



A COORDINATED EFFORT BY BREEDERS AND PROCESSORS TO IMPROVE WHEAT QUALITY

### **2025 Annual Meeting Summary by Dave Green Exec Vice President**

The Wheat Quality Council held its Annual Meeting in person again this year. Feb 18-20, 2025 were the dates. We used the same hotel for the third year in a row, the Embassy Suites Olathe. The meeting site got good reviews. We had about 128 people registered but due to blizzards in various cities, we lost about 15 people that couldn't travel.

The Executive Board and Board of Trustees elected a new full slate of officers and members to guide the Council this year. They are all listed on our website. The council is in good financial condition and we welcomed one new member this year. We also lost a few members. Our two hard wheat technical boards met to discuss improvements and check varieties. The changes are to continue improvements in our growout system to better compare variety performance across regions. Their minutes and board members can be found on the website.

Our speakers were Jane Demarchi and Campbell Genn who gave industry updates for the respective millers and bakers. Andrew Hoelscher of Farm Strategies reviewed their IP wheat program. Matt Schueller from Ardent Mills discussed trends in the baking industry. Brian Walker gave the National Wheat Yield Contest results for baking quality. Brad Erker discussed the status of HB4 and its potential growth. The Arthur Companies gave a presentation on their programs and potential for more IP programs. We continue to get support from the wheat breeders. Our systems are at capacity again this year with maximum entries. All of our test results are on the website. Our soft wheat group will meet in person again this year on March 18-19th, 2025 in Wooster Ohio. We continue to provide industry feedback on new lines with the breeders and cooperators. Our meetings continue to be well attended due to the value our members place on quality and the knowledge gained from our program.

We are making plans for wheat tours this year and another annual meeting in 2024 in Kansas City.