



Food & Agricultural Products Center

**NEWS RELEASE**

*Adding Value to Oklahoma*

**FOR IMMEDIATE RELEASE**

March 6, 2008

***The FAPC and Oklahoma Wheat Commission are helping to promote Bake and Take Month***

By Mandy Gross, FAPC Manager of Communications Services

STILLWATER, Okla. – The Robert M. Kerr Food & Agricultural Products Center, located on the Oklahoma State University – Stillwater campus, is teaming up with the Oklahoma Wheat Commission to promote Bake and Take Month during March and Bake and Take Day on March 29.

The purpose of the Bake and Take promotion is to encourage participants to bake a product made from wheat and take it to a neighbor, friend or relative, said Renee Albers-Nelson, milling and baking specialist for the FAPC.

“The Bake and Take promotion is a wonderful way to get our young people to experience the joys of baking and understanding the importance of the cereal grain and wheat, grown in our state,” Nelson said.

Bake and Take Day began in 1972 by the Kansas Wheathearts, an auxiliary organization of the Kansas Association of Wheat Growers, as a community service event to celebrate the wheat harvest in Sumner County, Kan.

Even though the Kansas Wheathearts disbanded in 2001, Kansas Wheat continues these efforts today by partnering with the Wheat Foods Council and ACH Food Companies to extend the tradition to a broader audience and expand the program to Bake and Take Month.

“The Wheat Foods Council is proud to be a part of Bake and Take Day,” said Marcia Scheideman, president of the Wheat Foods Council. “We value this unique opportunity to raise awareness about the importance of wheat as an essential part of a healthy American diet.”

Several national youth organizations such as the Girls Scout of America, Boys and Girls Club, 4-H and Campfire USA will participate in various promotional activities throughout the month. Participants also can download a recipe booklet and find out more information about Bake and Take by visiting [www.recipefortogetherness.com](http://www.recipefortogetherness.com).

Mike Schulte, director of marketing for the Oklahoma Wheat Commission, said he is excited about promoting Bake and Take Month in Oklahoma and the Oklahoma Wheat Commission tries to promote the benefits of whole grains whenever possible.

“The Oklahoma Wheat Commission will be working with Farm to School programs throughout Oklahoma during the month of March trying to promote whole grains in local schools,” Schulte said. “We feel if we can educate parents and students about whole wheat products the benefits are many. It is always good to increase domestic markets for Oklahoma wheat producers while also creating better health opportunities for the people in our great state.”

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#### *About the Wheat Foods Council*

The Wheat Foods Council is a nonprofit organization formed in 1972 to help increase public awareness of grains, complex carbohydrates and fiber as essential components of a healthful diet and is supported voluntarily by wheat producers, millers, bakers and related industries.

#### *About ACH Food Companies*

ACH Food Companies is a subsidiary of the publicly traded company Associated British Foods. The company manufactures edible oils, shortenings and other oil-based products, as well as cornstarch, corn syrup, and distributes other food ingredients, including yeast. ACH Foods strives to be the leading value added edible oils and specialty grocery products company to the Consumer Product, Commercial and Industrial channels in North America.

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