)	9.0
*Bake Score (1-10)	8.7
Dough Length (cm)	14.0
Color L value / b value	74.78/7.92

*Bake score is average of bread symmetry, crumb grain & texture, and dough handling

Brabender® Farinograph



Sample: HR-126
 Date: 7/5/2018 3:04:43 PM
 Method: AACC
 Operator: Alejandra
 Mixer: 50 g Speed: 63 1/min
 Consistency: 529 FU with waterabsorption 66.0 %
 Moisture content: 14.8 %
 Waterabsorption (corrected for 500 FU): 66.7 %
 Waterabsorption (corrected to 14.0 %): 67.6 %
 Development time: 29.3 min
 Stability: 26.9 min
 Toleranceindex (MTI): 26 FU
 Time to breakdown: 35.8 min
 Farinograph quality number: 358
 Remarks:

