

# Oklahoma City Conference Targets Expanding Horizons for State Wheat

By Donald Stotts

OKLAHOMA CITY - Elevator managers and producers can learn the latest information and insights about Mexican and Latin American wheat markets and marketing strategies at the Feb. 23 Expanding Horizons Conference in Oklahoma City.

The conference will take place 12:30 p.m. to 5 p.m. at Oklahoma Farmers Union, located on 2nd St., a few blocks north of Reno Ave. and west of McArthur Blvd, just north of Interstate 40.

Registration information is available through Oklahoma State University Cooperative Extension by calling 405-744-6277. There is no cost to attend.

"A unique set of speakers will provide market production and outlook of the wheat industry for hard red winter wheat in these regions of the world," said Patricia Rayas-Duarte, cereal chemist for the Oklahoma Food and Agricultural Products Research and Technology Center at OSU.

Outlook information for the Mexican wheat market will be presented by Jose Ramon Galindo, vice president of the Latin American Millers Association and vice president of the Association of Wheat Flour Milling Industry of the Federal District and State of Mexico.

Outlook information for the Latin American wheat market will be presented by Jose Luis Fuentes, president of the Latin American Millers Association and president of the Association of Wheat Flour Milling Industry of the Federal District and State of Mexico.

Participants will learn how to meet the changing needs of markets for U.S. wheat from David Shelton, director of the Wheat Marketing Center of Portland, Ore.

"WMC is a private, not-for-profit corporation that serves as a bridge between wheat producers of the Great Plains and Pacific Northwest and wheat importers throughout the world," said Rayas-Duarte.

Rodney Holcomb, OSU agricultural economist, will provide many participants with their first look at Plains Grains Inc., a new not-for-profit wheat marketing center headquartered at the university's Wes Watkins Center.

"The major goal of Plains Grains is ultimately to create more revenue for the state's wheat producers by increasing exports of Oklahoma wheat through a quality based marketing

program," said Troy Rigel, spokesperson for Plains Grains and vice president of marketing for W.B. Johnston Grain Company of Enid.

Much of the quality testing of Oklahoma wheat for Plains Grains will be performed through contractual agreement with the Oklahoma Food and Agricultural Products Research and Technology Center at OSU.

"There will be a good deal of new information about Oklahoma's wheat industry presented at the conference," said Rayas-Duarte. "This is an opportunity that elevator managers won't want to miss."

The Feb. 23 conference is sponsored by the Oklahoma Food and Agricultural Products Research and Technology Center at OSU, Oklahoma Wheat Commission, Oklahoma Grain and Feed Association, Triangle Cooperative Services and the OSU Division of Agricultural Sciences and Natural Resources.

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