



OREGON WHEAT COMMISSION

WHERE IS YOUR 5¢ GOING?

Marketing Activities

\$232,885

US Wheat Associates – Export market development through education of overseas customers.

Wheat Marketing Center – Provides technical expertise on wheat quality and product development to domestic and overseas customers.

Trade Policy – USW and NAWG work jointly to develop trade policy and monitor the WTO to insure producer's interests.

PNW SW Wheat Marketing Plan

– A cooperative effort by the PNW Wheat Commissions to provide regional quality data to customers.

Trade Teams – OWC hosts over 15 teams annually providing information on SW supply and demand, crop quality and our marketing/ transportation system.

Crop Quality Survey – The Tri-state Commissions work with USW and WMC to gather and compile quality data on PNW SW to be published and provided to customers.

PNW Wheat Quality Council – Allows breeders to submit samples for review by the domestic milling industry

Grower Workshop—Grower tour of Portland export facility, Wheat Marketing Center and U.S. Wheat.

Research Activities

\$582,995

Dr. Peterson – Development and Release of Wheat Varieties Adapted to Oregon with Enhanced Disease Resistance, Stress Tolerance, and Superior End-use Quality

Dr. Riera-Lizarazu – Identification of DNA based Markers

Dr. Ross – Oregon Wheat Quality Evaluation Program— Development of Preferred Variety List and Testing of Breeding Lines

Dr. Ball/Dr. Mallory Smith/Dr. Hulting – Weed Management and Herbicide Evaluation

Dr. Flowers – Improved Management of New Varieties

Dr. Smiley – Evaluation of PNW Wheat line resistance to Cereal Cyst Nematode.

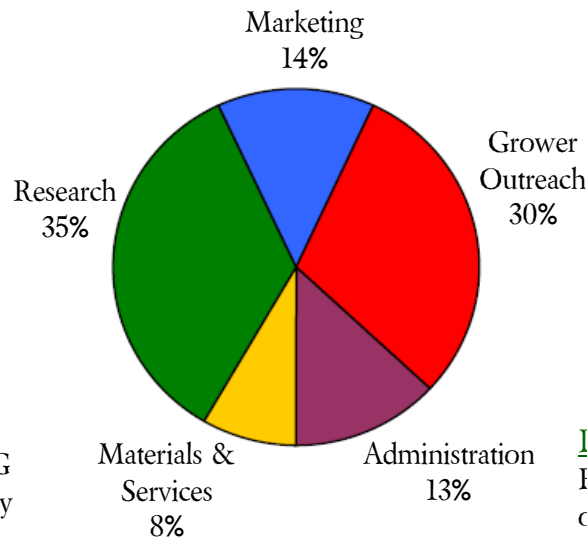
Dr. Morris – Varietal analysis by Western Wheat Quality Laboratory while considering environmental variations in quality.

Dr. Petrie – Using Split Applications to improve the accuracy of winter wheat N fertilizer recommendations.

Dr. Lutcher – Delayed Glyphosate applications in a chemical fallow.

Dr. Machado/Dr. Petrie— Evaluation of soil samples for Carbon sequestration.

Variety Survey – Study conducted by Oregon Agricultural Statistics Service to monitor annual varietal



Grower Outreach

Activities

\$500,000

Outreach activities are conducted by the Oregon Wheat Growers League which are funded with assessment dollars administered by the Commission include:

- ◆ Local and National Lobbying
- ◆ Annual County Meetings
- ◆ Quarterly Committee Meetings
- ◆ Annual Growers Conference
- ◆ Affiliate Organizational Support
- ◆ Oregon Wheat Magazine
- ◆ Oregon Wheat Website

The OWGL also does public outreach funded by the Commission such as media relations and booths at the Oregon State Fair, Ag Fest and the Bite of Oregon.

2009-2010 BUDGET DISTRIBUTION

Research - 35% *582,995*

Oregon State University		533,176
Peterson - Varietal Development	290,996	
Ross - Quality Evaluation Program	41,670	
Ball/Mallory-Smith/Hulting - Weed Research	54,460	
Riera-Lizarazu - DNA Based Markers	43,037	
Flowers - Improved Mgt of New Varieties	50,000	
Smiley - Root Lesion Nematodes	5,692	
Petrie - Split Nitrogen Application	21,140	
Lutcher - Delayed Glyphosate	3,953	
Machado/Petrie - Carbon Sequestration		
Western Wheat Quality Laboratory - Pullman, WA		46,319
Morris - Quality of Varieties by Environment	24,722	
Morris - Breeding Line Evaluation	17,271	
Morris - PNW Wheat Quality Council	4,326	
Varietal Survey		3,500

Market Development - 14% *232,885*

U.S. Wheat Associates		142,900
Membership	142,900	
Wheat Marketing Center		74,985
General Support	38,000	
Equipment	2,500	
PNW SW Marketing Plan	13,320	
Crop Quality Survey	21,165	
Foreign Trade Teams		11,000
Market Development Materials		1,000
Wheat Quality Workshop		3,000

Grower Services - 30% *500,000*

Oregon Wheat Growers League		500,000
Lobbying/ Education of Policymakers	117,250	
County/ Committee Activities	78,800	
Annual Industry Conference	87,415	
Magazine	70,710	
Website/ Public Education	63,495	
Affiliate Org. Support	82,330	

Professional Services & Support - 13% *218,562*

Market Development		55,637
Research		37,091
Grower Services		45,334
Administration		65,940
Oregon Department of Agriculture Administration		12,500

Operating Expenses - 8% *141,300*