

## Wheat field wows New York

By LON TONNESON

**W**HEAT grew in the asphalt canyons of New York City in October.

The field in downtown Manhattan was a promotion project of the Wheat Foods Council with support from the South Dakota Wheat Commission, North Dakota Wheat Commission, other state wheat groups and many wheat industry businesses.

"It brought America's most consumed grain to life," says Darrell Davis, Ipswich, S.D., chairman of the South Dakota Wheat Commission.

The exhibit included a quarter-acre wheat field, a full-size combine, a functioning mill and tabletop, hand-operated flour grinders, a cooking demonstration counter, bread baking oven and a wheat nutrition lab.

"It was an exciting opportunity to tell a positive story about agriculture," says Marcia Scheideman, president of the Wheat Foods Council.

Nearly 8,000 people attended. New Yorkers going about their daily routines ambled through the path of the



**URBAN 40:** New York City residents stroll through a quarter-acre wheat field that the Wheat Foods Council grew in Manhattan as part of a promotion in October. The wheat is actually growing on pallets of soil that were moved from a greenhouse to the street for the event.

### Key Points

- The U.S. Wheat Council created a wheat field in New York City
- The exhibit included a wheat field, combines and mills.
- More than 8,000 people went through the exhibit.

urban field where they learned about the wheat they eat everyday. There was "surprise on their faces" and "excitement in their voices," Scheideman says.

City dwellers commented:

- "I never knew there was so much involved in growing wheat."

■ "Is this really what flour is made from — a tiny brown seed?"

■ "I thought wheat was wheat. Are you telling me there are six different types, used for different kinds of foods?"

Four thousand postcards were distributed with wheat kernels attached, encouraging visitors to both plant seeds and visit [www.wheatfoods.org](http://www.wheatfoods.org).

Nearly 500 loaves of bread and hundreds more cookies were baked on site.

Four hundred pounds of wheat kernels were milled in the milling station.

More than 5,000 wheat-based

food samples were distributed from Mars Nutrition, Kraft, General Mills and Kelloggs.

Ten local groups organized field trips to the Urban Wheat Field, including local 4-H groups and schools.

*The New York Times*, *Time Out New York*, Associated Press, WNYW-TV, and dozens more blogs and online publications covered the event.

Meetings between wheat representatives and editors were held with *Forbes*, *Wall Street Journal*, *Family Circle*, *First for Women* and *Parents*.

You can check out the promotion at [www.wheatfoods.org](http://www.wheatfoods.org).

## Backers help wheat grow

**T**HE following Wheat Foods Council members and partners made the Urban Wheat Field exhibit possible: Archer Daniels Midland, AIB International, General Mills' Bell Institute of Health & Nutrition, BEMA, Caravan Ingredients, Cereal Food Processors, Colorado Wheat Administrative Committee, Farmers Direct, National Association of Wheat Growers, Home Baking Association, Hooper, Horizon Milling, Idaho Wheat Commission, Jiffy Mixes, Kansas Wheat Commission, Mars — World of Grains, Maryland Grain Producers Utilization Board, North American Millers' Association, North Dakota Wheat Commission, National Pasta Association, Oregon Wheat Growers League, Oklahoma Wheat Commission, South Dakota Wheat Commission, Nebraska Wheat Board, Texas Wheat Producers Board, ConAgra-Ultragrains, U.S. Wheat Associates, Valente Yeast, Montana Wheat and Barley Committee, Washington Wheat Commission, Wyoming Wheat Growers Association, Kelloggs, Mennel Milling, U.S. AgBank, Case, Bay State Milling and Kraft.

