



Kernels

Vol. 17

FALL 2016

Building a Bridge with

Personal Trainers

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Kansas Wheat Commission

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Message from the President

We are excited to put our new strategy of educating Personal Trainers about the nutritional value and importance of wheat foods into action on behalf of the wheat industry. Personal Trainers are a highly important influencer group who advise their clientele about fitness and nutrition. We want to ensure they are armed with the up-to-date information about wheat and wheat foods to share with their clients. This issue of Kernels highlights our initiatives to begin our Personal Trainer outreach and education program.

Sponsoring Michele Tuttle, MS RD and world-class triathlete in her World International Triathlon Competition enables us to highlight the importance of wheat foods in her training diet. We are thrilled to celebrate her Silver Medal performance at the World Championships held in Cozumel, Mexico this month. As a Registered Dietitian, Michele knows about the great nutrition in wheat foods, as an elite endurance athlete, she knows the importance of wheat foods to fuel her performance. We are excited to feature Michele in our Personal Trainer program as a great example of the benefits of wheat foods.

Also in this issue we feature Kansas Wheat in our Member profile and the 2017 National Festival of Breads sponsored by Kansas Wheat.

Tim O'Connor
President, Wheat Foods Council



"Italian" Foods You Won't Find in Italy



If you think you're going to find these foods on your Italian vacation, think again!

Garlic Bread



Shrimp Scampi



Rainbow Cookies



Pepperoni Pizza



Spaghetti & Meatballs



For a complete list of foods, visit
<http://www.fodors.com/news/ten-italian-foods-you-wont-find-in-italy-6510>

Building a Bridge with Personal Trainers



We live in a time of increasing awareness about healthy eating and lifestyles. Today, more than ever, people are seeking advice about diet and nutrition from health experts of all kinds, including Personal Trainers (PTs).

As a part of its mission, the Wheat Foods Council (WFC) reaches out to health and nutrition professionals, educators, supermarket and retail dietitians, chefs, and health-conscious consumers to help increase awareness of dietary grains as an essential component of a healthful diet. PTs are a relevant audience for the WFC resources and

programs since they frequently discuss the pros and cons of wheat foods with their clients, according to a survey taken by the WFC last fall.

Too often, however, PTs lack a thorough understanding of the healthful benefits wheat foods can provide. Nine out of 10 have misconceptions about wheat, which means they are likely to share those misconceptions with their clients.

Personal Trainers may interact with 20 or more clients per week providing opportunities to influence many consumers about the wholesome benefits of grain foods and their positive effects on health and wellness for all ages and stages of life. The WFC's role as an educator of influencer audiences is perfectly suited to address many of the misperceptions that PTs have about wheat and grain foods, so they in turn can share accurate information with their clients.

The WFC is implementing programs and initiatives to accomplish three key goals:

- Establish a presence in the Personal Trainer community.
- Become a source of science-based nutrition advice and information.
- Build relationships with influential members of the Personal Trainer community.

In order to accomplish these goals, the WFC will underscore the role that wheat and carbohydrates play in creating a healthy body. In addition, it will educate audiences about the importance of the specific nutrients that wheat foods provide, like fiber from whole grains; and B vitamins (thiamin, riboflavin, niacin and folic acid), and iron supplied by enriched grains.

Wheat foods equal energy! Whether you are a world class endurance athlete or just getting off the couch, wheat foods are a vital part of fueling



a body for physical exertion, and PTs must impart this fact to clients daily.

"Many people believe that carbs, especially those from grains and particularly wheat, are unhealthy, which as a registered dietitian is so hard for me to hear," said Michele Tuttle, a Registered Dietitian of 20 years and world class triathlete. "Athletes especially need these nutrients for energy, metabolism and for oxygen transport."



Ms. Tuttle recently competed and captured the Silver Medal in her third World International Triathlon competition in Cozumel, Mexico this month. The WFC sponsored her to highlight the importance of grain foods as a part of her training regimen.

