

Mission: The Minnesota Wheat Research & Promotion Council Invests Checkoff Dollars to Benefit Wheat Producers.

	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
	Advance growers research Ideas and goals to researchers in the region.	Promote wheat quality.	Communicate with producers to promote wheat in MN.	Incorporate new technologies and methods in wheat.	Expand partnerships with groups that work to advance wheat.	Communicate with public and elected officials on significant wheat issues.	Promote Consumption of Wheat
Ongoing	Work with researchers to direct them to address specific grower concerns.	Maintain membership in USW Associates.	Promote wheat's role in long term cropping rotations.	Encourage & support innovations in wheat breeding for advancing wheat.	Support MAWG.	Communicate with stakeholders to maintain & develop new export markets.	Promote new uses of wheat (when AURI identifies them).
	Maintain On-Farm Research Network.	Educate producers on importance & economics of wheat quality.	Maintain ties with southern wheat growers.	Build working relationships with millers & baker organizations for acceptance of new wheat breeding techniques.	Maintain working relationship with University of Minnesota.	Partner with MAWG to advocate for additional research & extension dollars.	Annually renew membership in domestic promotion groups.
	Maintain wheat small plot research throughout Minnesota.		Provide educational opportunities for growers.		Monitor & spend checkoff funds wisely with partners.	Notify public about awards, promotions, elections & other news.	
					Maintain working relationship with regional wheat state commissions.	Increase the number of positive press releases on wheat.	
					Continue to work & communicate with private breeders & industry.	Maintain USDA/ARS relationships to garner funds for public research.	
Year 1 (FY 2018)	Expand research & technology to mainage protein.	Initiate conversations with regional wheat millers about wheat quality.	Utilize social media to educate & communicate with producers.		Partner with other commdity groups around ag issues.	Develop plan to promote agriculture to general public.	Promote nutritional value of wheat.
					Partner with MN Soybeans on OFRN for soybean growers.		
Year 2 (FY 2019)	Research Fertilizer use efficiency.	Provide input to NWF to promote quality standards to yield contest.	Explore new educational methods & tools.	Identify spokespersons or groups that promote benefits of modern ag & new breeding techniques to the general public.			
Year 3 (FY 2020)				Promote & incorporate real-time sensing & imagery research into production practices.			
Year 4 (FY 2021)							