

# Domestic Promotion

The North Dakota Wheat Commission's domestic promotion focuses on conveying positive messages on the healthfulness of bread, pasta and other wheat foods, and interacting with major milling, baking and pasta companies.

Domestic promotion efforts are done on a mostly collaborative basis with the Wheat Foods Council (WFC) and National Pasta Association (NPA), both of which are funded by producers and industry. These organizations strive to promote



the health benefits of wheat foods; provide sound, scientific information on wheat production and wheat foods; create

trendy recipes to engage and interest consumers; and share positive wheat foods messaging with key influencers. Specifically, the WFC, has recently promoted wheat foods via chef workshops and continuing education opportunities for personal trainers.

Domestic marketing efforts with US domestic mills, bakeries and pasta companies is important for North Dakota grown HRS and durum, since we are the largest producing state of those two classes of wheat, and the US is the largest single market for

each class. Interaction with US end-users takes place through the WFC and the NPA, as well through organizations such as the Wheat Quality Council, and meetings such as the International Durum Forum. Interaction with the U.S. domestic industry is important for education on the safety of herbicides, fungicides and insecticides critical to wheat production and quality, keeping connected on the emerging interest in regenerative and sustainable production practices and ensuring the U.S. market continues to prioritize domestically grown wheat for its reliability, quality and safety.

The Commission also continues to do in state promotion efforts via the Ag in the Classroom events that provide agriculture education to thousands of fourth graders around the state and our annual Pasta Month promotion event to recognize the state's durum producers and pasta industry.

*Do yourself a flavor*



*It's National Pasta Month*  
**NORTH DAKOTA WHEAT**

# Domestic Policy

Domestic policy is a key variable in the profitability of wheat producers. The NDWC contracts with the ND Grain Growers Association (NDGGA) and the US Durum Growers Association (USDGA) to support their efforts to address congressional and administration policy on the farm bill, crop insurance, disaster assistance and regulatory issues. Approximately 13% of the Commission's annual check-off collections are directed to the NDGGA and USDGA, based on a provision in the NDWC legislation.

The NDGGA focus is on all small grains, while the USDGA focus is on the specific needs of durum. Both organizations contract at the federal level for national policy needs, and also work extensively with local and state officials. Persistent efforts on the farm bill, soil and water regulatory issues, chemical pricing and availability, crop insurance and conservation issues, among others, have brought significant benefits to North Dakota wheat producers.

Some of the more visible events that showcase the work of these groups include the annual E-tour by the NDGGA. The tour allows EPA staff and federal officials to visit ND producer operations, ag retailers and chemical applicators, and local and state agencies to view first-hand modern farming practices and needs of producers. The NDGGA also collaborates with the Commission and surrounding state check-offs to host Best of the Best in Wheat Research meetings each winter to educate producers on the latest in wheat research. The USDGA hosts the Crop Outlook and International Durum Forum which brings key companies in the US durum industry to the state to visit with producers and learn about current issues and needs of the US durum production region.