Other activities to engage Personal Trainers include the creation of a new website to build a reputation for the WFC as "the source" for wheat and nutrition information. "The Center for Nutrition and Athletics" is launching this month. In addition, the WFC will present and exhibit at the American College of Sports Medicine (ACSM) Health and Fitness Expo in April 2017 and at the International Dance and Exercise Association (IDEA) World in July, 2017; offer continuing education credits via webinar and online education; and tap into the WFC Advisory Board.

By reaching out to Personal Trainers, the WFC hopes to educate consumers about the importance of wheat and wheat-based foods for good nutrition and overall health as supported by scientific research. By sharing research and resources, the WFC will continue to demonstrate that a combination of both whole and enriched grain foods is a balanced approach to providing nutritional benefits based on age, energy needs, and specific health issues.

Meet the WFC Advisory Board!



Nancy Clark, MS, RD, CSSD



Glenn Gaesser, PhD



Travis Thomas, PhD, RD, CSSD, LD, FANCO

Rise to the Occasion

Enter the
2017 National Festival of Breads
Baking Contest



Cindy Falk and her team are gearing up for another National Festival of Breads competition. The National Festival of Breads™ (NFOB) is a one-of-kind bread baking contest. It's held every two years to encourage amateur bakers to develop their skills and get creative with their favorite bread recipes.

At the previous Festival in 2015, contest judges evaluated more than 500 recipe entries. After test baking close to 100 entries, eight adult finalists were chosen to be invited to participate in the final 3-day event. Categories include Ethnic Breads, Rolls, Whole Grains, and Time Saving and Simple. A Youth Division was added in 2013.

Established in 1990, the Kansas Festival of Breads was sponsored by the Kansas Wheat Commission, Kansas Department of Agriculture and the Kansas Wheathearts, a women's auxiliary group of wheat growers. Originally designed to celebrate bread baking and highlight Kansas wheat, milling and products, the baking contest was expanded and officially became the National Festival of Breads in June 2009.



Farm to Fork



A big part of the NFOB is the wheat harvest tour for finalists, guests, media and sponsors. They tour a flour mill, wheat farm, grain elevator and the Kansas Wheat Innovation Center, where most of the test baking takes place. Kansas wheat farmers and other agricultural-related organizations support the NFOB because they want to connect with urban consumers and share the story of agriculture.

"The farmers' love of the land, his family and the quality of his crops is like no other. I appreciate more than ever what kind of caring goes into the products I buy in my local grocery store," added Lisa Keys, 2015 NFOB Champion from Kennett Square, PA.

CURRY AND CHIA ONION BUNS

Merry Graham, Newhall, California



(Continued...)

Unique Flavors and Winning Recipes

In 2015, judges saw many unique ingredients like white whole wheat flour, coconut oil, coconut milk, agave nectar, guava paste, chia seeds, and flaxseeds. Kale leaves, tofu, and a variety of cheeses, including goat, Gouda and Gorgonzola were popular.

"The submitted bread entries definitely reflect current trends in ethnic foods and popular ingredients," said Ms. Falk. Bakers still use traditional ingredients including vegetables and fruits like butternut squash, spinach, blueberries, cranberries, and more. The Smokehouse Cranberry Cheese Bread, baked by Lisa Keys, was a staff favorite from the beginning and ended up winning it all in 2015.

"The farmers' love of the land, his family and the quality of his crops is like no other."



the winning breads are auctioned with proceeds donated to the Flint Hills Breadbasket and Stop Hunger Now - a non-profit international hunger relief organization. Over 600 lbs of food were collected and \$3,370 was raised at the 2015 festival.

Entry Details for 2017

Original Quick Bread and Yeast Bread recipe entries for the 2017 NFOB will be accepted October 1, 2016 through January 16, 2017. To enter, submit your original BREAD RECIPE and attach a PHOTO using the online entry form at www.nationalfestivalofbreads.com. No entries accepted by postal mail. All online entries must be received by 11:59 p.m. (CT) on January 16, 2017.



Events at Contest and Philanthropy

In addition to showcasing all eight finalists baking their entries on-site at the Festival, events include children's activities and baking sessions where guests participate in educational and instructive programs about wheat farming, milling and baking. In the "Ask An Expert" area, the local Hy-Vee Supermarket provides space for sponsors to display their products, and experts like Gayle Veum, RD, and Vice President of the Wheat Foods Council, and Aaron Clanton, Baking Instructor, AIB International, are available to answer questions about nutrition and wheat production. The Festival also gives back to the local community by collecting donations for the Flint Hills Breadbasket. Guests are encouraged to bring canned goods and



Smokehouse Cranberry Cheese Bread

Ingredients:

- 2 (1/4 ounce) packages RED STAR® Quick-Rise™ Yeast
- 3 tablespoons (1 ounce) warm water (110°-115°F)
- 2 tablespoons (1 ounce) maple syrup
- 1 cup (8 ounces) unsalted butter, softened
- 1/2 cup (4 ounces) silken tofu
- 4 large eggs
- 2 cups (6 ounces) shredded smoked Gouda or smoked Cheddar cheese
- 1 teaspoon salt
- 1/2 teaspoon ground black pepper
- 4 1/2 to 5 cups (19 to 22 ounces) King Arthur Unbleached Bread Flour, divided
- 1 cup (5 ounces) sweetened dried cranberries

Directions:

1. In small bowl, whisk together yeast, water, and maple syrup. Wait 5 to 10 minutes for mixture to foam (proof).
2. In the bowl of a stand mixer fitted with paddle, blend together butter and tofu until mixture is light and fluffy, about 2 minutes. Scrape sides of bowl as needed.
3. Beat in eggs one at a time. Stir in cheese, salt, pepper, yeast mixture, and 4 cups of flour; blend well. Exchange paddle for dough hook.
4. Mix in cranberries and gradually add enough remaining flour until a soft dough forms. Knead dough until smooth and elastic, about 8 minutes on low to medium speed. Place dough in greased bowl, cover, and let rise until doubled, about 1 hour.
5. Deflate dough and divide in half. Shape into 6" to 7" round loaves, and place into two buttered 9" round cake pans. Cover; let dough rise until doubled, 40 to 45 minutes. Near the end of the rise, preheat oven to 400°F. Uncover and with a sharp knife or lame, make a 1/4" deep "X" slash across the top of each loaf.
6. Bake 25 - 27 minutes until golden brown, tenting with aluminum foil to prevent excess browning. An instant-read thermometer inserted into the middle of the loaf should register about 200°F. Remove from oven, and after a few minutes turn loaves out onto a rack to cool.

Keep Warm with these Cozy Fall Recipes

Pumpkin Mushroom Lasagna

Ingredients:

2 teaspoons olive oil
1 medium onion chopped (about 1 cup)
1 pound sliced fresh mushrooms
½ teaspoon salt, divided
1 ½ cups canned solid-pack pumpkin
½ cup half and half
2 teaspoons fresh sage leaves, chopped or 1 teaspoon dry
Dash pepper
9 oven ready (no boiling required) lasagna noodles
1 cup reduced fat ricotta cheese
1 cup (4 ounces) shredded part-skim mozzarella cheese
¾ cup grated Parmesan cheese

Directions:

Preheat oven to 375°. In small skillet heat oil, add onion and sauté until tender, add mushrooms and ¼ teaspoon salt. Heat about 2 minutes until mushrooms are heated through. Set aside. In a small bowl, combine pumpkin, half and half, sage, pepper, and remaining ¼ teaspoon salt. Spread ½ cup pumpkin sauce in an 11 X 7 inch baking dish lightly coated with cooking spray. Top with 3 noodles (noodles will overlap slightly). Spread ½ cup pumpkin sauce to edges of noodles. Top with half of mushroom mixture, ½ cup ricotta cheese, ½ cup mozzarella and ¼ cup Parmesan cheese. Repeat layers. Top with remaining noodles and pumpkin



sauce. Cover and bake in preheated oven for 45 minutes. Uncover; sprinkle with remaining Parmesan cheese. Bake 10-15 minutes longer or until cheese is melted. Let stand for 10 minutes before cutting.

Servings: 6

Calories/Serving: 313

Nutrition: One serving provides approximately: 20 g Protein, 31 g Carbohydrates, 5 g Fiber, 14 g Fat (6 g saturated), 33 mg Cholesterol, 63 mcg Folate, 2 mg Iron, 563 mg Sodium

Beef & Sausage Meatloaf w/ Bulgur

Ingredient List:

¾ cup bulgur, uncooked	1 cup diced onion
¾ cup skim milk	2 tablespoons tomato paste
1 pound extra lean ground beef	2 eggs, large
8 ounces ground Italian sausage	1 (14.5 ounce) can diced tomatoes
¼ cup Cilantro Pistachio Pesto* (option: use purchased pesto)	½ teaspoon dry oregano
	¼ teaspoon ground black pepper
	½ teaspoon salt
	¼ cup catsup for topping

Directions:

Preheat oven to 350°. In a large bowl combine bulgur and milk, stirring until combined. Let stand until milk is absorbed, about 10 minutes. Add ground beef, Italian sausage, pesto and all remaining ingredients except catsup. Using hands, mix until well combined. Shape into 1 loaf or four small loaves, place on sheet pan. Top with catsup. Bake in preheated oven until internal temperature of meat reaches 165°; about 1 hour.

Options:

Meatballs: Shape meat mixture into approximately 40 meatballs (about 2 tablespoons each). Place on baking sheets lightly coated with cooking spray, bake at 450° for 15 minutes. Heat in favorite sauce for use as a main dish or appetizer. Can be frozen in zip-lock freezer bag after cooling for later use.

Stuffed peppers: Fill peppers with meat mixture. Top with sprinkling of Parmesan cheese. Bake at 350° until peppers are tender and meat mixture reaches 165°; about 45 minutes to 1 hour.

Servings of Meatloaf: 8

Calories/Serving: 313

Nutrition: One serving provides approximately: 21 g Protein, 20 g Carbohydrates, 4 g Fiber, 17 g Fat (6 g saturated), 99 mg Cholesterol, 15 mcg Folate, 2 mg Iron, 736 mg Sodium

*For Cilantro Pistachio Pesto recipe refer to Cilantro Pistachio Pesto Pasta recipe on wheatfoods.org

Wheaty Peach Cobbler

Ingredients:

10 to 12 peaches, peeled, pitted, and cut into 1-inch chunks*
2 tablespoons cornstarch
5 tablespoons light brown sugar
1 teaspoon lemon juice, freshly squeezed
Pinch of salt

*If fresh peaches are unavailable, frozen can be substituted

Topping:

1 cup whole wheat flour
1 cup unbleached, all-purpose flour
1/2 teaspoon salt
1/4 cup light brown sugar, packed
2 teaspoons baking powder
1/2 teaspoon cinnamon
6 tablespoons (3/4 stick) cold unsalted butter, cut into pieces
3/4 cup low-fat milk
1 tablespoon low-fat milk
1 tablespoon sugar

Directions:

Preheat oven to 400 degrees F. In a bowl, combine the peaches, cornstarch, brown sugar, lemon juice and salt, tossing gently. Transfer the mixture (filling) to a 9 x 9-inch or 8 x 11 1/2-inch pan; set aside.

Mix the flours, salt, brown sugar, baking powder and cinnamon. Add the butter and mix until coarse and crumbly. Add 3/4 cup of milk and mix just until combined. Turn out dough onto lightly floured surface; knead a few times to smooth out. Form into a ball and roll out into the shape and size of the baking dish, about 1/4-inch thick. Place dough on top of the prepared fruit.

Brush the top of the dough with the remaining tablespoon of milk and sprinkle with the granulated sugar. Place the cobbler on a sheet-pan to catch any juices that may boil over. Bake until the top is golden brown and juices are bubbling for 25 to 30 minutes. Let cool slightly before serving.

Yields: 8 to 10 servings

Serving Size: 1 serving

Nutrition: One serving provides approximately: 293 calories, 6 g protein, 51 g carbohydrates, 5 g fiber, 9 g fat (5 g saturated fat), 22 mg cholesterol, 40 µg folate, 2 mg iron, 70 mg sodium

For more recipe ideas, visit
www.WheatFoods.org/Recipes



Member Profile

Kansas Wheat Commission

Kansas Wheat is the cooperative agreement between the KWC and the Kansas Association of Wheat Growers (KAWG) joining together as “leaders in the adoption of profitable innovations for wheat.” KWC has been a member of the Wheat Foods Council since its inception in 1972, at a meeting held in the KWC test kitchen in Hutchinson, KS. We recently caught up with Justin Gilpin, CEO of Kansas Wheat to see what the organization is up to and what they are focusing on.

What are the issues of concern for Kansas and the industry as a whole and goals moving forward?

The KWC’s goal is to continue working on wheat genetics research and improve marketing initiatives that will better position wheat and wheat products among their customers. Overall, Kansas Wheat is most concerned with the current price of wheat, \$3 a bushel, a concern shared by farmers nationwide. There’s a large wheat crop this year, and leaders in the industry are tasked with finding markets and creating demand. The number one concern is turning a profit for the farmers so that they can stay in business.

What is a positive factor driving the wheat industry at this time, and where are there opportunity areas?

Our research is focused on looking back at some of the oldest wheat varieties and working to implement those qualities with newer varieties. We are hoping to reach out to those consumers who are tiring of the fad diets, and want to rediscover the goodness of whole grains, learn the truth about their food, and re-try delicious wheat foods, which are good for nutrition. Kansas Wheat has developed a new tagline, “Rediscover Wheat” to drive home that point.

What are you doing at the Kansas Wheat Innovation Center (KWIC), touted on the website as “the single largest investment by wheat farmers in the nation.” How do you think Kansas Wheat and the industry has benefited by the investment?

The Kansas Wheat Innovation Center is home to the KWC. The new center has been a successful investment by wheat farmers because it’s helped us to be more visible to members, partners and potential partners. It has created space for partners like General Mills and Kansas State University to conduct research to improve wheat production by accelerating wheat genetics, which will develop a path to higher yields with qualities that are preferred by wheat consumers.

Finally, what does the KWC like most about their association with the WFC?

The WFC provides its members with a strong voice speaking on behalf of wheat, not just farmers, but all partners of the wheat industry. It has experienced and knowledgeable staff members who have built a network of partners that do a great job of getting the message out there to support wheat.

About Kansas Wheat

Kansas Wheat Commission (KWC) is an organization that works to secure the future of Kansas wheat in the global market by increasing wheat producer productivity and profitability through research, education and domestic and international market development.

Kansas Association of Wheat Growers (KAWG) is primarily focused on government policy and how it affects their farming operations. They are interested in advocacy efforts on behalf of those issues that affect wheat production and the industry as a whole.





Celebrities who Bake!



Taylor Swift – Singer

She is a baking queen and a lover of foods like cookies and cinnamon rolls. She even shares the recipes of the cookies she bakes and Instagrams with her fans, because that's just the kind of gal she is.

Aziz Ansari – Comedian

Ansari's love for food runs deep. It's apparent in his Twitter feed — and by glancing at his Instagram account — but is most blatantly clear when watching his Netflix series 'Master of None.'



Emma Stone – Actress

Baking was how Stone calmed her nerves growing up — she suffered from her first panic attack at eight years old. She loves baking so much these days she has serious hopes of opening a bakery one day.

